

BERMUDA CHAMPIONSHIP

October 31 - November 3, 2019

Port Royal Golf Course • Southampton, Bermuda

bermudachampionship.com



MEDIA INFORMATION



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QUICK FACTS

Location:	Port Royal Golf Course 5 Port Royal Golf Course Road Southampton, SB03 Bermuda
Purse:	\$3 million (\$540,000 to winner)
FedEx Cup Points:	300 points to the winner
Field:	120 players
Format:	72-hole stroke play (four rounds), cut to low 65 and ties after 36 holes
Par & Yardage:	Port Royal is par 36-35=71 and will be set up at 3,460-3,368=6,828 yards
Officials Pro-Am:	Bermuda Championship Pro-Am, Oct. 30 at 8:30 am (9 and 9 format)
Tournament Play:	Thurs., Oct. 31 at approximately 7:30 am (Split Tee Times) Fri., Nov. 1 at approximately 7:30 am (Split Tee Times) Sat., Nov. 2 at approximately 7:30 am Sun., Nov. 3 at approximately 7:00 am
Television Coverage:	Thurs., Oct. 31 from 1:30-5:30 pm (Golf Channel) Fri., Nov. 1 from 1:30-5:30 pm (Golf Channel) Sat., Nov. 2 from 2:30-5:30 pm (Golf Channel) Sun., Nov. 3 from 1:30-4:30 pm (Golf Channel)
Tickets:	General admission is \$20 for single day (or \$50 for all four rounds), Senior tickets are \$15 for single day, Juniors 17 or under free with paid adult
Title Sponsor:	Bermuda Tourism Authority
Official Partners:	Digicel (Official Telecom), Fairmont Southampton (Official Hotel)
Founding Partners:	Butterfield, Caliburn, Hamilton Princess & Beach Club, Island Construction
Volunteer Program Sponsor:	BF&M
Junior Ticket Sponsor:	Butterfield & Vallis
Skybox Hospitality:	Clarien Bank, Liberty Special Markets, and Oil Casualty Insurance, Ltd.
Ocean Club Hospitality:	Allied World, Anchor, Ashley Gillis, Bermuda Economic Development Corp., CAT Entertainment Services, NEON, Willis Towers Watson
Pro-Am:	AIG, Bruno Event Team, Pompano Beach Club
Event Management:	Bruno Event Team – www.brunoeventteam.com

**- All times are Atlantic Standard and subject to change*

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SCHEDULE OF EVENTS

Monday, October 28

- Practice Rounds (PGA TOUR players only, closed to public)

Tuesday, October 29

- Practice Rounds (PGA TOUR players only, closed to public)
- Pro-Am Pairings Party, 6:30 pm, Hamilton Princess, *Private Event* (closed to public)

Wednesday, October 30

- Bermuda Championship Official Pro-Am - tee times begin at 8:30 am (closed to public)

Thursday, October 31

Ladies Day (tickets are \$15 at the gate)

- Tournament Grounds Open to General Public, 7:00 am
- Opening Round – Bermuda Championship, 7:30 am (Split tees)
- *GOLF CHANNEL* Live Telecast, 1:30 - 5:30 pm

Friday, November 1

- Tournament Grounds Open to General Public, 7:00 am
- Second Round – Bermuda Championship, 7:30 am (Split tees)
- *GOLF CHANNEL* Live Telecast, 1:30 - 5:30 pm

Saturday, November 2

- Tournament Grounds Open to General Public, 7:00 am
- Third Round – Bermuda Championship, 7:30 am
- *GOLF CHANNEL* Live Telecast, 2:30 - 5:30 pm

Sunday, November 3

- Tournament Grounds Open to General Public, 6:30 am
- Final Round – Bermuda Championship, 7:00 am
- *GOLF CHANNEL* Live Telecast, 1:30 - 4:30 pm
- Awards Presentation – Immediately Following Conclusion of Play, 18th green

All events and times are Atlantic Standard and subject to change.

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KEY CONTACTS

Event Staff

Sean SovacoolTournament Director
Justin Belanger . Assistant Tournament Director
PH Horgan Executive Director
Becky Kolberg Tournament Manager

Jordan Burns..... Volunteer Coordinator
Kevin Curtis.....Operations Director
Dede Cooper.....Community Outreach Manager
Frank Kay Media Relations Manager

Important Numbers

Media Center
Media Center Fax
Port Royal Golf Course (Golf Shop)

Phone

441-232-0302
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Follow our social media platforms for updates on events and special announcements:

Instagram: @Bermuda_Championship,
Facebook: @BermudaChampionship

Twitter: @Bermuda_Champ
#BermudaChampionship

ABOUT BERMUDA

Out here is closer than you think. Located in the Atlantic Ocean off North Carolina's coast, the island of Bermuda is just a two-hour nonstop flight from most eastern U.S. airports. Attracting adventure seekers, explorers, romantics and originals, Bermuda is where people, cultures and an alluring mystique swirl together, connecting visitors to a place far from everyday life. The island's legendary pink-sand beaches, frozen-in-time historic towns and pastel-colored buildings stand out at first. But it's Bermuda's original, ever evolving take on island life that brings travelers out here again and again. The Bermuda experience is elegant, relaxed and genuinely warm, celebrating cultures, reveling in nature and staying open to whatever is around the bend. The 35th America's Cup, held in Bermuda in 2017, brought a fresh energy to the destination with new and redeveloped hotels, must-visit attractions and restaurants adding to the island spirit. Visit www.gotobermuda.com, www.facebook.com/bermutatourism, and www.twitter.com/bermuda.

ABOUT PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide. The PGA TOUR co-sanctions more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR Series-China. Members on the PGA TOUR represent the world's best players, hailing from 26 countries (90 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to 226 countries and territories in 23 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving. In 2018, tournaments across all Tours generated a record \$190 million for local and national charitable organizations, bringing the all-time total to \$2.84 billion. The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.

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TITLE SPONSOR

BERMUDA TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is an independent Destination Marketing Organization (DMO) formed in 2014 to drive the evolution of Bermuda as a world-class tourism destination. It promotes Bermuda globally as a world-class destination for travel and tourism investment.

The BTA is a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination. We partner with the Bermuda government, industry stakeholders and our whole island community to create memorable experiences for more visitors and grow tourism and jobs as a result.

Each of the BTA's divisions has a specific set of key objectives designed to positively impact tourism in Bermuda:

The Sales & Marketing team is largely focused on increasing air arrivals to Bermuda because air visitors have the greatest impact on the tourism economy through spending.

The Product & Experience Team uses Bermuda's distinct assets to create core products that enhance how visitors spend time on our island and establish a competitive advantage for the country's tourism product.

Operations oversees all corporate functions of the BTA, from human resources to finance to IT. It is also responsible for the deployment of national service training standards and supports the development, growth and sustainability of Bermudians in the hospitality industry.

The Research & Business Intelligence unit guides the BTA in making research-based decisions that are responsive to consumer demand and drive marketing decisions.

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TOURNAMENT MANAGEMENT



BRUNO EVENT TEAM IS THE LARGEST DEDICATED SPORTS EVENT MANAGEMENT COMPANY IN THE COUNTRY

YEAR FOUNDED: 1995 by Ronald Bruno and Gene Hallman

EMPLOYEES: 70+ employees

OFFICE LOCATION: Headquartered in Birmingham, AL

DIVISIONS:	ZOOM Motorsports	Game Day Operations
	Alabama Sports Council	Bruno Event Team Creative Services
	Bruno Hospitality Catering	BETix Ticketing
	Merchandise	Golf

Bruno Event Team manages more than 30 events per calendar year ranging in scope from the University of Alabama Game day Operations to Golf Championships.

Bruno Event Team's ZOOM Motorsports manages one of the most attended INDYCAR events in the country, the Honda Indy Grand Prix of Alabama at Barber Motorsports Park. In addition to INDYCAR, ZOOM Motorsports manages the fastest growing vintage motorcycle festival in the country, the Barber Vintage Festival and others.

The Alabama Sports Council manages several events including the NCAA Women's Gymnastics Championship, the NCAA Men's College Cup Soccer National Championship, the SEC Baseball Tournament, Davis Cup tournaments, Heavyweight Boxing and the SEC Women's Golf Championship.

Bruno Event Team golf has managed numerous golf tournaments across the U.S. and Canada for all TOURS.

The game day division of the company currently manages game day operations for one of the most prestigious collegiate athletic programs in the United States, The University of Alabama and more recently began managing the game day experience for the return of the UAB Blazers football program.

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PORT ROYAL FACTS



Welcome to Port Royal Golf Course home of stunning ocean views, breathtaking Bermuda landscapes and one of the greatest holes in golf.

Ranked among the world's best public golf courses by Golf Digest and named Bermuda's finest course by the New York Times, Port Royal features 18 championship holes over 6,842 manicured yards, the longest and most picturesque course in all of Bermuda.

Designed by world-renowned architect Robert Trent Jones Sr. in 1970, Port Royal has recently undergone a \$14.5 million renovation, a complete makeover spearheaded by original design team member Roger Rulewich in preparation for the 2009/2010 PGA Grand Slam of Golf. With the support of the Bermuda Government, Port Royal is now one of the world's premier public golf courses boasting TifEagle greens, a state-of-the art irrigation system and sweeping ocean views from nearly every hole. Add to that its' 300-yard oceanfront driving range and the course's luxurious clubhouse and your Port Royal experience is sure to be unforgettable.

In addition to welcoming you and your guests for a perfect day of golf, Port Royal is proud to host corporate, society or charity events and tournaments throughout the year. Your clients and colleagues will longingly reflect on a superb day in paradise made possible by our professional staff's gracious hospitality and warm Bermudian charm.

Those left with any question might consider Port Royal's signature

hole. Widely regarded as one of the greatest par threes in golf, the 16th hole is a 235-yard crescent-shaped beauty with nothing but the Atlantic Ocean between the tee and the pin. Experience it for yourself and you too will understand why Port Royal is indeed the number one golf course in Bermuda.



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HOW TO PLAY PORT ROYAL

FRONT 9

Hole #1 – 438 yard PAR 4

A dogleg with a downhill opening tee shot sees trouble left and right. Big hitters beware of the pond lying in wait. A well protected opening green with water and sand to punish any errant approach shots.

Hole #2 – 553 yard PAR 5

This is a serious par 5, three-shot hole. Water off the tee gives way to a left to right sweeping dog leg, trees left and right with bunkers to threaten the off-center shot. You will need to play for position on the 2nd shot. This gives way to a short iron approach to a raised green well protected on all sides by deep bunkers.

Hole #3 – 148 yard PAR 3

A fairly short but challenging par 3 with a lake covering most of the ground between the teeing area and the hole. The large green displays some interesting subtleties and is well defended by large traps. You will need all your concentration on this picturesque hole.

Hole #4 – 458 yard PAR 4

A stunning dogleg par 4 which requires a well struck tee shot to the corner – beware of the bunkers guarding the right side! Your second shot is to a raised green, well protected by deep bunkers. An off line hit can end in serious trouble here. The three sectioned green will also require plenty of care. It is stroke index 1 and you will understand why.

Hole #5 – 380 yard PAR 4

Do not be fooled into thinking this is respite time! A right to left dogleg, bunkered on both sides, requires a good straight hit to open up one of the biggest greens on the course. Get it wrong here and the green will bite you hard.

Hole #6 – 370 yard PAR 4

A straight away shot is required, but play conservatively. The bunker complex is designed to catch the big shot here. The second shot requires skill and judgment. The raised green is surrounded by a vicious run off and bunkers that will demand all your skill to get the ball close to the pin.

Hole #7 – 517 yard PAR 5

A long, sweeping dogleg where risk and reward will pay off. But watch out from the tee as bunkers are positioned to catch an off-line tee shot. The elevated green is large and undulating creating an exposed position – but don't let the breathtaking views distract you.

Hole #8 – 213 yard PAR 3

This is a demanding par 3 and the large green perched on the ocean will present the golfer with a challenge. Bunkers surround the target and beware – the ocean awaits the long ball. A par here is a hard-earned achievement.

Hole #9 – 383 yard PAR 4

A challenging tee shot, straight up hill between the well positioned traps, will leave you with a long second to an elevated green. Get this wrong and one of the pot bunkers will snap you up. The green is a challenge in itself with some interesting breaks on it. Your work is not done till you see the ball drop!

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HOW TO PLAY PORT ROYAL

BACK 9

Hole #10 – 350 yard PAR 4

A short par 4, dogleg left. A well-positioned tee shot is required here, as the well bunkered fairway will catch the risk-taker. A gentle rise reveals a large, contoured green. Make sure you find the right area of the green with your second shot.

Hole #11 – 443 yard PAR 4

A long, straight, downhill par 4. The green is not visible from the tee but a good drive, favoring the right side, will set up a downhill second shot onto a well-guarded green. The big hitter could find themselves with a wedge for their second here, depending on the wind direction. The green is well contoured and will provide some challenges for a badly positioned approach.

Hole #12 – 383 yard PAR 4

A good, testing par 4. An uphill tee shot over the rise, being careful of the fairway traps positioned on the right side, will leave a short shot to a very tight target. The green is well bunkered and you will need precision to get the ball close here. Watch out for the run offs.

Hole #13 – 235 yard PAR 3

A very demanding par 3 downhill to a kidney shaped green. Some punishing run offs and well-placed bunkers require a good, solid, straight shot.

Hole #14 – 393 yard PAR 4

This is the start of a spectacular run home. A well struck, accurate drive is required. The elevated tee leads down to a dogleg left, tree lined on the left with a large fairway trap on the right that will collect the errant tee shot. A demanding second shot to a large, elevated green that will not be visible for a player who is out of position from the tee. Beware of the steep run offs to the right of the three-contoured green.

Hole #15 – 412 yard PAR 4

A dogleg to the right, with the ocean on the left and a steep run off to the right. Two well placed traps on the left of the fairway must be avoided, so play for position from this tee. A risk/reward shot is available with a well struck drive down the right leaving a short iron in to a well-protected, undulating green. Achieving par here is a challenge.

Hole #16 – 235 yard PAR 3

This is truly one of the most spectacular holes in world golf. The tee shot will require a solidly hit shot across the ocean to a green perched high above the ocean on its own peninsular, A well bunkered green offers the player a small target to find and, with the prevailing winds, this hole has the ability to fool the strongest of minds. A shot to the right will be safe from the ocean but missing the traps will be a challenge. Good Luck.

Hole #17 – 507 yard PAR 5

The prevailing wind will punish you here and a well-positioned tee shot is necessary. The water on the left will make the big hitter think and the well-trapped right side will certainly favor the conservative player. The second shot is all about position and an accurate layup is required to leave a challenging third shot to a raised green, but beware of the run off. An undulating green caps off this challenging par 5.

Hole #18 – 410 yard PAR 4

A long, straight, uphill par 4 requiring a well struck tee shot to a tiered fairway with bunkers left and right – this is a visually excellent hole. The second shot to a raised green will test your skill set and be sure to take an extra club for this shot to the three-tiered front to back sloping green. You will face a constant challenge to the end on this hole.

THE TROPHY

The Bermuda Championship Trophy

The Bermuda Championship trophy is made from Bermuda cedar. There isn't much that could be more Bermudian than Bermuda cedar. This sturdy, aromatic indigenous tree formed a cornerstone of early British settlement in the islands. When English settlers came to Bermuda in the 1600s they found cedar trees growing abundantly. Soon they put this majestic wood to use, building houses, ships, churches, furniture and even a cedar prison in St. George's.

In 1944 Bermuda cedars suffered a tragedy when a form of fungus, attacked the trees. Ten years later, 90 percent of Bermuda cedars were gone. Reforestation took place over many years, but still today old, well-cured cedar logs are very rare.

To honour their special day Bermudian newlyweds plant a cedar tree as a symbol of their growing life together and often have a sapling on the top of their wedding cake.



The Bermuda Championship trophy was made by carpenter Clarence Benjamin Lee. Now 73, Mr. Lee started working at Village Carpentry at the age of 15 as an apprentice and never left.

Village Carpentry was started by George Trott in 1935 and taken over by Jeremy Johnson in 1980. Although they have made many special pieces for prominent Bermudians, none were as special as the pair of cedar chairs given to Prince Charles and Lady Diana as a gift from Bermuda celebrating their nuptials.

Mr. Lee was honoured to make the trophy for the Bermuda Championship.