



LINCOLN LAND
CHARITY CHAMPIONSHIP

PGA TOUR Announces Five-Year Deal to Conduct Lincoln Land Charity Championship at Panther Creek Country Club

Springfield, Illinois club to host Web.com Tour through 2020

Springfield, Ill. – The PGA TOUR announced a new Web.com Tour event to be contested at Panther Creek Country Club. The Lincoln Land Charity Championship will be played the week of July 11-17, 2016, with a five-year agreement in place through the 2020 season. The event will feature a purse of \$550,000.

“Our membership is ecstatic to host the inaugural Lincoln Land Charity Championship,” said Panther Creek Country Club Board President Leo Zappa. “We are confident that the Web.com Tour will find our course to be a phenomenal venue for the players, and one that will help escalate this event into the upper echelon of the Tour’s annual stops.”

The Lincoln Land Charity Championship will be the second 2016 Web.com Tour event to be contested in Illinois, pairing with the Rust-Oleum Championship in Ivanhoe the week of June 6-12 to give the state two events in a six-week stretch of summer.

Birmingham, Alabama-based Bruno Event Team will manage the tournament. Bruno is an event management company formed by Ronald Bruno and Gene Hallman which facilitates all aspects of client services, including marketing and operations, for a number of PGA TOUR-sanctioned tournaments. Alex McCarty, who recently served as the tournament manager for the Champions Tour’s Principal Charity Classic, will be the tournament director for the Lincoln Land Charity Championship.

“Our team is committed to making the Lincoln Land Charity Championship a premier event for years to come,” said Hallman, President and CEO of Bruno Event Team. “Our unparalleled experience in the arena of professional golf allows for a wealth of knowledge when it comes to curating some of the game’s top events, and we are excited for the opportunity to create a lasting impact in the community through our dedication to making tournament week at Panther Creek a success.”

The sales launch for the Lincoln Land Charity Championship is underway, with tournament organizers looking to secure broad-based community support across a number of sponsorship opportunities. “From the Pro-Am to corporate hospitality, there is a sponsorship opportunity for everyone,” said

McCarty. "As an opportunity to associate with the PGA TOUR, support the community, and leverage professional golf as a sports marketing vehicle, we are excited about the opportunity to work hand-in-hand with our partners to build an event that Lincoln Land can be proud of, and most importantly, that includes finding the right title sponsor moving forward."

To learn more about sponsorship opportunities and how to get involved McCarty can be contacted via email (Alex@brunoeventteam.com) or cell phone (515-745-0693).

Panther Creek Country Club was designed in 1992 by World Golf Hall of Fame Member Hale Irwin. The 7,244-yard course served as host of the LPGA Tour's State Farm Classic from 2007 through 2011, an event that produced winners such as Yani Tseng (2011) and Christie Kerr (2010).

"We are honored to host the Web.com Tour, and specifically the players, who will undoubtedly become the stars of the PGA TOUR in the years to come," said Panther Creek General Manager Jimm Moody. "Our membership is ready to welcome them into the community, and to help on all fronts to make sure this event is a success from day one."

With 50 available PGA TOUR cards for the following season coming through the Web.com Tour (since 2013), the Tour is The Path to the PGA TOUR. Twenty-five TOUR cards are reserved for the leading money winners at the end of the 21-event Regular Season. Another 25 are up for grabs at the four-event Web.com Tour Finals that follow the Regular Season in September.

The Finals paved the path for immediate PGA TOUR success last fall for three Web.com Tour graduates, as Emiliano Grillo (Frys.com Open), Smylie Kaufman (Shriners Hospitals for Children Open) and Peter Malnati (Sanderson Farms Championship) won three of the opening four events in the TOUR's 2015-16 season.

"Panther Creek Country Club and the city of Springfield will help to make this a great Web.com Tour event," said Web.com Tour President Bill Calfee. "Any time we can bring the Tour to a new market, it provides reason for hope and excitement as our players embrace a new locale with a host of passionate golf fans. The support from the membership at Panther Creek and the local business community will make the Lincoln Land Charity Championship a vast success."

For additional information on the Lincoln Land Charity Championship, please visit www.lincolmlandcharitychampionship.com.

For more information on the Web.com Tour, please visit www.PGATOUR.com.

ABOUT THE WEB.COM TOUR

Founded (1990), owned and operated by the PGA TOUR, the Web.Com Tour continues to identify those players who are ready to compete and win on golf's biggest stage. In 2013, the Web.com Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals. Web.com became the Tour's umbrella sponsor on June 27, 2012. A 10-year agreement (through 2021) is in place. The Tour is in its 26th year of competition in 2015. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won 425 PGA TOUR titles, including 21 majors and five PLAYERS Championships. The PGA TOUR, through the efforts of its tours and their tournaments, sponsors, players and volunteers, surpassed \$2

billion in charitable giving in Jan. 2014. To learn more about the PGA TOUR and Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, Twitter, Facebook and Instagram.

ABOUT WEB.COM

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