

Monday, April 15, 2024 | TPC River Highlands | Cromwell, CT

We are proud to host the annual Birdies for the Brave Golf Tournament to support the Military Homefront Groups of Birdies for the Brave on Monday, April 15 at TPC River Highlands. Once again, the Birdies for the Brave Golf Tournament will be even bigger and better than ever! Featuring upgraded food, tee gifts, experiences, military partnerships, a post-round reception and MORE, this event is bound to make memories and drive charity dollars towards a great cause!

Don't miss this rare opportunity to play the private, acclaimed TPC River Highlands golf course, home of the Travelers Championship, while supporting Birdies for the Brave!



BIRDIES FOR THE BRAVE CHARITY GOLF TOURNAMENT OVERVIEW

EVENT ACTIVATIONS





Birdies for the Brave is a military outreach initiative proudly supported by the PGA TOUR. Since 2006, the TOUR has joined with PGA TOUR players and corporate partners to raise millions of dollars for military homefront groups that directly serve military men and women through fundraising events at TPCs nationwide.

EVENT BENEFICIARIES



PRESENTING SPONSOR

As the Presenting Sponsor of the Birdies for the Brave Charity Golf Tournament, your company will receive 4 foursomes in the tournament in April for a total of 16 total participants. Participants will enjoy meals throughout the day, tee gifts, a post-event reception and upgraded experiences this year!

The Presenting Sponsor of the Birdies for the Brave Charity Golf Tournament will receive the following brand exposure through the event:

- Logo recognition on marketing and sales materials
- Logo recognition on event page on tournament's website
- Logo recognition in a minimum of 2 email blasts to the tournament's database (1 in advance of the event and 1 post-event)
- Recognition in a minimum of 1 post on tournament's social media platforms
- Logo recognition on Golf Cart GPS graphics
- Logo recognition on event trophies, tee gifts and on-site signage
- Opportunity for Speaking Role at Reception or Shotgun Start
- Opportunity for giveaway inclusion to all participants
- Opportunity for on-site activation
- Branding assets associated with Swing Analysis

PRESENTING SPONSOR

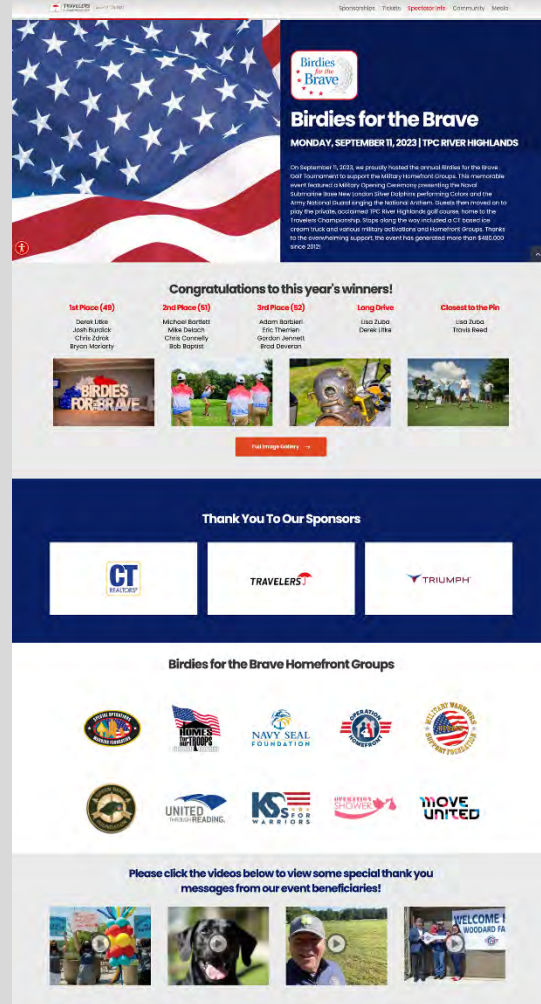


PRESENTING SPONSOR BRANDING

Email Blast Logo Recognition



Logo Recognition on Birdies for the Brave Event Page on Website



Logo Recognition on Event Trophies, Tee Gifts, Golf Cart GPS Graphics, and On-site Signage



MILITARY APPRECIATION EXPOSURE

As the Presenting Sponsor of the Birdies for the Brave Charity Golf Tournament, your company will also receive tournament assets for the Travelers Championship in June of 2024. These assets will align the Birdies for the Brave sponsorship to tournament week providing on-site branding, as well as the ability to host guests!

The following branding assets and ticket allowance are included for the 2024 Travelers Championship:

- Logo recognition on tournament's Military Appreciation website page
- Logo recognition on Birdies for the Brave Charity Golf Tournament spotlight sign outside the Patriots' Outpost
- Video board and video tower branding packages to promote your corporate military-initiatives (additional information on each of these packages on the following pages)
- Ticket allowance to be used on tournament tickets for the 2024 event (additional information on this ticket allowance on the following pages)



MILITARY APPRECIATION EXPOSURE

Military Appreciation Website Page Logo Recognition



Logo Recognition on Birdies for the Brave Charity Golf Tournament
Spotlight Sign Outside the Patriots' Outpost



VIDEO BOARD

The Travelers Championship offers three video boards on course, one on the 18th Green and two in the Stanley Black & Decker Fan Zone.

All are located in prime locations to reach thousands of spectators throughout tournament week. Your brand image will accompany tournament information and broadcast footage in two positions at each video board location.

Each video board package includes a minimum of 100 minutes of exposure for your brand image during peak traffic hours throughout competition days.



VIDEO TOWER

The Travelers Championship video towers are placed in a minimum of 3 high traffic areas on site, including a position on the main spectator walkway between the main entrance and the first tee. The video towers provide all spectators with up-to-the-minute information. Your promotional image will be viewed in a rotation on this compelling spectator amenity.

Each video tower package includes a full-screen static image placement opportunity in a 5-second rotation of content and sponsor messages that generates a minimum of 150 minutes of exposure for your brand image during peak traffic hours throughout competition days.



TICKET ALLOWANCE

This sponsorship package will include a ticket allowance used to purchase premium and daily hospitality, along with General Admission, tickets. This allows your company the flexibility to cater your ticket mix to guests' needs in order to maximize this sponsorship.

Upgraded hospitality such as the Champions Club and Mohegan Sun Club offer guests amenities including climate-controlled environments, premium views, and complimentary food and beverage service. While General Admission tickets provide fans with a signature experience including on-site parking, access to multiple Open to All Fan Venues and amenities.



TICKET ALLOWANCE

MOHEGAN SUN CLUB



CHAMAPIONS CLUB



DAILY SKYBOX



GENERAL ADMISSION

