



THE FARMERS INSURANCE OPEN  
*JANUARY 23-29, 2017*

# THE FARMERS INSURANCE OPEN

## SAN DIEGO'S PREMIER SOCIAL EVENT

The Farmers Insurance Open has become the quintessential Southern California event. San Diego's marquee "see and be seen" opportunity, the Tournament hosts a world-class field with a who's who of past champions, including Tiger Woods, Phil Mickelson, Jason Day, and defending champion Brandt Snedeker.



## A CIVIC AMBASSADOR AND BENEFACTOR



But the Tournament has become so much bigger than "just" golf. Now an event with global appeal, national attention, and regional focus, the Farmers Insurance Open boasts a \$25 million economic impact on the City of San Diego while contributing \$3 million in value to its charitable beneficiaries.



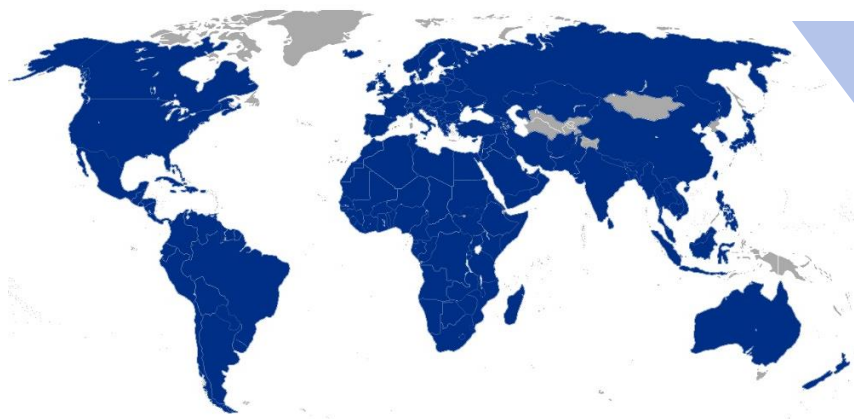


# SHINING THE SPOTLIGHT ON SAN DIEGO

Featuring a largely affluent, college-educated, international demographic, The Farmers Insurance Open is an ideal platform to showcase San Diego to the world, by promoting our region, generating revenue for the city, for hotels, and for local businesses.

## TOURNAMENT FANS

<b>101,312</b>	ATTENDEES
<b>22%</b>	FROM OUT OF MARKET
<b>17</b>	COUNTRIES REPRESENTED
<b>50</b>	STATES REPRESENTED



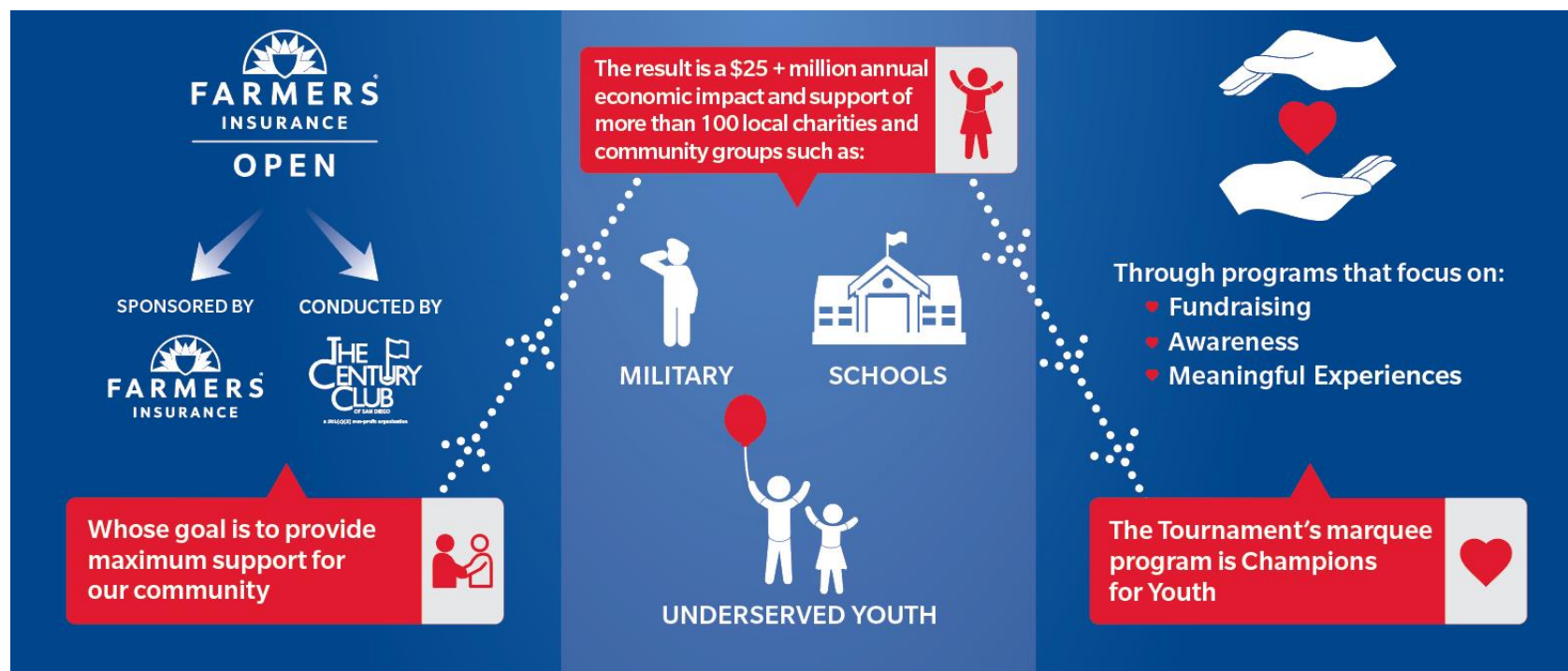
## GLOBAL EXPOSURE

<b>22.7 MILLION</b>	TV VIEWERS
<b>18.5 HOURS</b>	LIVE TV COVERAGE
<b>227</b>	COUNTRIES BROADCASTED
<b>\$6 MILLION</b>	IN LOCAL HOTEL REVENUE



# CHAMPIONS FOR THE COMMUNITY

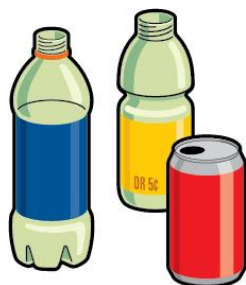
Since 1961, The Century Club of San Diego, the nonprofit organization that plans and hosts The Farmers Insurance Open, has contributed more than \$35 million to San Diego charities. Composed of more than 50 local business leaders, The Century Club is dedicated to utilizing the city's annual PGA TOUR event to maximize support for local charities, schools, and military families through funding and in-kind programs.



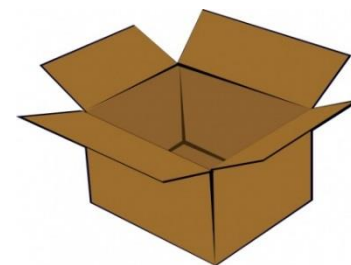
# GOING GREEN

As an event dedicated to being environmentally responsible, The Farmers Insurance Open is proud to be an active participant in the City's commitment to sustainability. In 2016, the Tournament partnered with the City's Environmental Services Department to launch a food waste diversion program, the largest local event at the time to do so.

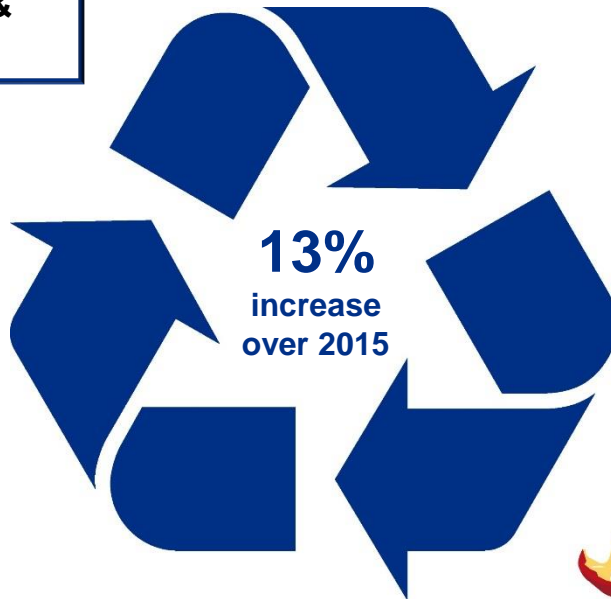
**9,200 lbs of glass, plastic, & aluminum\***



**16,620 lbs of cardboard\***



**13%**  
increase  
over 2015



**4,000 lbs of food waste\***



*\*2016 event diversion metrics*

# A COMMUNITY ASSET

For the last 55 years, the Century Club of San Diego has managed the City's PGA TOUR event, The Farmers Insurance Open, to maximize support for youth organizations while benefiting the local economy.

## COMMUNITY CHAMPIONS

By annually contributing \$3 million in value to local charities, schools, and military families

## ECONOMIC DRIVER

By fueling \$6 million in hotel revenue in 2016 with an estimated \$25 million economic impact



## COMMITTED PARTNER

By investing in Torrey Pines Golf Course as well as exemplifying the City's dedication to sustainability

## CIVIC AMBASSADOR

By attracting fans from all 50 states with global coverage broadcast in 227 countries, highlighting our beautiful city to the world







THANK YOU  
See You at Torrey!  
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