



PGA TOUR
ExperiencesSM



TPC Sawgrass

*A New Era in
Hospitality*

Corporate Events
made simple

PGA TOUR Experiences

PGA TOUR Experiences is the premier source for quality golf vacations, TOUR Academy instructional centers, corporate events and much more. Play the best courses, attend the most prestigious golf tournaments, get the best golf training and walk the fairways with a personal caddie — it's *your* PGA TOUR Experience.



For small VIP events to entertaining thousands, no one integrates the assets and experiences in connection with the PGA TOUR better than PGA TOUR Experiences. Tournaments, executive outings, corporate sales and incentive meetings...PGA TOUR Experiences will expertly manage every detail.



Our TOUR Academies provide state-of-the art technology, personalized instruction and programs for all skill levels. The finest teaching professionals in the industry can enrich your program with custom-designed instructional packages that guarantee immediate results.



Advance your game in style. PGA TOUR Experiences combines uncompromising standards in service and hospitality to deliver an incomparable golf experience for your next vacation.



PGA TOUR
ExperiencesSM
MEETING & EVENT MANAGEMENT





Photo courtesy of Wounded Warrior Project.



 **PGA TOUR**
ExperiencesSM
MEETING & EVENT MANAGEMENT



Meeting and Event Management

From small VIP events to entertaining thousands, no one integrates all of the assets better than PGA TOUR Experiences. From tournaments and executive outings to corporate sales and incentive meetings, PGA TOUR Experiences takes care of every detail.

Enriching your event through personalized, comprehensive service is what we do. PGA TOUR Experiences will provide a complete package of lodging, transportation, food and beverage, amenities, web design and construction, internet registration, tournament management services and more. Our goal is to simplify the planning process with efficiency and affordability.

Our strategic alliances and partnerships with leading service providers enable us to offer top-tier golf event marketing and promotion services, fundraising sponsorship assistance and other meeting, incentive and travel-related services.

PGA TOUR Experiences will assign a dedicated team of highly experienced account managers to your event to maximize the opportunity and become a transparent extension of your organization. Each account manager on our staff will become a part of your team by handling every aspect of the event planning and design. The account managers will be responsible for everything from program conceptualization and execution to financial reporting and post-event evaluations.

All of this comes together to accomplish one single goal: to bring efficiency, affordability and a truly memorable experience to your next event.

RESEARCH & MEETING DESIGN

- Worldwide Site Selection
- Supplier Negotiations & Contracting
- Logistics & Hospitality
- Entertainment
- Thematic Design & Décor
- Audio Visual Production
- Preferred Venue Pricing

ON-SITE PROFESSIONAL MANAGEMENT

- Staffing
- Special Events & Team Building
- Transportation Coordination
- Attendee Management

INTERNET SERVICES

- Event Website Design & Development
- Website Registration Management

MARKETING SUPPORT

- PR & Communication Services
- Incentive & Advertising Programs
- Marketing Design
- Gift Packages & Amenities
- Experiences Call Center Support

POST-EVENT FOLLOW UP

- Financial Reporting
- Attendee, Event & Planner Evaluations



 **TOUR**EventsSM



The PGA TOUR Tournament Experience

Exclusive PGA TOUR Experiences packages combine a golf vacation with a PGA TOUR tournament experience. From the individual attendee to groups of all sizes, our comprehensive tournament packages deliver the true PGA TOUR Experience and are designed to meet the needs of today's diverse consumer.

PGA TOUR events have become some of the most popular entertainment venues for local and international companies alike. Whether it's playing in a Pro-Am or just relaxing in a hospitality suite, it's the perfect way to build relationships with key staff and clients.

If it's part of the PGA TOUR, it's part of the PGA TOUR Experience.

We can accommodate your group at any PGA TOUR event, including but not limited to:

- Senior Open Championship
- The Barclays
- THE PLAYERS Championship
- The Presidents Cup
- THE TOUR Championship





 **TOUR**AcademySM



TOUR Academies

Our TOUR Academies provide state-of-the-art technology, personalized coaching and programs for all skill levels. The finest teaching professionals in the industry can enrich your program with custom designed instructional packages that guarantee immediate results.

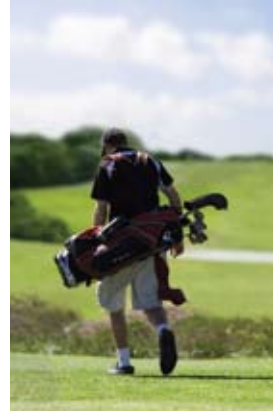
The TOUR Academy is the nation's most prestigious source of programs that enable every golfer, from beginner to aspiring TOUR player, to improve his or her skills and receive more enjoyment from the game.

Whatever your event requirements, our corporate programs are designed with your business in mind. We can work with your meeting planners to adjust your program, providing our expertise in golf instruction and PGA TOUR events. Alternatively, leave it all to us and we will plan and execute a corporate event that you will be sure to remember!

With multiple locations and a unique traveling Academy, we are able to offer these popular golf programs:

- Private Golf School and Clinics – customized 1, 2 or 3 day programs
- Private lessons with our world-class PGA and LPGA professionals
- Celebrity Challenge – golf instruction alongside celebrities
- Club-fitting programs utilizing the most sophisticated technologies
- Instructional demonstrations
- Traveling Academy on-site at your facility or office





 **TOUR**VacationsSM



TOUR Vacations

PGA TOUR Experiences combines uncompromising standards in service and hospitality to deliver an incomparable golf experience for your next vacation. Choose from a selection of packages at our premier destinations or customize your vacation to suit both your taste and budget. Call today to have a PGA TOUR Experiences representative take care of all the details.

For every occasion, our stay-and-play packages offer the very best in PGA TOUR quality golf and accommodations at today's most prestigious destinations, including the PGA TOUR's own TPC network. Get a taste of what it's like to live the PGA TOUR experience at courses like TPC Sawgrass, TPC Scottsdale and many more. There you can walk the fairways with a caddy, take in the surroundings and enjoy a level of service and personal attention that is normally reserved for the greatest players in the world.

From reserving the hotel, tee times and car rental to offering tips on local dining, entertainment and night life, our professional PGA TOUR vacation planning service team will take care of every exacting detail...allowing you to sit back and enjoy the excitement

of knowing that you will soon be taking the golf vacation of a lifetime at the best possible value.

PGA TOUR Experiences wants to provide you with exceptional service and uncompromised options. We have the "Best of the Best" to offer and we want you to live the PGA TOUR experience with our help. Your next vacation can be selected from the most sought after destinations that are fully customizable to fit your needs and will surpass all of your expectations.



“Masters of managing logistics, PGA TOUR Experiences assisted in the planning and execution of our inaugural Leadership Summit, hosting 65 wounded warriors from across the country, several requiring special assistance. Always professional and timely with communications, we were continually updated and encouraged to be as involved as much as we preferred.

In addition to logistics planning and management, we were offered ideas and assistance with conference content and speaker support. A group who combines big picture thinking to details such as bringing sunscreen to the beach for those warriors who may have forgotten, PGA TOUR Experiences is our first choice for our next event.”

– Abby Roberts, EVP of Marketing & Communications, Wounded Warrior Project

www.pgatourexperiences.com

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