



Sentry Tournament of Champions

2023 Story Ideas Deck

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General Information

<u>DATE</u>	January 4-8, 2023															
<u>LOCATION</u>	The Plantation Course at Kapalua Resort Kapalua, Maui, Hawaii															
<u>GOLF COURSE ARCHITECT</u>	Bill Coore and Ben Crenshaw/1991 Refinement: Bill Coore and Ben Crenshaw/2019															
<u>PAR/YARDAGE</u>	Par: 36-37=73/7,596 yards															
<u>DEFENDING CHAMPION</u>	Cameron Smith, 258 (-34)															
<u>FORMAT</u>	Four-day, no-cut, 72-hole stroke play competition comprised of Official PGA TOUR event winners from the 2022 calendar year and the top 30 players from the FedExCup standings who qualify for the TOUR Championship															
<u>PURSE</u>	\$15 million total; \$2,700,000 to winner 550 FedExCup points															
<u>TICKETS</u>	Tickets to the 2023 Sentry Tournament of Champions are available at SentryTournamentOfChampions.com															
<u>TELEVISION</u>	Coverage of the Sentry Tournament of Champions is available across 200+ countries and territories in 27 languages via 43 local broadcast partners. <table border="1"><thead><tr><th>Date</th><th>Time</th><th>Broadcast</th></tr></thead><tbody><tr><td>Thursday, January 5</td><td>1 – 5 p.m.</td><td>Golf Channel</td></tr><tr><td>Friday, January 6</td><td>1 – 5 p.m.</td><td>Golf Channel</td></tr><tr><td>Saturday, January 7</td><td>11 a.m. – 1 p.m. 1 – 3 p.m.</td><td>NBC Golf Channel</td></tr><tr><td>Sunday, January 8</td><td>11 a.m. – 1 p.m. 1 – 3 p.m.</td><td>NBC Golf Channel</td></tr></tbody></table> <p style="text-align: right;">*all times Hawaiian</p>	Date	Time	Broadcast	Thursday, January 5	1 – 5 p.m.	Golf Channel	Friday, January 6	1 – 5 p.m.	Golf Channel	Saturday, January 7	11 a.m. – 1 p.m. 1 – 3 p.m.	NBC Golf Channel	Sunday, January 8	11 a.m. – 1 p.m. 1 – 3 p.m.	NBC Golf Channel
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Sunday, January 8	11 a.m. – 1 p.m. 1 – 3 p.m.	NBC Golf Channel														
<u>IMPACT</u>	Proceeds from the Sentry Tournament of Champions directly impact local charities. The 2022 event raised over \$642,000, marking the largest charitable impact figure raised for the local community to date. The tournament has generated more than \$8 million for community charities since it moved to Maui in 1999.															
<u>FOR MORE INFORMATION</u>	Visit SentryTournamentOfChampions.com or follow @Sentry_TOC on Twitter and Instagram and @SentryTOC on Facebook															

Maui: Paradise Awaits

Through the years, the Sentry Tournament of Champions has been a stage for the most elite players in the world to showcase their skills against the very best in the game. Former champions include Jack Nicklaus, Tiger Woods, Jordan Spieth, Justin Thomas, Gary Player, Arnold Palmer and Sam Snead. By pairing a multitude of talent and dynamic, beautiful golf courses over the years, the Sentry Tournament of Champions has played host to historic moments and forged unforgettable champions.

The Tournament of Champions was first played in 1953 at Las Vegas' Desert Inn Country Club and remained there until 1967, when it moved to Stardust Country Club. In 1969, it moved once again to La Costa Country Club in Carlsbad, CA, where it remained until moving to Kapalua in 1999. A full list of past champions is below:

1953 – Al Besselink	1977 – Jack Nicklaus	2000 – Tiger Woods
1954 – Art Wall	1978 – Gary Player	2001 – Jim Furyk
1956 – Gene Littler	1979 – Tom Watson	2002 – Sergio Garcia
1957 – Gene Littler	1980 – Tom Watson	2003 – Ernie Els
1958 – Stan Leonard	1981 – Lee Trevino	2004 – Stuart Appleby
1959 – Mike Souchak	1982 – Lanny Wadkins	2005 – Stuart Appleby
1960 – Jerry Barber	1983 – Lanny Wadkins	2006 – Stuart Appleby
1961 – Sam Snead	1984 – Tom Watson	2007 – Vijay Singh
1962 – Arnold Palmer	1985 – Tom Kite	2008 – Daniel Chopra
1963 – Jack Nicklaus	1986 – Calvin Peete	2009 – Geoff Ogilvy
1964 – Jack Nicklaus	1987 – Mac O’Grady	2010 – Geoff Ogilvy
1965 – Arnold Palmer	1988 – Steve Pate	2011 – Jonathan Byrd
1966 – Arnold Palmer	1989 – Steve Jones	2012 – Steve Stricker
1967 – Frank Beard	1990 – Paul Azinger	2013 – Dustin Johnson
1968 – Don January	1991 – Tom Kite	2014 – Zach Johnson
1969 – Gary Player	1992 – Steve Elkington	2015 – Patrick Reed
1970 – Frank Beard	1993 – Davis Love III	2016 – Jordan Spieth
1971 – Jack Nicklaus	1994 – Phil Mickelson	2017 – Justin Thomas
1972 – Bobby Mitchell	1995 – Steve Elkington	2018 – Dustin Johnson
1973 – Jack Nicklaus	1996 – Mark O’Meara	2019 – Xander Schauffele
1974 – Johnny Miller	1997 – Tiger Woods	2020 – Justin Thomas
1975 – Al Geiberger	1998 – Phil Mickelson	2021 – Harris English
1976 – Don January	1999 – David Duval	2022 – Cameron Smith

The tournament kicks off the calendar year with one of the most accomplished fields in golf, featuring PGA TOUR winners from the previous calendar year and new in 2023, the top 30 players from the FedExCup standings who qualify for the TOUR Championship.

Not only is the tournament celebrating 25 years on Maui, but it remains one of the best events for fans to get up close views of world-class TOUR players. Some highlights of the week include the Aloha Kick-Off prior to the first tee time on Thursday, which features a Hawaiian blessing and entertainment, Aloha Friday with players and fans encouraged to wear island attire and ‘Ohana Day on Saturday with several activities for families.

Mobile Tickets

For the 2023 Sentry Tournament of Champions, all grounds tickets and upgraded hospitality tickets (Aloha Club, Lanai on 18, The Lookout) will be distributed to fans digitally. All tickets can be purchased at SentryTournamentOfChampions.com.

How to access mobile tickets:

1. Download the PGA TOUR App
2. Click “My Tickets” in the top right My TOUR Menu

3. Login with your email and password used to purchase the tickets
4. Click on a ticket and add the barcode to your smartphone wallet!

Mobile tickets significantly decrease the number of fraudulent tickets in the market and allow fans to transfer tickets instantaneously without having to utilize will call. There will be admissions volunteers at both entrances, Main Entrance and Champions Gate (located near the putting green), to answer questions.

Ticket Options

Daily Grounds

A Daily Grounds ticket gives access to The Plantation Course at Kapalua, starting at \$25 for Wednesday, \$60 for Thursday and Friday, \$65 for Saturday and \$75 for Sunday. This ticket provides fans access to several open-to-the-public venues, the ability to taste local fare from notable Maui favorites and stand right along the rope line to watch the best players on the PGA TOUR in action.

Kama'aina Ticket presented by Mauna Loa

The 2023 Sentry Tournament of Champions is teaming up with Mauna Loa to provide Kama'aina tickets at special prices. The Kama'aina Ticket presented by Mauna Loa offers special grounds admission rates which are available to local Hawaii residents with a valid photo ID. The Kama'aina Ticket presented by Mauna Loa is available beginning at \$15 for Wednesday, \$40 for Thursday and Friday and \$50 for Saturday and Sunday.

Keiki Get in Free sponsored by Maui Health

The Sentry Tournament of Champions is partnering with Maui Health for our Keiki Get in Free program in which up to two keiki ages 15 and under are admitted free of charge when accompanied by a ticketed adult throughout the week (applies to grounds access only). This means a family of four can attend the Sentry Tournament of Champions, but only pay for the adults!

Military Tickets

The 2023 Sentry Tournament of Champions will acknowledge the commitment and service of our U.S. Military by offering two complimentary tickets each day (Jan. 4-8) for active duty, reserve and national guard members.

Military retirees, veterans, and their dependents will be offered two discounted tickets at \$15 (plus taxes and fees) on Wednesday, \$40 (plus taxes and fees) on Thursday and Friday and \$50 (plus taxes and fees) on Saturday and Sunday.

All military should visit [SentryTournamentOfChampions.com](https://www.sentrytournamentofchampions.com) and follow links and instructions to redeem tickets digitally in advance of the tournament. Please note military members will need an active GovX account to verify military status and unlock ticket offer. If military members don't have one tied to their military credentials, they must visit www.govx.com to create an account.

Banyan Club

Take in the Sentry Tournament of Champions from under the Banyan tree at the Banyan Club, which is located just steps away from the Main Entrance on the par-3 8th hole of The Plantation Course at Kapalua. Along with grounds access, this venue offers exclusive seating around the 8th green as well as a tented area with a variety of seating and large TVs to show all the action throughout the course. Available as a weekly ticket (Wed-Sun) at \$300.

Lanai on 18

The Lanai on 18 gives fans a different vantage point to watch the action on the 18th hole at The Plantation Course. The covered venue features upgraded restrooms and food and beverage for purchase. Lanai on 18 tickets start at \$150 for Thursday and Friday, \$175 for Saturday and \$200 for Sunday, or a weekly ticket (Thursday-Sunday) is available \$525.

Aloha Club

The Aloha Club is the exclusive venue perched on No. 18 green at The Plantation Course, providing incredible views of the iconic finishing hole, an inclusive food and beverage experience, and preferred parking for all ticket purchasers. This covered venue features extensive drink rail and seating to enjoy the stars on the PGA TOUR. Aloha Club tickets are available at \$1,750 per ticket, which is good Thursday-Sunday.

The Lookout

Live the ultimate experience in The Lookout. This new venue delivers unparalleled views of golf on the back 9 at The Plantation Course at Kapalua as well as the beauty of the island including Honolua Bay, humpback whale breaches across the Pailolo Channel and Moloka'i. Ticketholders will be taken care of from start to finish with personal service, made to order food, handcrafted cocktails and premium wines. This ultimate package to fully experience the Sentry Tournament of Champions has limited availability.

Parking Information

Free general parking for the 2023 Sentry Tournament of Champions is located at the Lahaina Civic Center (1840 Honoapiilani Hwy, Lahaina, HI).

Free tournament shuttles will be provided from Lahaina Civic Center to The Plantation Course at Kapalua and drop off at the Main Entrance. The shuttles begin running 30 minutes before gates open and stop running 30 minutes after play ends.

Rideshare Drop-Off

Fans who use rideshare (Uber or Lyft) or taxi services to the tournament will be dropped-off and picked-up at the Champions Entrance (near practice putting green) onsite at The Plantation Course at Kapalua.

Kapalua Resort Access

Ticketholders who are in the Kapalua area can access the Sentry Tournament of Champions via Kapalua Resort Shuttles with drop-off at the Champions Entrance. To request a shuttle, call 808-665-9110.

Fan Experience

For fans, the Sentry Tournament of Champions is a Maui oasis, offering an experience onsite that celebrates the Aloha spirit of the Hawaiian Islands. From exclusive food offerings and the best views of golf to the traditional Hawaiian kick-off before the first tee time on Thursday, attending the Sentry Tournament of Champions is a celebration of Maui and fans are invited to Live Aloha during this special week in January.

The Sentry Tournament of Champions features one of the most accomplished fields in all of golf comprised of Official PGA TOUR event winners from the 2022 calendar year and the top 30 players from the FedExCup standings who qualified for the TOUR Championship. The exclusivity of the field allows fans a front-row seat to all the action during the tournament with chances to get close views of these world-class players.

Best Views of Golf

Once fans arrive at the picturesque Plantation Course at Kapalua, they'll be searching for the best views the course has to offer to watch the action unfold. Lucky for the fans, the best views also come with some of the best fan experiences.

- No. 1 – If you're here on Thursday, make sure to show up for the Aloha Kick Off, featuring a traditional Hawaiian blessing and entertainment (roughly 30 minutes before the first tee time). Otherwise, take a seat in the bleachers and listen to the player announcements as you take in the best first tee view in golf. To help give kids easy access to the best players on the PGA TOUR, the tournament installed the First Tee Autograph Zone presented by Sentry located near the No. 1 tee where the players sign their scorecards following play.

- No. 2 – Near the Main Entrance, No. 2 is a great area to watch golf with its proximity to No. 1 green, No. 9 tee, No. 3 tee and No. 8 green. Fans are also just steps away from FanTime On 9, Sentry Presents: The Champions Experience and other fan experiences.
- Nos. 5-6-7 – For the intrepid golf fan, make the trek out to these holes to get an intimate viewing experience, just steps away from PGA TOUR stars. As a bonus, these holes feature some of the most dramatic mountain views on the course... you won't be disappointed.
- No. 10-11-13 – Calling all golf fanatics, the tee box of the par-3 11th hole is one of the best places on the property to get up close to the best players in the world. The picturesque hole faces the beautiful Honolua Bay known for its legendary surfing and beauty, but the best thing about this spot is its proximity to several holes to maximize golf watching, located just steps from Hole Nos. 10, 12, 13 and 14.
- No. 18 – Talk about panoramic views. No. 18 is one of the most scenic, spectacular, and important holes on The Plantation Course at Kapalua. You'll want to head to the tee box to watch the TOUR stars crush some 400-yard-plus drives. Set against a backdrop of unparalleled beauty, it is truly a sight to be seen.

Tommy Bahama Relax Zones

Some of the best views in golf can be seen from our Tommy Bahama Relax Zones at Hole Nos. 2, 10 and 14 at The Plantation Course at Kapalua. These relax zones feature Tommy Bahama Beach Chairs that are open to the public to use while watching the best players in the world compete. In addition to beach chairs, each Tommy Bahama Relax Zone has an Instagram opportunity for fans to capture incredible views and create lasting memories of their experience at the Sentry Tournament of Champions.

Taste of Maui

Situated between No. 1 fairway and No. 18 green, the Taste of Maui has something for every fan's palate from island favorites to island treats. Once spectators grab their food, they'll want to make the short walk over to the iconic finishing hole at The Plantation Course, set against a backdrop of unparalleled beauty, it truly is a sight to be seen.

Joey's Kitchen

Award-winning chef Joey Macadangdang has been on Maui for over 20 years and was the head corporate chef for Roy's Kahana before opening his own restaurant, Joey's Kitchen, in Whaler's Village, Kaanapali Beach. As Chef Joey likes to say, "Hawaii is a melting pot" and in that pot, five unique styles of food to synthesize and simmer. The result? A richly diverse plethora of food derived from Japanese, Portuguese, Filipino and Chinese influences. Fans have the opportunity to enjoy some of Chef Joey's creations on the course, including Joey's Kitchen's Famous Garlic Chicken, Pork Belly Chowfun and Chilled & Marinated Tofu & Vegetable Wrap.

Outrigger Pizza

Realizing most people on Maui have not experienced a traditional wood-fired pizza, two paddling buddies joined together to form The Outrigger Pizza Company. They completed Hawaii's first mobile wood-fired pizza oven and opened in March 2010. Using handmade doughs and sauces, they prepare and cook delicious pizza in an Italian-style clay oven. With a variety of pizza options including Cheese, Pepperoni, Lilikoi Pork and White Cheddar Mushroom, there isn't a wrong choice!

Castaway Café

Kaanapali's own "best kept secret" Castaway Café brings several fun eats to the Sentry Tournament of Champions! Castaway Café will have hamburgers, cheeseburgers, hot dogs, French fries, onion rings and Wisconsin cheese curds available for fans throughout the week.

Big Wave Shave Ice

Big Wave Shave Ice is back! Offering natural and traditional Hawaiian Shave Ice, Big Wave Shave Ice Company is an eco-conscious, family-owned business operating at the world renowned Napili Bay.

Jackson Family Wines

Kendall Jackson and other signature brands from the Jackson Family of Wines portfolio returns to the Sentry Tournament of Champions. Their wines will be featured onsite at all venues and locations where fans (21+) can purchase alcohol.

Tito's Stillhouse

Open to the public and located on the signature finishing hole at The Plantation Course, the Tito's Stillhouse is the perfect place for the 21+ crowd to pick up one of the Sentry Tournament of Champions refreshing signature cocktails, Tropical Transfusion and Mulligan Mary, without missing any of the tournament action.

Concession at No. 11

While fans are out exploring the best views in golf on The Plantation Course at Kapalua, they can visit the concession area by No. 11 tee. Adjacent to this picturesque hole, with jaw-dropping views of Honolua Bay, spectators can choose from a variety of food and beverage options.

Fan Zone at 18th Green

Sentry Tournament of Champions Merchandise Tent

Spectators can't forget to commemorate their day with a tournament souvenir! Fans can stock up on the newest Sentry Tournament of Champions or Kapalua Resort gear including signature Sentry Tournament of Champions t-shirts and apparel only available at the 2023 event.

It's back! The fan-favorite, Aloha-print Sentry Tournament of Champions rope hat returns in a new blue and white colorway. Fans should act fast on this tournament staple as the hats sold out by Friday morning the last few years. Even better? A \$5 proceed from every hat sold will go back to local charitable efforts on island.

Instagram Area

You'll see Sentry's pair of bright blue chairs within the Fan Zone at The Plantation Course. Don't be afraid to have a seat, chat, take a photo and share on your social channels. Don't forget to tag the Sentry Tournament of Champions at @Sentry_TOC on Twitter and Instagram and @SentryTOC on Facebook!

FanTime On 9

Located steps from the Main Entrance and near No. 2 green, FanTime On 9 will have fans feeling welcomed as soon as they walk through the gates of The Plantation Course at Kapalua. With food options from local food trucks, Merienda and Aloha Braised, fans will feel right at home. Spectators are welcome to enjoy the tasty food from the local trucks and beverage options from the Michelob ULTRA Bar at the picnic-style seating area or they can enjoy as they walk to visit Sentry Presents: The Champions Experience.

YUM - Food Trucks!

- **Merienda:** Established in 2021, Merienda Maui makes its home in the town of Lahaina. Chefs Motley Adovas and Danielle Soriano's curated menu serves Asian Fusion Cuisine, encompassing light meals that fill the soul.
- **Aloha Braised:** Started in 2018 by Jay-Mar Pascua, Aloha Braised offers tasty local dishes with a twist by combining fresh local ingredients at affordable pricing.

Hydration Stations presented by Maui Health

New this year, fans will be able to refill cups and water bottles via Hydration Stations presented by Maui Health located at FanTime On 9 and near No. 11 tee. Beginning Thursday through Sunday, be one of the first 250 fans through the Main Entrance to receive a Sentry Tournament of Champions and Maui Health co-branded RTIC water bottle.

With water refill stations onsite, spectators are encouraged to bring their own water bottles (no larger than 32 oz.) since reusable plastic or metal bottles that are empty upon entry and exit are permitted at the Sentry Tournament of Champions.

Sentry Presents: The Champions Experience

Located near the main entrance behind hole No. 2, there's so much to see and do in Sentry Presents: The Champions Experience. Do you have what it takes to hit a monster drive like Tony Finau, or a laser-like approach shot like Justin Thomas? Here's your chance. Swing simulators replicating all 18 holes of Kapalua's Plantation Course are available to fans during the day. Don't forget to check out the Hall of Champions Corner where you can watch videos from past champions and test your tournament knowledge via interactive quizzes.

Maui Jim Sunglasses Booth

Located behind No. 9 green, fans have the opportunity to browse and purchase the latest sunglass styles from Maui Jim.

Michelob ULTRA Bar

As the Official Beer and Hard Seltzer Sponsor of the Sentry Tournament of Champions, fans 21 and over can enjoy a selection of beer and seltzers at the Michelob Ultra 19th Hole.

Sentry Tournament of Champions Annual Tree Planting Ceremony

The ceremonial tree planting tradition was implemented during the 2020 Sentry Tournament of Champions to mark the beginning of the Champions Garden located within the Pu'u Kukui Watershed Preserve on Maui.

The ceremony includes TOUR, tournament and title sponsor representatives planting ceremonial trees into planters containing soil from the Pu'u Kukui Watershed Preserve. The Ritz-Carlton Maui, Kapalua cultural advisor Clifford Naeole, performs a Hawaiian blessing during the ceremony before the trees are taken to Pu'u Kukui to be planted in the Champions Garden.

The Pu'u Kukui Watershed Preserve is the largest private nature preserve in the state of Hawai'i. Extending more than 9,000 acres on Maui's West side, the pristine area is home to some of the rarest endangered flora and fauna in the islands and a vital water source for Maui's community as well as one of the wettest spots on earth with over 400" per year.

A small team of conservationists is passionate about preserving Hawai'i's precious ecosystems and ensuring the safety of the water source. These ongoing preservation efforts, including the Sentry Tournament of Champions annual tree planting ceremony, ensure the continued health and safety of these precious natural resources for generations to come.

Aloha Kick-Off

The Aloha Kick-Off is a ceremony held roughly 30 minutes prior to the first tee time Thursday, featuring a traditional Hawaiian blessing by The Ritz-Carlton Maui, Kapalua cultural advisor Clifford Naeole, Hawaiian entertainment and a welcome from Pete McPartland, President, CEO and Chairman of the Board of Sentry. Concluding the ceremony, a maile lei is placed on the No.1 tee signage by Naeole and McPartland.

Closing Ceremony

Following play on Sunday, each PGA TOUR player will receive lei upon exiting No. 18 green. After the final putt drops and a winner is crowned on Sunday, fans are encouraged to stay for the tournament's closing ceremony.

Aloha Friday

Aloha Friday is a weekly tradition in the Maui community and across the Hawaiian Islands, which helps welcome the weekend during the last workday of the week. Fans, volunteers, broadcasters, and PGA TOUR players participate in the local tradition by wearing Hawaiian-patterned clothing items on Friday of tournament week.

For the fourth consecutive year, Sentry Insurance will donate \$1,000 per clothing item (shirt, pants, shoes, hat) when TOUR players participate in the Aloha Friday tradition during the second round of play at the Sentry Tournament of Champions.

‘Ohana Day

Families won't want to miss out on 'Ohana Day when it returns on Saturday, Jan. 7 featuring exciting family experiences.

Upon arriving at the tournament on Saturday, families will be given an 'Ohana Day passport, which features a scavenger hunt where kids are encouraged to collect passport stamps at select locations throughout the course. Once complete, families should fill out keiki name and school affiliation and drop it off at the Main Entrance to help their school district win a donation from Sentry Insurance and a chance to win a Sentry Tournament of Champions swag bag filled with tournament-branded gear including shirts, hats and more.

Additional family experiences courtesy of First Tee, a youth development organization whose mission is to impact the lives of young people by developing life skills through the game of golf, include the First Tee Autograph Zone presented by Sentry and free shave ice from Big Wave Shave Ice (located by No. 18 green) on Aloha Friday and 'Ohana Day from 1-3 p.m. on each day (Friday and Saturday).

Social Media In-The-Know

Be the first to follow the latest tournament updates on Facebook, Twitter and Instagram. Be able to interact before, during and after the event. Join in with your social commentary and post about your fan experience. Fans are encouraged to capture content video, audio and photos (content) in all areas throughout tournament week.

Sentry Tournament of Champions Social Media Channels:

- Instagram: [@sentry_toc](https://www.instagram.com/sentry_toc)
- Facebook: [facebook.com/SentryTOC](https://www.facebook.com/SentryTOC)
- Twitter: [@Sentry_TOC](https://twitter.com/Sentry_TOC)

The Sentry Tournament of Champions Trophy

The Sentry Tournament of Champions is a one-of-a-kind event, from the champions-only field of players to the picturesque setting at The Plantation Course at Kapalua, so Sentry Insurance wanted the trophy to reflect the uniqueness of the event.

Sentry Insurance commissioned Maui-based Makai Glass to design and produce the custom hand-made trophy. The trophy features a breaking wave and a whale tail – two images that symbolize Maui. It takes its shape from the quote marks found in Sentry's corporate logo while the trophy colors are Sentry's corporate colors.

Ancillary Events

First Tee – Hawaii Junior Kickoff Event

Monday, January 2 from 2-4 p.m. at Ka'anapali Golf Courses Driving Range

The Sentry Tournament of Champions in conjunction with First Tee – Hawaii is proud to host a fun, interactive event for junior golfers of all skill levels! Hosted by Golf Channel/NBC commentator Mark Rolfing, this complimentary event is open to kids of all ages. Families with kids interested in participating for the event should RSVP at [kaanapaligolfcourses.com/events](https://www.kaanapaligolfcourses.com/events).

Pro-Am

Wednesday, January 5 at 7 a.m.

On Wednesday of the Sentry Tournament of Champions, fans are welcome to watch the 18-hole Pro-Am tournament featuring three amateurs paired with one professional. Additionally, standard bearers for the 18-hole Pro-Am tournament are members of Lahaina Jr. Golf.

About Sentry

SentryWorld

Along with being one of the nation’s largest and financially strongest mutual insurance groups that primarily protects businesses, Sentry also owns and operates SentryWorld, Wisconsin’s first destination golf course and one of the country’s premier parkland golf experiences. The 18-hole course, designed by architect Robert Trent Jones, Jr. in 1982, is located on a sprawling 200 acres of parkland setting in Stevens Point, Wis. The signature 16th hole, “Flower Hole,” remains an iconic attraction with more than 30,000 flowers planted each year around the green to make for a beautiful – yet unusual, playing hazard.

In 2013, the course was renovated and reimagined by Trent Jones, Jr. aided by course architects Bruce Charlton and Jay Blasi over a 20-month period. The course reopened in 2014 to debut increased variety of shots with choice of tee boxes to customize distance, and the total yardage increased to 7,237 from the championship tees.

During 2020 and 2021, Sentry again renovated the course in advance of the 2023 U.S. Senior Open Championship. The latest in golf technologies—including SubAir Systems beneath every green and drip irrigation systems around each bunker—were installed to provide premium playing conditions throughout the season.

In June 2022, SentryWorld introduced a fully inclusive golf experience, featuring 20-minute tee time intervals—so guests feel less rushed—and two on-course hospitality stations that offer locally curated food and beverage options, all of which are included in the greens fees.

In addition to the course, the SentryWorld complex includes the Fieldhouse, offering indoor tennis courts, a driving range, golf simulator, wedding and banquet facilities, and PJ’s – SentryWorld, a casual family-focused restaurant. The outdoor practice facilities include 76 hitting stations, approach and chipping practice areas, and putting greens.

In March of 2022, SentryWorld opened The Inn @ SentryWorld, a luxury boutique hotel that sits just off the 18th fairway. It offers beautiful views of the course and its peaceful parkland setting, where guests can experience an authentic, Wisconsin-style hospitality experience.

Sentry’s Blue Chairs

What’s the deal with the quotes-and those blue chairs? You may be curious about the two stylized single quotation marks in our logo. The quotes, as we call them, remind us of a key element in our brand philosophy. They represent the two sides of the conversation we have with each of our customers. The quotes are mirrored in our current ad campaign, “Right By You,” which features a pair of comfy blue chairs pictured in unusual places, like on dealership lots or factory floors. The chairs always face each other, like two people in a conversation.

You’ll see those two, bright blue chairs at Kapalua. Don’t be afraid to have a seat and chat with your playing partner or caddie. The chairs really are quite comfortable. So be sure to grab a seat in the blue chairs in either the Media Center, on the No. 1 tee or in the Sentry Instagram area in the Fan Zone.

Community Impact

Since its move to Maui in 1999, the Sentry Tournament of Champions has generated over \$8 million for community charities. Charity organizations benefitting from the 2022 tournament include:

- Boy Scouts of America Maui Council
- Friends of the Children’s Justice Center
- Hale Makua Health Services
- J. Walter Cameron Center
- Ka Lima O Maui
- Lahainaluna High School Foundation
- Lahaina Junior Golf

In 2022, the Sentry Tournament of Champions announced over \$642,000 was distributed to local community organizations, which marks the largest charitable impact figure raised to date.

The overall \$642,000-plus donation included:

- Scholarships amounting to \$19,000 awarded by Sentry as part of its ongoing scholarship programs for Maui public high school students to attend the University of Hawaii and its affiliated Community Colleges.
- Donations through Sentry’s support of the “Aloha Friday” tournament tradition, which celebrated its fourth year in 2022.

Volunteers – The Heartbeat of Sentry Tournament of Champions

The more than 500 men, women and children who volunteer their time to the Sentry Tournament of Champions each year are an integral part of the tournament’s success, both during tournament week and in the Sentry Tournament of Champions ability to positively affect the local charities it supports. The volunteers support every element of the tournament, from tracking statistics, greeting fans and checking them into hospitality venues to much more!

Since its move to Maui in 1999, the Sentry Tournament of Champions has generated over \$8 million for community charities; none of which would be possible without the hard work and dedication of our volunteers.

Schedule of Events

MONDAY, JANUARY 2

Course Closed to the Public

Practice Rounds for Professionals

TUESDAY, JANUARY 3

Course Closed to the Public

Practice Rounds for Professionals

1 p.m. Annual Tree Planting Ceremony | No. 1 tee

WEDNESDAY, JANUARY 4

Gates Open at 7 a.m.

7 – 8:20 a.m. Pro-Am Tee Times | Nos. 1 and 10 tees

11:20 a.m. – 12:30 p.m. Pro-Am Tee Times | Nos. 1 and 10 tees

THURSDAY, JANUARY 5

Gates Open at 9 a.m.
First Round of Competition

9:10 a.m.	Aloha Kick-Off Ceremony No. 1 tee
9:40 a.m.	First Round of Competition No. 1 tee
1 – 5 p.m. (HST)	GOLF Channel

FRIDAY, JANUARY 6

Gates Open at 9 a.m.
Second Round of Competition

Aloha Friday – join us in wearing Aloha attire!

9:40 a.m.	Second Round of Competition No. 1 tee
1 – 5 p.m. (HST)	GOLF Channel

SATURDAY, JANUARY 7

Gates Open at 7 a.m.
Third Round of Competition

Ohana Day – join us with your family!

7:30 a.m.	Third Round of Competition No. 1 tee
11 a.m. – 1 p.m.	NBC
1 – 3 p.m.	GOLF Channel

SUNDAY, JANUARY 8

Gates Open at 7 a.m.
Final Round of Competition

7:40 a.m.	Final Round of Competition No. 1 tee
11 a.m. – 1 p.m.	NBC
1 – 3 p.m.	GOLF Channel
Following play	Closing Ceremony and Trophy Presentation No. 18 green