

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!

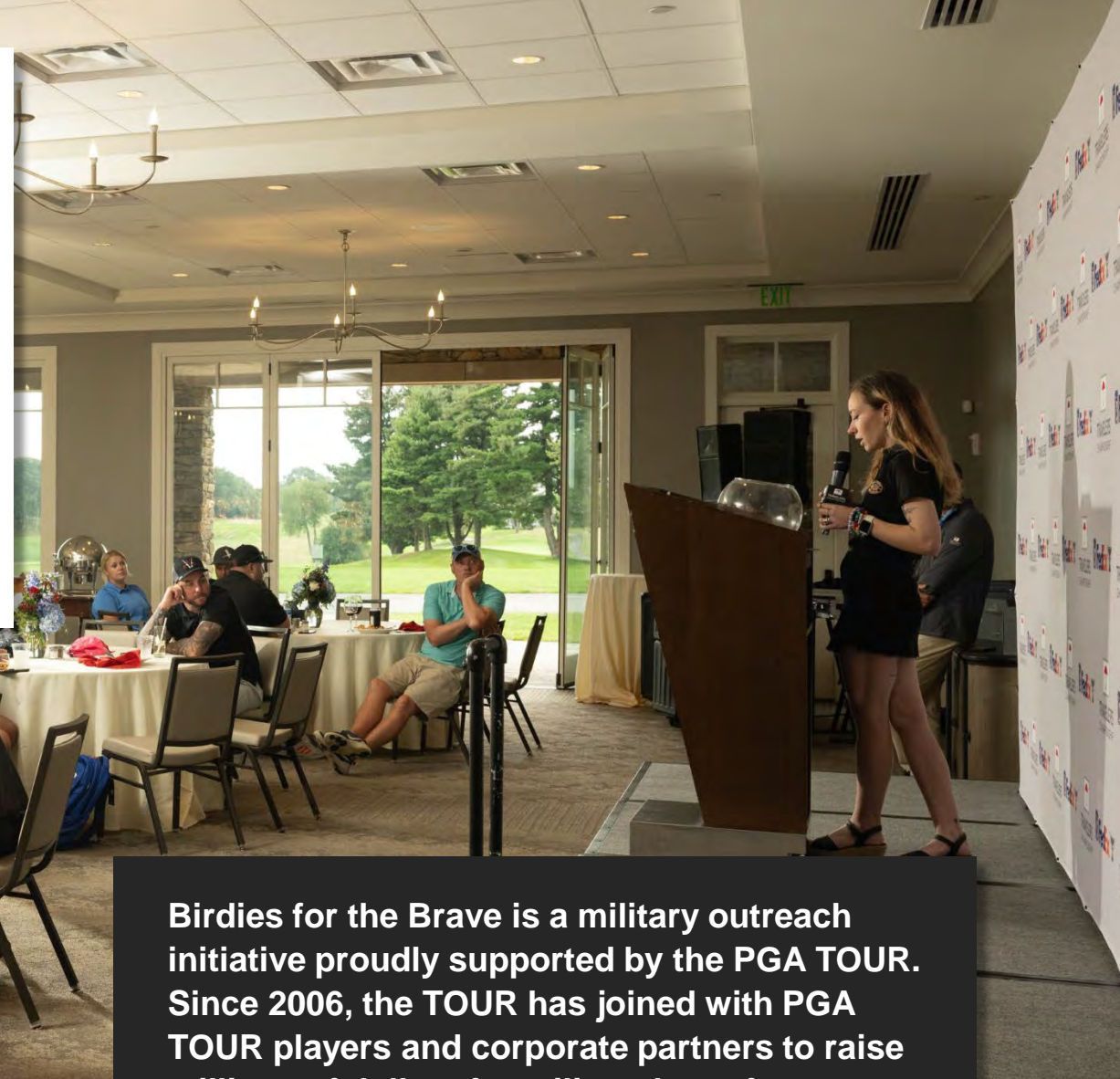
Don't miss this rare opportunity to play the private, acclaimed TPC River Highlands golf course, home of the Travelers Championship, while supporting Birdies for the Brave!



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



A new opportunity for this year's event, your company can Sponsor a Military Foursome in the Birdies for the Brave Charity Golf Tournament. Additionally, your company will receive a military benefits package for on-site branding at the 2024 Travelers Championship!

MILITARY FOURSOME SPONSOR

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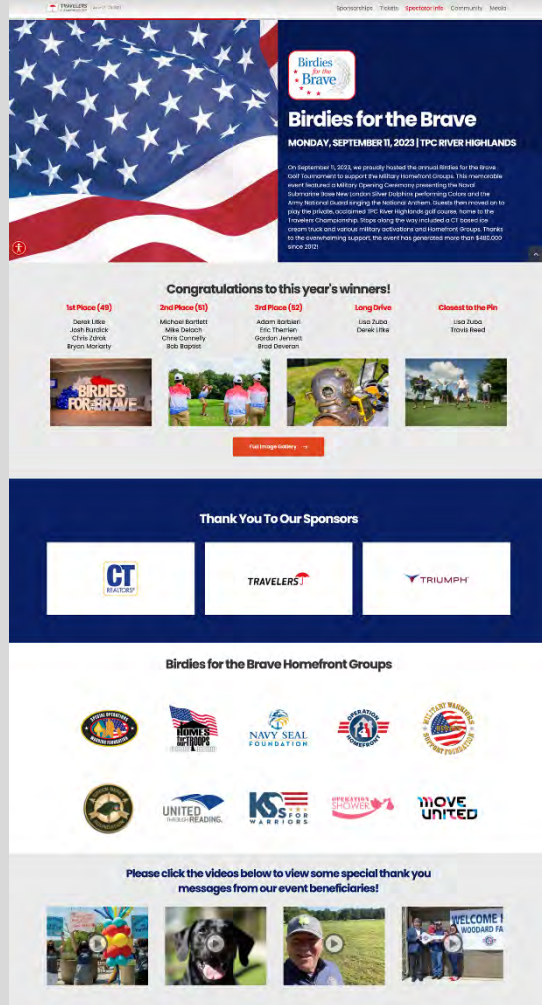
By sponsoring a military foursome in the Birdies for the Brave Charity Golf Tournament, your company will provide four active, guard, reserve or retired military services members the opportunity to partake in this great event benefiting military hometown groups. The Travelers Championship will work with local military groups and bases to fill your foursome. The military participants will enjoy meals throughout the day, tee gifts and upgraded experiences this year! Additionally, your company will have the opportunity to outfit their foursome for the day by providing branded hats, polos, gifts and more!

In addition to the military foursome, your company will receive the following brand exposure through the event:

- Logo recognition on event page on tournament's website
- Logo recognition on Golf Cart GPS graphics

MILITARY FOURSOME SPONSOR BRANDING

Logo Recognition on Birdies for the Brave Event Page on Website



Logo Recognition on Golf Cart GPS Graphics



MILITARY APPRECIATION EXPOSURE

As a Military Foursome 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 tie the Birdies for the Brave sponsorship to tournament week providing notable on-site branding!

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

- Logo recognition on Birdies for the Brave Charity Golf Tournament spotlight sign outside the Patriots' Outpost
- Video board branding package to promote your corporate military-initiatives (additional information on this package on the following page)



MILITARY APPRECIATION EXPOSURE

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.

