



2023 Story Ideas – Ascension Charity Classic presented by Emerson

GENERAL INFORMATION

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 2023, 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. The tournament is held annually in St. Louis, MO, and features legends of the game such as Bernhard Langer, David Toms, John Daly, Retief Goosen, Justin Leonard, Tom Lehman, Colin Montgomerie, Ernie Els, Darren Clarke, and Olazábal, José María 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. 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 some of golf’s greatest champions. The third-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 5 – 10, 2023

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

Website: www.ascensioncharityclassic.com

Twitter: @AscensionCCG

Instagram: @ascensioncharityclassic

Facebook: www.facebook.com/AscensionCharityClassic

Hash Tag(s): #AscensionCharityClassic

Golf course architect: Wayne Stiles

Yardage/Par: (WEST COURSE) 7,051 / Par 72 6992 / Par 71

Defending Champion: Pádraig Harrington (2022) 65-66-68 199 (-14)

Format: 54-hole stroke-play with no cut

Field and Size: 78 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 7

- Gates Open - 8 a.m.
- Pro Shop Open - 8 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.
- Ascension Charity Classic Youth Clinic presented by Accenture—for Diversity Golf; First Tee of Greater St. Louis; PGA REACH Gateway: 4:30 p.m. – 6:30 p.m. (driving range)

Friday, September 8

- Gates Open - 8 a.m.
- Pro Shop Open - 8 a.m.
- Opening Ceremony – 9:45 a.m.
- First Round Official Tournament Competition: Tee times begin at 10:15 a.m. (estimated)

Broadcast

Golf Channel: 12 p.m. – 3 p.m.

Saturday, September 9

- Gates Open – 8 a.m.
- Pro Shop Open - 8 a.m.
- Second Round Official Tournament Competition: Tee times begin at 8:40 a.m. (estimated)
- Legends Media Availability with Nancy Lopez, Hale Irwin, Ozzie Smith, Chris Pronger, Craig Berube, Steve Ott and Robert Thomas – 2 p.m. Putting Green (Media Only)
- Legends Charity Challenge presented by Worldwide Technology – featuring Hale Irwin, Ozzie Smith, Chris Pronger, Craig Berube, Steve Ott and Robert Thomas (Nancy Lopez, Emcee): 3:45 p.m. start (estimated) on the 10th tee following final tournament grouping

Broadcast

Golf Channel: 4 p.m. – 6 p.m.

Sunday, September 10

- Gates Open - 8 a.m.
- Pro Shop Open - 8 a.m.
- Final Round Official Tournament Competition: Tee times begin at 8:40 a.m. (estimated)
- Trophy Presentation Following Play

Broadcast

Golf Channel: 4 p.m. – 6 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
- 2021 to present: Ascension Charity Classic presented by Emerson (PGA TOUR Champions)

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 third playing of the Ascension Charity Classic presented by Emerson.
- Interview Director of Golf Operations, Brandon Smith, regarding how the PGA TOUR Champions players attack the course compared to the membership. How differently does the course play?
- Interview players that have competed in the Ascension Charity Classic, and other professional golf tournaments in the St. Louis area, regarding the city and their excitement to return.*
- 9-11 Memorial – 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.



THE THIRD PLAYING OF THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON

Volunteers, fans, and the PGA TOUR Champions professionals are excited to build on the success of the first two years of the tournament that have ushered in 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 78 players collectively represent 218 PGA TOUR Champions victories, including 17 senior major championship winners.

The field also contains 22 PGA TOUR major championship wins and five World Golf Hall of Fame members, including Ernie Els, Bernhard Langer, Collin Montgomerie, José María Olazábal, and Retief Goosen. Twenty of the top-25 players in the Charles Schwab Cup standings are represented, including three of the top-5: Stephen Ames (No.2), Bernard Langer (No.3), and Ascension Charity Classic inaugural champion David Toms (4).

The world-class field also features the current Senior Open Championship winner Alex Cejka, plus PGA TOUR Champions rookies Boo Weekley, Tim O’Neal, Justin Leonard, Notah Begay III, and Jason Bohn. Fan favorite John Daly also joins the field as do Ascension Ambassadors Billy Andrade, Jay Delsing, Tom Lehman, Paul Stankowski, and Jay Williamson. O’Neal and Leonard are also Ascension Ambassadors competing in this year’s tournament.

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 and in 2022 the second playing of the Ascension Charity Classic raised more than \$1 million for charitable organizations in North St. Louis County and beyond. The total included \$225,000 for each of the tournament’s primary beneficiaries, Marygrove, Boys & Girls Clubs of Greater St. Louis (BGCSTL), and Urban League of Metropolitan St. Louis (ULMSTL).

Additionally, First Tee of Greater St. Louis and PGA REACH Gateway—the two benefiting charities of the tournament’s Legends Charity Challenge presented by World Wide Technology—each were presented with a donation as a result of the 2022 exhibition match. First Tee received \$32,500 thanks to the team of Lee Trevino, Hale Irwin, and Ryan O’Reilly, with PGA REACH Gateway taking home \$30,000 with the help of Nancy Lopez, Craig Berube, and Ozzie Smith.

The tournament’s newest charity fundraiser, the RSM Putting Challenge, was held on Tuesday of tournament week last year and raised \$130,000 for charity. The event featured 11 three-person teams—each consisting of one PGA TOUR Champions or Advocates Professional Golf Association (APGA) Tour professional, one corporate sponsor participant, and a player associated with the charity—competing in a nine-hole putting match on Norwood Hills’s main putting green.

In 2021 the Ascension Charity Classic donated more than \$800,000 in support of North St. Louis County communities. And in 2020—despite not hosting a tournament due to the pandemic—the tournament donated \$225,000, bringing the official PGA TOUR Champions event’s total charitable donations since the inception to more than \$2 million.

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 Ascension Charity Classic presented by Emerson, 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 (THE THIRD PLAYING OF THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON):

- Interview volunteers and fans about their excitement for the third playing of the Ascension Charity Classic at Norwood Hills Country Club.
- Interview charity representatives from Marygrove; the Urban League of Metropolitan St. Louis; and Boys & Girls Clubs of Greater St. Louis regarding the charitable impact from the Ascension Charity Classic so far, and what's to come.
- Interview officials from North St. Louis County regarding the impact already being felt in the community heading into the 2023 Ascension Charity Classic.

EVENTS

RSM Charity Putting Challenge – Tuesday, September 5th at 4:30-6 p.m. (Norwood Hills Putting Green)

The RSM Putting Challenge, which debuted at last year's tournament, benefits nine local St. Louis charitable organizations.

Each charitable organization will be selected by a participating sponsor and receive an investment of \$10,000 on behalf of their supporting benefactor.

The 11 RSM Charity Putting Challenge teams will each consist of one PGA TOUR Champions professional, one charity representative, and one junior/youth player associated with the charity competitor. The teams will compete in a scramble-format putting match over a specially designed nine-hole miniature golf course on the putting green at Norwood Hills. The team with the lowest gross score will take home an additional \$7,000 for that team's charity. The second-place charity will receive a \$4,500 bonus, and third place will take home an extra \$2,500.

- Each team will be assigned a starting hole with all teams completing the nine-hole course. The teams with the three lowest gross scores win.
- The RSM Putting Challenge is designed to provide additional support for more charities through the Ascension Charity Classic presented by Emerson.

Area charities with teams participating are: Marygrove, Good Shepherd Children & Family Services, Operation Food Search, Family Forward, Saint Louis Counseling, Little Bit Foundation, and Lafayette Industries, Lolly's Place, ETA Boule' Foundation, Ronald McDonald House of St. Louis, and Our Little Haven.

SUGGESTIONS:

- Capture video and still photos of the participants competing in the putting challenge
- Interview the professional golfers about their involvement
- Interview the winning teams, including pictures

Official Tournament Pro-Ams – Wednesday 9/6 and Thursday, 9/7 (tee times begin at 7 a.m.)

The Official Tournament Pro-Ams take place on Wednesday and Thursday, September 6 and 7, 2023 at Norwood Hills West Course (WEST [tournament] Course). These 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-Ams guarantee memories that will last a lifetime. It's also a great opportunity for fans to watch the professionals play in an up close and relaxed environment.

SUGGESTIONS:

- Interview amateurs and professionals alike about their experience playing Norwood Hills under tournament conditions.
- NOTE: The grounds are closed to spectators on Wednesday, September 6.

Accenture Youth Golf Clinic

Date: Thursday, September 7

Time: 4:30 p.m. – 6:30 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 third annual Youth Golf Clinic Thursday, September 7, at 4:30 p.m. at Norwood Hills Country Club.

The Accenture Youth Golf Clinic will provide a group of more than 150 young golfers the opportunity to learn and develop golf skills and receive tips from a PGA TOUR Champions and APGA Tour player. Participating youth will represent a number of local organizations, including Diversity Golf, First Tee of Greater St. Louis, PGA REACH Gateway, and Special Olympics Missouri. Participating young golfers will be given the opportunity to receive instruction within three different golf stations, chipping, putting and long irons.

SUGGESTIONS:

- Capture b-roll of the kids from Diversity Golf; First Tee of Greater St. Louis; PGA REACH Gateway, and Special Olympics Missouri experiencing the event
- Interview kids and parents about their experience at the Ascension Charity Classic
- Interview the PGA TOUR Champions and APGA Tour Professionals about their exhibition and time with the kids.
 - PGA TOUR Champions professional will be announced the day of the event
 - APGA Tour professional - Kortland Ware (Head Golf Coach at Lincoln University)
 - Accenture representative Taliya King, Office Managing Director, St. Louis, Accenture

Opening Ceremony – Friday, September 8 at 9:45 a.m.

Celebrate the start of tournament competition for the 2023 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

Legends Charity Challenge – Saturday, September 9th @ 3:45 p.m. (approximate)

The Legends Charity Challenge presented by World Wide Technology returns as the tournament's marquee event in 2023. This star-studded 9-hole exhibition match will feature World Golf Hall of Fame member and Missouri native Hale Irwin, St. Louis Cardinals legend and Hall of Fame shortstop Ozzie Smith, and representing the St. Louis Blues, Hall of Famer Chris Pronger, Stanley Cup winning Head Coach Craig Berube, Steve Ott, and Robert Thomas.

The Legends Charity Challenge will take place on Saturday, September 9—following the final pairing of the Ascension Charity Classic's second round (3:45 p.m. estimated start time)—and will begin on Hole No. 10 at Norwood Hills Country Club.



Legends Charity Challenge (cont.)

Two three-person teams will compete for a \$25,000 purse to benefit First Tee of Greater St. Louis and PGA REACH Gateway. The teams for this exciting competition will be announced on Wednesday, September 6.

The powerhouse group of competitors will play a 7-hole team scramble exhibition match with each hole given a dollar value that will be awarded per hole to the winning team's charity. The team that has won the most money for its charity at the end of seven holes will be declared the winner of the 2023 Legends Charity Challenge presented by World Wide Technology.

Stepping into the Legends Charity Challenge emcee role this year will be World Golf Hall of Fame member and one of the game's all-time greats, Nancy Lopez. Also joining the Legends Charity Challenge will be special guest and Charity Challenge Ambassador, Ron Kruszewski the chairman and CEO of Stifel.

SUGGESTIONS:

- Crowd reactions
- Interview celebrities at the conclusion of the event
- 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

Live Entertainment featuring Matt Jordan

Date: Saturday, September 9

Time: 6 p.m. – 7:30 p.m.

Location: Norwood Hills Clubhouse Patio

Following the final putt of the Legends Celebrity Challenge St. Louis country music artist Matt Jordan will perform a free concert for all patrons at the Ascension Charity Classic.

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 third champion.

Closing Ceremony will be held immediately following the conclusion of the third round of competition on the 18th 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.
-

SUGGESTIONS (cont.-Trophy Presentation):

- 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 media availability 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.



YOUTH INITIATIVES

Ascension Charity Classic Youth Clinic presented by Accenture

Accenture, a global professional services company with leading capabilities in digital, cloud and security, will host the third annual Youth Golf Clinic Thursday, September 7, at 4:30 p.m. at Norwood Hills Country Club.

The Accenture Youth Golf Clinic will provide a group of more than 150 young golfers the opportunity to learn and develop golf skills and receive tips from a PGA TOUR Champions and APGA Tour player. Participating youth will represent a number of local organizations, including Diversity Golf, First Tee of Greater St. Louis, PGA REACH Gateway, and Special Olympics Missouri. Participating young golfers will be given the opportunity to receive instruction withing three different golf stations, chipping, putting and long irons.

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.

CHARITABLE IMPACT OF THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON

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 \$4 billion to date to support local organizations.

The 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. To that end, the tournament has established a legacy of giving in North St. Louis County and beyond and in 2022 the second playing of the Ascension Charity Classic raised more than \$1 million for charitable organizations in North St. Louis County and beyond. The total included \$225,000 for each of the tournament's primary beneficiaries, Marygrove, Boys & Girls Clubs of Greater St. Louis (BGCSTL), and Urban League of Metropolitan St. Louis (ULMSTL).

Additionally, First Tee of Greater St. Louis and PGA REACH Gateway—the two benefiting charities of the tournament's Legends Charity Challenge presented by World Wide Technology—each were presented with a donation as a result of the 2022 exhibition match. First Tee received \$32,500 thanks to the team of Lee Trevino, Hale Irwin, and Ryan O'Reilly, with PGA REACH Gateway taking home \$30,000 with the help of Nancy Lopez, Craig Berube, and Ozzie Smith.

The tournament's newest charity fundraiser, the RSM Putting Challenge, was held on Tuesday of tournament week last year and raised \$130,000 for charity. The event featured 11 three-person teams—each consisting of one PGA TOUR Champions or Advocates Professional Golf Association (APGA) Tour professional, one corporate sponsor participant, and a player associated with the charity—competing in a nine-hole putting match on Norwood Hills's main putting green.

In 2021 the Ascension Charity Classic donated more than \$800,000 in support of North St. Louis County communities. And in 2020—despite not hosting a tournament due to the pandemic—the tournament donated \$225,000, bringing the official PGA TOUR Champions event's total charitable donations since the inception to more than \$2 million.



SUGGESTIONS (CHARITABLE IMPACT OF THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON):

- 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
-

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 2023 Ascension Charity Classic presented by Emerson
 - Conduct fan surveys
-

FAN DESTINATIONS (open to the public)

- **Fan Zone**
Located between the tee boxes on Hole Nos. 14 and 18, the Fan Zone features a family atmosphere with food trucks, expo tents, picnic tables 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.
- **Merchandise Shop and west shack pop between and 18 tee**
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 18th 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) 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.
- **ATB Technologies Charging Station**
Keep your devices charged and ready to capture and follow the action at the ATB Technologies Charging Station conveniently located near the Fan Expo and driving range.
- **Marcone Military & First Responder Viewing Deck**
U.S. Armed Forces and veteran admission to the tournament includes access to the Marcone Supply Military & First Responder Viewing Tent located on the back nine at Norwood Hills with premium golf viewing of 14 green and 17 tee.

Below are the available U.S. Armed Forces, Veteran and First Responder ticket options. For tickets and additional information visit: <https://ascensioncc.spinzo.com/?group=military-and-first-responders-7xwm>.

Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans, and First Responders 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 16 and under are admitted free of charge with a ticketed adult.



THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON – WHERE COMPANIES MEET

The 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 2023 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.

PARKING 101

There is one central and convenient general public parking solution for fans attending the Ascension Charity Classic presented by Emerson.

General public parking is available beginning Thursday, September 9 through Sunday, September 12.

General Public Parking:

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

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

Shuttle Schedule:

Thursday, September 7, 2023 – 7:45 a.m. – 7:45 p.m.
Friday, September 8, 2023 – 7:45 a.m. – 7:45 p.m.
Saturday, September 9, 2023 – 7:45 a.m. – 8:15 p.m.
Sunday, September 10, 2023 - 7:45 a.m. – 7:45 p.m.



PARKING 101 (cont.)

ADA Parking

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

Thursday, September 7, 2023 – 17 Arnold B. Grobman Drive #379, St. Louis, MO 63121

Friday, September 8, 2023 – 5401 Lucas – Hunt Rd., St. Louis, MO 63121

Saturday, September 9, 2023 – 5401 Lucas – Hunt Rd., St. Louis, MO 63121

Sunday, September 10, 2023 - 5401 Lucas – Hunt Rd., St. Louis, MO 63121

On-Course ADA Shuttle Service

With six 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.

On-Course ADA Shuttle Service Locations:

Practice Putting Green

Hole No. 8 (near Concession)

Hole No.14 (near Fan Expo)

Hole No. 15 (VIP Entrance)

Hole No. 15 green

Hole No. 16 green

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 7, 2023 – 17 Arnold B. Grobman Drive #379, St. Louis, MO 63121

Friday, September 8, 2023 – 5401 Lucas – Hunt Rd., St. Louis, MO 63121

Saturday, September 9, 2023 – 5401 Lucas – Hunt Rd., St. Louis, MO 63121

Sunday, September 10, 2023 - 5401 Lucas – 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.
-



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) 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

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.



FIELD OF COMPETITORS

One of the best fields on PGA TOUR Champions... This elite roster of 78 players collectively represent 218 PGA TOUR Champions victories, including 17 senior major championship winners.

The field also contains 22 PGA TOUR major championship wins and five World Golf Hall of Fame members, including Ernie Els, Bernhard Langer, Collin Montgomerie, José María Olazábal, and Retief Goosen. Twenty of the top-25 players in the Charles Schwab Cup standings are represented, including three of the top-5: Stephen Ames (No.2), Bernard Langer (No.3), and Ascension Charity Classic inaugural champion David Toms (4).

The world-class field also features the current Senior Open Championship winner Alex Cejka, plus PGA TOUR Champions rookies Boo Weekley, Tim O'Neal, Justin Leonard, Notah Begay III, and Jason Bohn. Fan favorite John Daly also joins the field as do Ascension Ambassadors Billy Andrade, Jay Delsing, Tom Lehman, Paul Stankowski, and Jay Williamson. O'Neal and Leonard are also Ascension Ambassadors competing in this year's tournament.

MILITARY APPRECIATION

The 2023 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), veterans, and First Responders.

Below are the available U.S. Armed Forces, Veteran and First Responder ticket options. For tickets and additional information visit: <https://asensioncc.spinzo.com/?group=military-and-first-responders-7xwm>.

Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans, and First Responders 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 16 and under are admitted free of charge with a ticketed adult.

SUGGESTIONS:

- Interview military, veterans, First Responders 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 and First Responders.

VOLUNTEERS – THE HEARTBEAT OF THE ASCENSION CHARITY CLASSIC PRESENTED BY EMERSON

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 (VOLUNTEERS):

- 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.
-

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.

ASCENSION CHARITY CLASSIC FOOD

Throughout tournament week, the 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.

Food trucks will also be available to patrons Thursday through Sunday in the Fan Zone, located between the tee boxes on Hole Nos. 14 and 18.

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.
-

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.



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: <https://www.ascensioncharityclassic.com/tournament-info/policies-prohibited-items/>

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

www.hnssports.com