



## 2021 Story Ideas – Ascension Charity Classic presented by Emerson

### GENERAL INFORMATION

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#### THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON – AT A GLANCE

The Ascension Charity Classic presented by Emerson is one of the premier Regular Season events on PGA TOUR Champions in 2021, which will give way to the Charles Schwab Cup Playoffs—a season-ending, three-tournament series used to determine the TOUR's season-long champion. Due to the circumstances related to the COVID-19 pandemic, PGA TOUR Champions has combined its tournaments in 2020 and 2021 to form one season, and the next Charles Schwab Cup champion will be crowned Nov. 11-14, 2021, at the Charles Schwab Cup Championship at Phoenix Country Club.

This week marks the inaugural edition of the Ascension Charity Classic presented by Emerson, which will be held annually in St. Louis. This week's tournament will feature legends of the game such as Bernhard Langer, Fred Couples, Ernie Els, Jim Furyk, Davis Love III, Colin Montgomerie and Vijay Singh to name a few.

The Ascension Charity Classic proudly stands as a premier golf tournament on PGA TOUR Champions, but this event is much more than a golf tournament. The events and activities associated with the Ascension Charity Classic provide an all-inclusive, entertaining atmosphere and the beautiful views of historic Norwood Hills Country Club serve as a backdrop for world-class golf and provide the perfect venue to mingle with friends, family and business leaders while watching the legends of the game. The first-year event's primary mission is to benefit local charities in North County and throughout St. Louis. All three rounds of the Ascension Charity Classic will be televised internationally by Golf Channel.

**Dates:** September 6 – 12, 2021

**Venue:** Norwood Hills Country Club, St. Louis, Missouri

**Website:** [www.ascensioncharityclassic.com](http://www.ascensioncharityclassic.com)

**Twitter:** @AscensionCCG

**Instagram:** @ascensioncharityclassic

**Facebook:** [www.facebook.com/AscensionCharityClassic](https://www.facebook.com/AscensionCharityClassic)

**Hash Tag(s):** #AscensionCharityClassic

**Golf course architect:** Wayne Stiles

**Yardage/Par:** 7,051 / Par 72

Paul Broadhurst (2018) 67-68-66 201 (-15)

**Format:** 54-hole stroke-play with no cut

**Field and Size:** 81 PGA TOUR Champions Professionals

**Purse:** \$2 Million

**Winner's Share:** \$300,000

**Broadcast:** Golf Channel

**SCHEDULE OF EVENTS AND BROADCAST TIMES** *(Note: Schedule times and events subject to change)*

**Thursday, September 9**

- Gates Open - 7:00 a.m.
- Pro Shop Open - 7:00 a.m.
- Official Tournament Pro-Am
  - Morning Tee Times: 7:00 a.m. - 9:10 a.m.
  - Afternoon Tee Times: 12:00 p.m. - 2:10 p.m.
- Accenture Youth Clinic—for Diversity Golf; First Tee of Greater St. Louis; and PGA REACH Gateway: 4:30 p.m. (driving range)

**Friday, September 10**

- Gates Open - 7:00 a.m.
- Pro Shop Open - 7:00 a.m.
- Opening Ceremony – 7:30 a.m.
- First Round Official Tournament Competition: Tee times begin at 7:55 a.m. (estimated)

**Broadcast**

**Golf Channel: 2:30 p.m. – 5 p.m.**

**Saturday, September 11**

- Gates Open - 6:45 am
- Pro Shop Open - 7:00 a.m.
- 9/11 Remembrance Ceremony presented by Schnucks - 7:00 a.m. (Norwood Hills clubhouse front lawn flag pole)
- Second Round Official Tournament Competition: Tee times begin at 7:55 a.m. (estimated)
- Celebrity Press Conference with Jack Nicklaus, Tom Watson, Ozzie Smith and Frank Berube – 11:30 a.m. Overlook Patio (Media Only private event)
- Legends Charity Challenge presented by Worldwide Technology – featuring Jack Nicklaus, Tom Watson, Ozzie Smith and Craig Berube: 2:45 p.m. start (estimated) on the 10<sup>th</sup> tee following final tournament grouping

**Broadcast**

**Golf Channel: 2:30 p.m. – 5 p.m.**

**Sunday, September 12**

- Gates Open - 7:00 a.m.
- Pro Shop Open - 7:00 a.m.
- Final Round Official Tournament Competition: Tee times begin at 7:55 a.m. (estimated)
- Trophy Presentation Following Play

**Broadcast**

**Golf Channel: 2:30 p.m. – 5 p.m.**

## **NORWOOD HILLS COUNTRY CLUB**

Norwood Hills Country Club was founded in 1922 and was listed on the National Register of Historic Places in 2005.

### ***Born to host***

The Club has hosted many professional tournaments throughout its storied history, including:

- 1948 PGA Championship (won by World Golf Hall of Fame member Ben Hogan)
- PGA TOUR's Greater St. Louis Golf Classic in 1972 (Lee Trevino) and 1973 (Gene Littler)
- 2001 U.S. Senior Amateur
- 2018 U.S. Women's Mid-Amateur

### ***Professional golf in St. Louis history includes:***

- PGA TOUR Champions contested the Enterprise Rent-A-Car Match Play Championship at Boone Valley Golf Club in nearby Augusta, Missouri, from 1996 through 2001.
- Bellerive
- 1946 Western Open
- 1947 U.S. Open
- 1952 Western Open
- 1953 Western Open
- 1971 Ryder Cup
- PGA TOUR Champions contested the Enterprise Rent-A-Car Match Play Championship at Boone Valley Golf Club in nearby Augusta, Missouri, from 1996 through 2001.
- LPGA Michelob Light Classic, from 1996 through 2001
- Bellerive
  - 1965 U.S. Open (Gary Player)
  - 1981 Mid-Amateur Championship (Jim Holtgrieve)
  - PGA Championship
    - 1992 (Nick Price)
    - 2018 (Brooks Koepka)
  - 2001 WGC American Express Championship, cancelled due to the events of 9-11
  - 2004 U.S. Senior Open (Peter Jacobsen)
  - 2008 BMW Championship, FedExCup Playoffs (Camilo Villegas)
  - 2013 Senior PGA Championship (Koki Idoki)

### ***SUGGESTIONS:***

- Tour the course hole by hole, previewing the bunkers, sloping greens and other hazards the players may come across.
- Interview course director of grounds, Mike Null, regarding preparations to the golf course for the inaugural playing of the Ascension Charity Classic presented by Emerson.
- Interview Director of Golf, Jason Marciniak, regarding how the PGA TOUR Champions players attack the course compared to the membership. How differently does the course play?
- Interview players that competed at other professional golf tournaments in the St. Louis area regarding the city and their excitement to return.\*
- 9-11 – Interview players that were at Bellerive, or in route, in 2001 during the terrorist attacks occurring the morning of the first practice round of the World Golf Championships – American Express Championship.\*

\* Contact Tom Sprouse to help identify players.

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## THE INAUGURAL PLAYING OF THE ASCENSIONS CHARITY CLASSIC PRESENTED BY EMERSON

Volunteers, fans and the PGA TOUR Champions professionals are excited to be a part of the return of professional golf to St. Louis and Norwood Hills Country Club.

One of the best fields on PGA TOUR Champions... This elite roster of 81 players collectively represents 243 PGA TOUR Champions victories, including 24 senior major championship titles.

The field also contains 19 PGA TOUR major championship wins and eight World Golf Hall of Fame members, including, Collin Montgomerie, Olazábal, José María and Vijay Singh. Eight of the top-10 players in the Charles Schwab Cup ranking are represented, including the top four: two-time Masters champion Bernhard Langer (No.1), 2003 U.S. Open Champion Jim Furyk (No.2), 2020 SENIOR PLAYERS champion Jerry Kelly (No.3), and four-time major winner Ernie Els (No. 4).

The world-class field also features two-time Ryder Cup Captain and 1997 PGA Championship winner Davis Love III, 2003 Masters champion Mike Weir, and fan favorite John Daly—who has two major titles of his own. St. Louis natives Jay Delsing and Jay Williamson will also tee it up at Norwood Hills next week after receiving the tournament's two unrestricted exemptions.

One of the primary objectives of the Ascension Charity Classic presented by Emerson is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in North St. Louis County and beyond by donating \$225,000 in 2020, before a shot had even been played for tournament. The donation included \$75,000 given to each of the Ascension Charity Classic's three primary beneficiaries, Marygrove, a residential treatment and support facility for children and teens struggling with debilitating emotional and behavioral issues resulting from abuse, neglect and other trauma; the Urban League of Metropolitan St. Louis; and Boys & Girls Clubs of Greater St. Louis.

### Economic impact and exposure for the region

- Local estimated economic impact exceeds \$10 million for a standard PGA TOUR Champions event.
- Exposure... With more than 10 hours of live television coverage for The Ally Challenge presented by McLaren, reaching over 400 million households, a national and international spotlight shines on North St. Louis County, along with the entire region, during tournament week.

### *SUGGESTIONS:*

- Interview volunteers and fans about their excitement for the inaugural Ascension Charity Classic at Norwood Hills Country Club and the return professional golf to St. Louis.
- Interview charity representatives from Marygrove; the Urban League of Metropolitan St. Louis; and Boys & Girls Clubs of Greater St. Louis regarding the anticipated charitable impact from the Ascension Charity Classic in 2021.
- Interview officials from north St. Louis County regarding the impact already being felt in the community heading into the inaugural Ascension Charity Classic.

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## STAYING CONNECTED AT THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON

The Ascension Charity Classic presented by Emerson will permit fans to bring their mobile phones and devices to the tournament as part of the PGA TOUR Champions mobile device policy (see below).

Patrons may capture video, audio and photographs at the tournament on any day of the tournament throughout the tournament site (including, for clarity, competition areas on competition days), consistent with all posted rules and instructions of TOUR and/or tournament staff. However, you may only use such content for personal, non-commercial purposes (e.g., for your personal social media accounts), and you may not distribute such content on a live or near-live basis (no live streaming) or use such content to create a real-time, stroke-by-stroke or hole-by-hole account of the tournament. Further, you shall not use or authorize others to use any such content or other Reproduction for any commercial or promotional purpose, or for or in connection with a media outlet (directly or indirectly) unless you and the media outlet have received an official media credential for the tournament from the TOUR.

Upon reasonable request by TOUR, at TOUR's cost and expense, you will sign any documents necessary to effect TOUR's ownership of all Reproductions. Without limiting the foregoing, you shall not collect, transmit, distribute, publish or sell any scoring, statistical, competition or other data at or from the tournament for purposes of any betting or gambling-related activity. For security purposes, you consent to the reasonable inspection of your person and property before entering the tournament, which may include metal detection. No standalone photo or video cameras (outside of mobile devices) on competition days (allowed practice days only), coolers, ladders, signs, firearms, explosive devices, etc. will be permitted onto the tournament grounds. Mobile devices are permitted to the extent they are on silent and used in accordance with this license and the posted Mobile Device Policy.

The Ascension Charity Classic has implemented several initiatives to make sure fans stay connected and improve their experience on site.

- The Ascension Charity Classic presented by Emerson website ([www.ascensioncharityclassic.com](http://www.ascensioncharityclassic.com)) features a fully responsive design that enables fans to access the site on any device and on all platforms. The site features the latest news, comprehensive tournament information, links to live scoring and more.
- The PGA TOUR's official App offers live scoring, video, PGA TOUR Radio and more. The app is available for iPhone, iPad, and Android platforms.

### SOCIAL MEDIA ACCOUNTS

- Follow us on Twitter: @AscensionCCG
- Follow us on Instagram: @ascensioncharityclassic
- Like us on Facebook: [www.facebook.com/ascensioncharityclassic](https://www.facebook.com/ascensioncharityclassic)

### SUGGESTIONS:

- Show how the policy can enhance spectators' on-course experience, for example, allowing them to conduct business while at the course, connect with other friends on site, stay in touch with the leaderboard and follow the tournament on social media.
- Give your readers/viewers a "Cell Phone Etiquette 101" class.
- Many sponsors are using mobile devices to keep their guests informed on everything taking place on the course and in their hospitality venues during tournament week. Talk with a few of the companies that are making the most of the PGA TOUR Champions mobile device policy.

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## **PARKING 101**

There is one central and convenient general public parking solution for fans attending the Ascension Charity Classic presented by Emerson. Nearby public parking is available beginning Thursday, September 9 through Sunday, September 12.

### ***General Public Parking:***

8640 Evans Avenue (Express Scripts)  
(Interstate 70 to North Hanley Road, Exit 240)  
St. Louis, MO 63134

Complimentary parking with continuous shuttle service to and from Norwood Hills Country Club will be offered Thursday – Sunday. There is no general spectator parking onsite at Norwood Hills Country Club.

### ***Shuttle Schedule:***

Thursday, September 9, 2021 – 7:00am – 6:00pm  
Friday, September 10, 2021 – 7:00am – 6:00pm  
Saturday, September 11, 2021 – 7:00am – 6:00pm  
Sunday, September 12, 2021 – 7:00am – 6:00pm

*PLEASE BE ADVISED* that masks are required on all tournament shuttles for the 2021 Ascension Charity Classic presented by Emerson. If you do not have a mask one will be provided for you.

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## **ADA Parking**

ADA Parking will be available with a state-issues placard being required. Placard must be visible when entering the lot. Wheelchair accessible busses will also be available.

Thursday, September 9, 2021 – 17 Arnold Grobman Dr., St. Louis, MO 63121  
Friday, September 10, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121  
Saturday, September 11, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121  
Sunday, September 12, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121

### ***On-Course ADA Shuttle Service***

With five locations available on the tournament grounds, the ADA Shuttle provides access to all the exciting PGA TOUR Champions competition to patrons who would like ride to the action.

Locations:

Main Putting Green

Hole No. 8

Hole No.14 near the Fan Expo

Hole No. 15 tee box

Hole No. 16 green

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## **Rideshare**

Tournament officials welcome Rideshare & Taxi's for those using this method of transportation to or from the tournament. Below is the rideshare location for each day the tournament is open to the public.

Thursday, September 9, 2021 – 17 Arnold Grobman Dr., St. Louis, MO 63121  
Friday, September 10, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121  
Saturday, September 11, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121  
Sunday, September 12, 2021 – 5401 Lucas and Hunt Rd., St. Louis, MO 63121

#### SUGGESTIONS:

- Give your viewers/readers a step-by-step guide on how to get to the Ascension Charity Classic presented by Emerson, where to park and tips for the best times to arrive.
- During tournament week, spend some time at the Ascension Charity Classic's public parking lot to experience the "choreography" it takes to manage parking for the tournament – all thanks to our well-orchestrated and dedicated volunteers. We'll even let you try your hand at directing traffic within the parking area.
- Interview tournament officials and community leaders about steps the tournament is taking to keep drivers safe.

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#### YOUTH INITIATIVES

##### Accenture Youth Clinic

Accenture, a global professional services company with leading capabilities in digital, cloud and security, will host the first-ever Youth Clinic Thursday, September 9, at 4:30 p.m. at Norwood Hills Country Club.

A PGA TOUR Champions player and St. Louis TopGolf Professional Golf Instructor, Christian Heavens, will help lead the event for a group of young golfers from Diversity Golf; First Tee of Greater St. Louis; and PGA REACH Gateway. Select participants will compete in the Youth Challenge, with event highlights including a pro golf competition, closest to the pin and trick shot exhibition, straightest drive contest, and prizes.

##### Youth Policy

Children aged 16 and under are admitted free with a ticketed adult and do not require an Ascension Charity Classic ticket. Children receive complimentary grounds access only. Grounds access includes admittance to all on-site public venues as well as the ability to walk the course alongside the ropes.

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#### ASCENSION CHARITY CLASSIC FAN GUIDE

Provide your readers/viewers with a one-stop guide of everything to do at the Ascension Charity Classic presented by Emerson, from where to get the best food, best shade, best drinks and how to stay connected while they're on the course.

Your guidebook could include (our staff can offer suggestions/info on each):

- The 411 about the inaugural playing of the Ascension Charity Classic presented by Emerson
- The schedule of events
- What the fans can experience aside from the thrilling competition. There's something for everyone.
- The world class field – one of the best of the season
- Norwood Hills Country Club hole-by-hole descriptions
- Event week activities
- The volunteers, the heartbeat of the Ascension Charity Classic presented by Emerson
- Best food and drink deals
- What NOT to bring (see list at bottom of document)
- Security

- Where and how to use your mobile phone
- Best views of the golf course and the action
- Best family-friendly and food venues

#### SUGGESTIONS:

- Tour the course and produce segments on each bullet
- Feature fan experiences at the 2021 Ascension Charity Classic presented by Emerson
- Conduct fan surveys

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#### FAN DESTINATIONS (open to the public)

- **Fan Expo**  
Located between the tee boxes on Hole Nos. 14 and 18, the Fan Zone features a family atmosphere with food trucks, expo tents, Adirondack chairs and a jumbo screen showing tournament coverage, Cardinals games and college and NFL football.
- **National Car Rental Public Viewing Deck**  
This public area offers patrons premium views of the green at the Ascension Charity Classic's closing hole and the tournament's driving range.
- **Simmons Comfort Stations**  
With three locations, offering soft seating and a place to relax, the Simmons Comfort Stations can be found on Hole Nos. 9, 14/16, and 18.
- **Public Viewing Deck Powered by Ameren**  
Take in the action on Hole Nos. 11 and 13 at this conveniently located public spot on the back nine.
- **Merchandise Tent**  
Official Ascension Charity Classic apparel, merchandise, and souvenirs are available at the Norwood Hills Pro Shop located next to the Main Entrance Gate.
- **Welcome Center presented by Missouri Division of Tourism**  
Located next to the Main Entrance Gate, stop by the Welcome Center to get the 411 on all things Ascension Charity Classic.
- **ADA Viewing Area**  
This special ADA only viewing deck is located near the 18<sup>th</sup> green.
- **ADA Shuttle Stops**  
With five locations available on the tournament grounds, the ADA Shuttle provides access to all the exciting PGA TOUR Champions competition to patrons who would like a ride to the action. Visit the tournament website ([www.ascensioncharityclassic.com](http://www.ascensioncharityclassic.com)) to see available locations.
- **Public Bleachers**  
Conveniently located near the green on Hole Nos. 13 and 18 with access to concessions, restrooms, and all of the exciting golf action on these two pivotal holes on the inward nine.



## EVENTS

### ***Player night at the Cardinals game (vs. LA Dodgers)* – Wednesday, September 8<sup>th</sup> at 6:45 p.m.**

- PGA TOUR Champions players attending St. Louis Cardinals game
- John Daly to throw out the first pitch
- John Daly bobblehead night with purchase of a theme ticket

RSVP to Tom Sprouse at [tsprouse@hnssports.com](mailto:tsprouse@hnssports.com) in order to coordinate media game access.

### ***Official Tournament Pro-Am* – Thursday, September 9<sup>th</sup> (tee times begin at 7 a.m.)**

The Official Tournament Pro-Am takes place on Thursday, September 9, 2021 at Norwood Hills. This prestigious golf tournament pairs amateur foursomes with a PGA TOUR Champions professional in a best ball of the five-player team format. Whether entertaining clients or spending the day on the links with your golfing buddies, the tournament's official Pro-Am guarantees memories that will last a lifetime. It's also a great opportunity for fans to watch the professionals play in a relaxed environment.

#### SUGGESTIONS:

- Interview amateurs and professionals alike about their experience playing Norwood Hills under tournament conditions.

### ***Opening Ceremony* – Friday, September 10 at 7:30 a.m.**

Celebrate the start of tournament competition for the 2021 Ascension Charity Classic on the first tee box at Norwood Hills Country Club. The Opening Ceremony will feature ceremonial first tee shots from local youth representing the tournament's primary beneficiaries. Tournament Officials and representatives from Ascension and the event's charity partners will address the crowd and introduce the ceremonial first tee shot participants.

#### SUGGESTIONS:

- Capture b-roll of the ceremonial first tee shots
- Interview ceremonial first tee shot participants and their families
- Interview charity representatives
- Interview tournament officials and representatives from Ascension

### ***9/11 Remembrance Ceremony presented by Schnucks* – Saturday, September 11<sup>th</sup> @ 7am**

Ascension Charity Classic, in conjunction with Ascension, Schnucks, the State of Missouri and Scott Air Force Base, will recognize the 20<sup>th</sup> anniversary of 9/11 with a ceremony beginning at 7am cst through the following Run of Show:

- Location – Norwood Hills GC (clubhouse front entrance / flag pole)
- Attendees – Sponsor representatives, volunteers and patrons
- Honored Guests – Lt. Governor Mike Kehoe and his wife Claudia, Charles Blaisch (FDNY Fire Department Deputy Chief) and Assistant Chief Keith Long (Invocation)
- Emcee – MSgt McCarty
- Speakers – Nick Ragone (Ascension), Lt. Governor Kehoe (State of Missouri) and FDNY Deputy Chief Charles Blaisch

**NOTE: As a reference, on September 11, 2001, the PGA TOUR was playing the WGC American Express Championship at Bellerive Country Club in St. Louis—which was cancelled prior to the start of the first round due to the terrorist attacks. Many of the PGA TOUR Champions players in the field this week were either in St. Louis for that event or on their way.**

### **Celebrity Shootout – Saturday, September 11<sup>th</sup> @ 2:45 p.m. (approximate)**

The Legends Charity Challenge presented by World Wide Technology is poised to be the tournament's marquee event in 2021. This star-studded 9-hole exhibition match will feature golf's greatest champion Jack Nicklaus and fellow World Golf Hall-of-Famer and Missouri native Tom Watson, along with former St. Louis Cardinals Hall-of-Fame shortstop Ozzie Smith and St. Louis Blues Stanley Cup-winning head coach Craig Berube to create a powerhouse foursome that will compete in an exhibition match to benefit charity.

The Legends Charity Challenge will take place on **Saturday, September 11**, following the final pairing of the tournament's second round, and will begin on Hole No. 10 at Norwood Hills Country Club.

The pairings for this exciting competition will feature Jack Nicklaus and Ozzie Smith versus Tom Watson and Craig Berube in a nine-hole team scramble, match-play format. The teams will compete for a \$25,000 purse to benefit First Tee of Greater St. Louis and PGA REACH Gateway. Each hole will be given a dollar value that will be awarded per hole to the winning team's charity. Nicklaus and Smith will compete for PGA REACH Gateway, with Watson and Berube teeing it up for First Tee of Greater St. Louis. The team that has won the most money for its charity at the end of nine holes will be declared the winner of the inaugural Legends Charity Challenge presented by World Wide Technology.

#### LEGENDS CHARITY CHALLENGE HOLE VALUE BREAKDOWN

Hole Nos. 10 thru 12.....	\$1,000 per hole
Hole Nos. 13 thru 15.....	\$1,500 per hole
Hole No. 16.....	\$2,500
Hole No. 17.....	\$5,000
Hole No. 18.....	\$10,000
<b>Total Purse.....</b>	<b>\$25,000</b>

Ties will result in a carryover of the assigned hole value to the next hole. A tie at the end of nine holes will result in a sudden-death chip-off on the 18<sup>th</sup> green.

#### **SUGGESTIONS:**

- Crowd reactions
- Interview celebrities at the conclusion of the Shootout
- What's it like to have super stars battling it out to raise money for your non-profit? Interview charity representatives for their reaction to this impactful event

### **Accenture Youth Clinic**

**Date: Thursday, September 9**

**Time: 4:30 p.m. - 6 p.m.**

**Location: Driving Range at Norwood Hills**

Accenture, a global professional services company with leading capabilities in digital, cloud and security, will host the first-ever Youth Clinic Thursday, September 9, at 4:30 p.m. at Norwood Hills Country Club.

A PGA TOUR Champions player and St. Louis TopGolf Professional Golf Instructor, Christian Heavens, will help lead the event for a group of young golfers from Diversity Golf; First Tee of Greater St. Louis; and PGA REACH Gateway. Select participants will compete in the Youth Challenge, with event highlights including a pro golf competition, closest to the pin and trick shot exhibition, straightest drive contest, and prizes.

**SUGGESTIONS:**

- Capture b-roll of the kids from Diversity Golf; First Tee of Greater St. Louis; and PGA REACH Gateway experiencing the event
- Interview kids and parents about their experience at the Ascension Charity Classic
- Interview the PGA TOUR Champions Professional and TopGolf's Christian Heavens about their head-to-head exhibition.

***Trophy Presentation***

The Trophy Presentation celebrates the end of a wonderful week with speeches from the winner, as well the tournament's title sponsor, and – of course – the Ascension Charity Classic trophy being officially awarded to the tournament's first champion.

Closing Ceremony will be held immediately following the conclusion of the third round of competition on the 18<sup>th</sup> green.

**SUGGESTIONS:**

- Capture footage of the winner being presented with the Ascension Charity Classic presented by Emerson trophy.
- Get fan reaction – capture fan reactions and how they felt about the outcome of the event.
- Talk to local government officials and get reaction on the event and what it has meant/will mean to the region.
- Attend the winning player's press conference and find out how they plan to celebrate.
- Interview winner and/or Tournament Officials. Capture reaction to the end of the tournament and the history of professional golf in St. Louis and Norwood Hills.

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**VOLUNTEERS – THE HEARTBEAT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN**

The more than 900 people who volunteer their time to the Ascension Charity Classic presented by Emerson are an integral part of the event's success, both during tournament week and in the Ascension Charity Classic's ability to support charities. The volunteers support every element of the tournament from tracking statistics, greeting guests and feeding fans to keeping the grounds beautiful throughout the week and much more.

The Ascension Charity Classic presented by Emerson volunteers work hundreds of hours both leading up to and during tournament week. Without their hard work, Ascension Charity Classic would not be possible.

**SUGGESTIONS:**

- Be a volunteer for the day – or a few hours! We can arrange for you to experience a variety of jobs as a way to illustrate just what it takes to put on an event of this magnitude.
- Interview the oldest and youngest volunteer at the event.



## **THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON TRIVIA**

Give your readers/viewers a chance to test their knowledge about Ascension Charity Classic presented by Emerson. We can provide a variety of fun facts for you to utilize as a daily “Did You Know?” segment or quiz for prizes, or try your own luck against a few fans at the golf course.

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## **THE ALLY CHALLENGE PRESENTED BY MCLAREN FOOD**

Throughout tournament week, Ascension Charity Classic presented by Emerson will feed thousands of people a huge variety of different meals ranging from sandwiches to five-course banquets, and the logistics, planning and attention to detail that goes into catering for the tournament is staggering.

The professionals at Butler’s Pantry will be providing food service to all on-course concession locations and hospitality venues at Ascension Charity Classic. Butler’s Pantry is a full-service catering company and industry leader throughout the St. Louis community.

Norwood Hills Country Club will cater events and hospitality taking place in the clubhouse.

### ***SUGGESTIONS:***

- Profile the head chef at Norwood Hills and/or one of the Butler’s Pantry chefs or company representatives and get a cooking demonstration/taste test of some of the items that are available to attendees.
- Interview a nutritionist about the importance of diet for the golfers during tournament week.

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## **ON-SITE METEOROLOGIST**

A meteorologist is on site this week to assist tournament officials with potentially dangerous weather situations. The meteorologist works with PGA TOUR Champions rules officials to ensure the safety of both players and spectators.

### ***SUGGESTIONS:***

- Have your outlet’s weather expert talk weather with the TOUR’s meteorologist and show the different responsibilities of the on-site weather staff as well as the technology used each week to predict weather and safely evacuate the course, if necessary.
- Orchestrate a head-to-head prediction challenge between the TOUR’s weather staff and your news outlet’s staff.
- Give fans a “Weather 101” on what they bring to prepare for possible weather situations and how best to react once on site if dangerous weather were to move in.



## **THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON – WHERE COMPANIES MEET**

Ascension Charity Classic presented by Emerson offers the ultimate setting for business development and networking for local, national and international corporations, and numerous companies will use the event as an opportunity to entertain clients, CEOs and employees from around the world.

### ***SUGGESTIONS:***

- Setup an interview with approved executive(s) from Ascension and Emerson to discuss some of the ways they activate their sponsorship and its overall impact.
- Interview executives from local companies who sponsor Ascension Charity Classic presented by Emerson to find out how the tournament is offering the ultimate return on investment. Also, talk with some of their clients/customers who are enjoying the tournament courtesy of these local companies. How does that positively impact their business relationships?
- Talk to local business owners who are tournament vendors, providing much of the equipment and/or manpower needed to make the tournament a success. How much of an impact is this event making on their 2021 revenue? Tournament officials can arrange interviews with appropriate vendors.
- Report on the impact of local hotels, restaurants, golf shops, car rentals and other outlying businesses that benefit from the event. Interview local businesses about the impact of Ascension Charity Classic, perhaps focusing on some of the local restaurants that host players and their families during the week.
- Highlight how Ascension Charity Classic presented by Emerson is being leveraged to promote North County and St. Louis.

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## **CHARITABLE IMPACT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN**

As an official event of the PGA TOUR Champions, Ascension Charity Classic presented by Emerson is in good company when it comes to charity. Through the world of golf, the PGA TOUR, backed by its network of volunteers, drives positive impact at unprecedented levels to support and improve local communities. The PGA TOUR and its tournaments have donated more than \$3.2 billion to date to support local organizations.

Ascension Charity Classic presented by Emerson is proud to continue the PGA TOUR's philanthropic focus by ensuring that one of the primary objectives of tournament is a genuine, philanthropic vision. One of the primary objectives of the Ascension Charity Classic presented by Emerson is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in North St. Louis County and beyond by donating \$225,000 in 2020, before a shot had even been played for tournament. The donation included \$75,000 given to each of the Ascension Charity Classic's three primary beneficiaries, Marygrove, a residential treatment and support facility for children and teens struggling with debilitating emotional and behavioral issues resulting from abuse, neglect and other trauma; the Urban League of Metropolitan St. Louis; and Boys & Girls Clubs of Greater St. Louis.

### ***SUGGESTIONS:***

- Interview Tournament Officials, regarding the charitable impact of Ascension Charity Classic presented by Emerson.
- Interview representatives from Marygrove; the Urban League of Metropolitan St. Louis; and Boys & Girls Clubs of Greater St. Louis.
- Interview PGA TOUR Champions Pros about the general impact of charity on PGA TOUR Champions

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## FIELD OF COMPETITORS

This elite roster of 81\* players collectively represent 243 PGA TOUR Champions victories, including 24 senior major championship titles.

The field also contains 19 PGA TOUR major championship wins and eight World Golf Hall of Fame members, including recent additions to the field, Collin Montgomerie, Olazábal, José María and Vijay Singh. Eight of the top-10 players in the Charles Schwab Cup ranking are represented, including the top four: two-time Masters champion Bernhard Langer (No.1), 2003 U.S. Open Champion Jim Furyk (No.2), 2020 SENIOR PLAYERS champion Jerry Kelly (No.3), and four-time major winner Ernie Els (No. 4).

The world-class field also features two-time Ryder Cup Captain and 1997 PGA Championship winner Davis Love III, 2003 Masters champion Mike Weir, and fan favorite John Daly—who has two major titles of his own.

Note: St. Louis natives Jay Delsing and Jay Williamson will be competing in the field after receiving the tournament's two unrestricted exemptions.

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## MILITARY APPRECIATION

The 2021 Ascension Charity Classic presented by Emerson will offer complimentary admission to members of the United States Armed Forces (Active Duty, National Guard, Reserve, and Retirees) and veterans.

Below are the available U.S. Armed Forces and Veteran ticket options. For tickets and additional information visit: [birdiesforthebrave.sheerid.com/ascension-2021/](https://birdiesforthebrave.sheerid.com/ascension-2021/).

**Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans**, receive **two complimentary tickets** for each day of the tournament, Thursday – Sunday.

Please note that a valid Department of Defense issued ID or photo ID must be provided along with a Military ticket voucher. This special offer extends to family members and dependents of approved **Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans**. Please note that fans 17 and under are admitted free of charge with a ticketed adult.

### *SUGGESTIONS:*

- Interview military and their families that are attending the tournament
- Profile Ascension Charity Classic presented by Emerson and how the tournament gives back to the men and women of the Country's armed forces.



### GOLF ETIQUETTE

All cell phones and pagers must be put on silent. Remain quiet and stand still when the players are about to hit the ball. For your own safety, stay behind the gallery ropes and obey the Officials and Marshals.

**Spectators will be removed immediately without warning for:**

Refusal to obey quiet signs or signals  
Distracting or embarrassing a player  
Making rude, vulgar or other inappropriate comments or gestures toward a player  
Booing or cheering at inappropriate times

**Items not allowed on course include (but are not limited to):**

Weapons  
Large bags (small purses are allowed)  
Cameras or video cameras (permitted Monday-Thursday)  
Radios, TVs, signs, banners or ladders  
Outside food and beverage

For a full list please visit [www.theallychallenge.com](http://www.theallychallenge.com).

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**Thomas P. Sprouse | Director of Communications**

**HNS Sports Group**

Office: 614.889.6791 | Mobile: 614.519.1873 | Fax: 614.889.6026

5760 Memorial Dr. | Dublin, Ohio | 43017

Email: [tsprouse@hnssports.com](mailto:tsprouse@hnssports.com)

[www.hnssports.com](http://www.hnssports.com)