



CHAMPIONS

Six Tournament Awards Announced - American Family Insurance Championship Receives President's Award

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The American Family Insurance Championship and DICK'S Sporting Goods Open were among the award winners for the 2018 season on PGA TOUR Champions. In all, six awards were presented by PGA TOUR Champions at the TOUR's Tournament Meetings on Thursday, December 6 in Palm Springs, California.

President's Award – American Family Insurance Championship
Players Award – DICK'S Sporting Goods Open
Sales Award – Dominion Energy Charity Classic
Outstanding Achievement Award – Jennifer Hines (3M Championship)
Volunteer of the Year – Chris "Cheech" Chechatka (DICK'S Sporting Goods Open)
Bruno Award – 3M

President's Award

Based on outstanding charitable giving, sales, attendance and economic impact, the American Family Insurance Championship in Madison, Wisconsin was named the recipient of the prestigious President's Award, which captures the criteria of all PGA TOUR Champions awards, as well as the intangibles that make the tournament stand out. This is the tournament's second award, as it received the 2016 Outstanding Achievement award in its inaugural year.

“The American Family Insurance Championship sets high expectations, and each year the tournament exceeds those lofty standards and continues to raise the bar,” said Miller Brady, President of PGA TOUR Champions. “The hometown title sponsor of American Family Insurance has produced three incredible tournaments that have made a lasting impact on local charities in Madison, Wisconsin, and I'm pleased to present the 2018 President's Award to the American Family Insurance Championship.”

Already established as a premier sporting event in Wisconsin, the American Family Insurance Championship extended its reach even farther in 2018. Attendance included more than 65,000 fans from 29 states, and the volunteer base included more than 1,200 people from 13 states. This translated into an estimated economic impact of over \$15

million, and the tournament is expected to announce a seven-figure charitable contribution for the third year in a row.

The American Family Insurance Championship is proud to support the hospital and other local organizations through the Steve Stricker American Family Insurance Foundation. In addition to the American Family Insurance Children's Hospital, the event also supports nearly 100 other local charities through a tournament grant program.

Players Award

For the third time in the tournament's 12-year history, the Players Award went to the DICK'S Sporting Goods Open. The annual award represents recognition for a tournament that goes above and beyond in the experience they provide to PGA TOUR Champions players.

Year in and year out, the tournament – contested in Endicott, New York – provides a level of hospitality that is unsurpassed on PGA TOUR Champions. In addition to providing an exceptional tournament week experience, the 2018 DICK'S Sporting Goods Open was credited for the personalized service it provides players throughout the year, including concierge-level travel arrangements and ongoing communication year-round.

Sales Award

The Dominion Energy Charity Classic was recognized with the Sales Award, which is presented annually to the PGA TOUR Champions event which shows tremendous sales growth year on year, while establishing high sales marks in all areas. In October, PGA TOUR Champions announced a 10-year extension of title sponsor Dominion Energy and The Country Club of Virginia as the host venue, establishing the longest simultaneous extensions announced between title sponsor and host venue in PGA TOUR Champions history.

In addition to the 10-year agreement with the title sponsor and host venue, the third-year event in Richmond, Virginia succeeded on several other fronts, including a \$600,000 increase in revenue (2016 to 2018), \$1.3 million in multi-year business in 2018, sold-out venues and tremendous attendance. This marks the third year the Dominion Energy Charity Classic has earned an award, as it received the Players Award in 2016 and 2017.

Outstanding Achievement Award

In honor of her 25 years at the 3M Championship, Tournament Director Jennifer Hines was recognized with the Outstanding Achievement Award, which is annually presented to an individual or tournament which exceeds expectations in the core areas of tournament golf, involving players, spectators and sponsors while displaying meaningful community impact.

Over her tenure as Tournament Director of the 3M Championship, Hines has hosted more than 2,000 professional golfers and distributed over \$25 million to charities in Blaine,

Minnesota. She will continue to lead the event as it becomes the 3M Open in 2019, the first of a seven-year deal as an official tournament on the PGA TOUR.

Volunteer of the Year

Chris "Cheech" Chechatka has been a PGA TOUR volunteer for 40 years – first at the B.C. Open, and now at the DICK'S Sporting Goods Open in Endicott, New York. This year he continued to lead a tournament committee while also fighting Stage 4 kidney cancer, and because of his unwavering dedication, PGA TOUR Champions has named him the Volunteer of the Year.

Bruno Award

3M has been named the 2018 Bruno Award recipient in recognition of their 25 years of dedication and service to the Tour. The PGA TOUR Champions Advisory Council presents the Bruno Award annually to an individual or company judged to have made special and outstanding contributions to PGA TOUR Champions. The award is named in honor of Brian 'Bruno' Henning, the Tour's former Vice President and Southern Africa Golf Hall of Fame member.