



2024 EXPO GUIDE



COPPERHEAD COURSE AT
INNISBROOK GOLF RESORT
PALM HARBOR, FL

Welcome!



TOURNAMENT INFORMATION

DATES:

March 18-24, 2024

LOCATION:

Innisbrook Resort - Copperhead Course
36750 US Highway 19 North
Palm Harbor, FL 34684

WEBSITE:

www.valsparchampionship.com

STAY CONNECTED



INSTAGRAM @valsparchamp



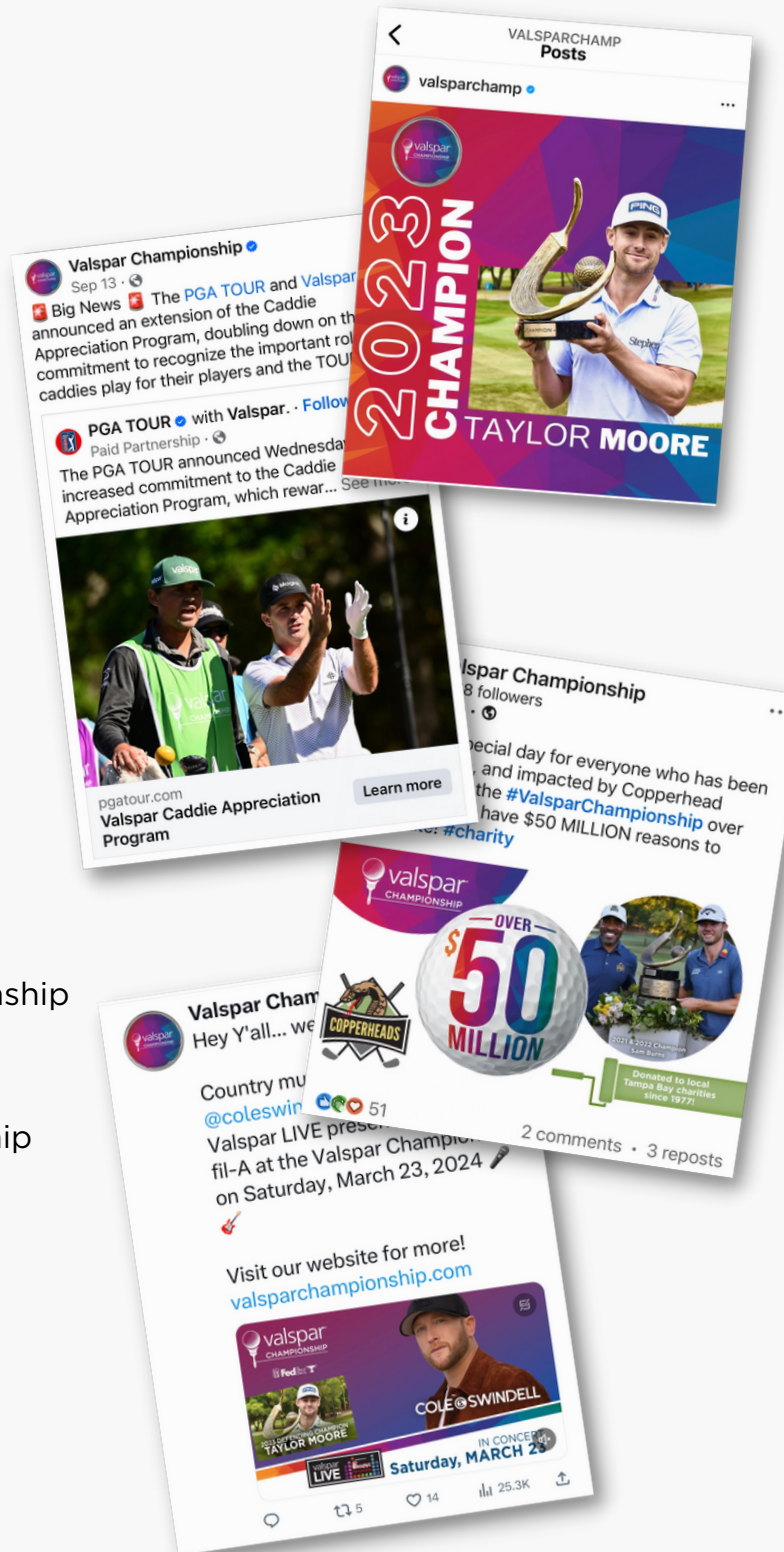
TWITTER @ValsparChamp



FACEBOOK @ValsparChampionship



LINKEDIN @ValsparChampionship



Tournament Preparation



Upon execution of 2024 contract (signed & submitted via DocuSign):

- Submit payment. If you need of a copy of your invoice, please contact lagrammer@thecopperheads.org.
- Review the 2024 Expo Guide.
- Share your company logo by filling out the form [here](#).

Expo Dates & Times

Tuesday, March 19 & Wednesday, March 20

Set-up Days

Thursday, March 21

6:15 a.m. - Gates Open

7 a.m. - Approximate Start of Play

Friday, March 22

6:15 a.m. - Gates Open

7 a.m. - Approximate Start of Play

Saturday, March 23

7:30 a.m. - Gates Open

8:15 a.m. - Approximate Start of Play

Sunday, March 24

8 a.m. - Gates Open

8:15 a.m. - Approximate Start of Play

EXHIBITOR INFORMATION

Hours of Operation

Please plan to staff your expo area from 9 a.m. to 5 p.m. or until fan traffic subsides.

Shipping Information

Items for your expo may be shipped to the address below. Please notify your sponsorship activation representative of the shipment and provide tracking information if possible.

Valspar Championship
Attn: [Representative]/[Your Company Name]
36750 US Highway 19 North
Palm Harbor, FL 34684

Giveaway Items

All giveaway items must be pre-approved by the tournament office/your sponsorship activation representative.

Please note, you are NOT permitted to distribute sunscreen or clear bags in your expo area.

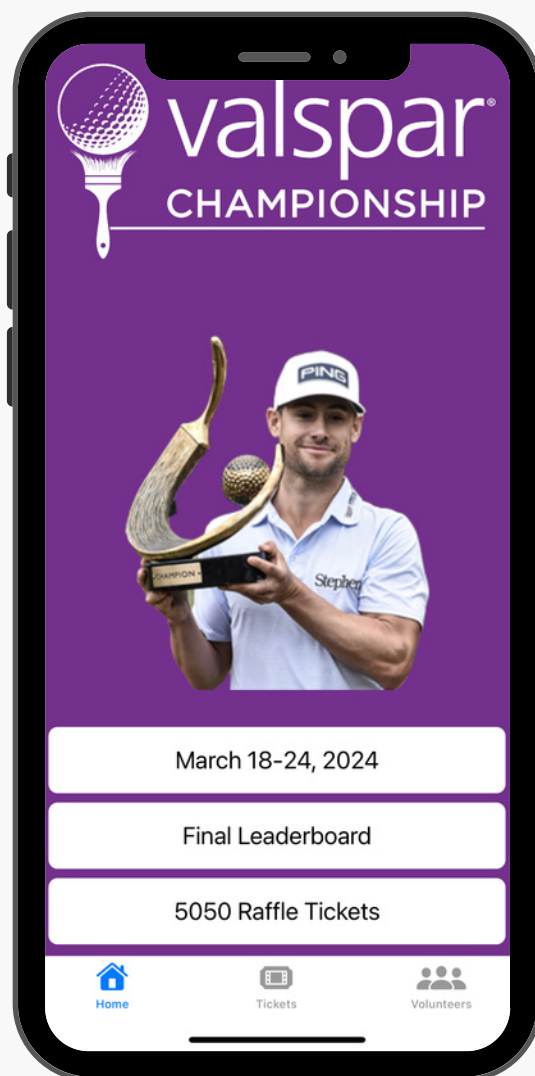
Set-up Information

We ask that you keep your setup confined to inside your tented area. Each expo space will be provided with the following materials:

- One (1) White Tent (size per agreement)
- One (1) 6' Registration Table
- One (1) 8' Banquet Table
- Two (2) Folding Chairs

Parking

Each exhibitor will be issued parking passes closer to the tournament date. Additional details will be provided at that time.



EXHIBITOR INFORMATION

Load-in Assistance

If you will need assistance moving items to your expo space/tent, please schedule a day and time with your sponsorship activation representative in advance so that we can make the appropriate arrangements.

Electrical

Please let us know of any electrical needs in advance.

Security

The tournament has two roving security guards that patrol the 18th Green area each night. If you plan to leave items of value in your expo area/tent and would like your own security guard stationed overnight, please let us know. We can provide security services for an additional fee.

Water

If you would like to have bottled water for your staff in your expo area/tent, please bring Dasani water with you during setup and leave the water bottles in your expo area. We do require that you utilize Dasani ONLY. Due to security guidelines, exhibitor staff will not be allowed to bring outside beverages onto the premises during tournament play.

Gate Entry/Security Guidelines

Please be sure to review the Prohibited Items outlined on Page 10. Exhibitor staff are required to follow the Valspar Championship & PGA TOUR's security guidelines at gate entry.

We ask that all of our guests and vendors participate in making the Valspar Championship safe and enjoyable by being aware of your surroundings. Should you see activity that might be unusual or suspicious, please notify a uniformed deputy, security personnel, or closest uniformed tournament volunteer or official. Everyone is urged to keep a simple phrase in mind: "See something, say something."

MAPS



WELCOME TO THE MOST COLORFUL PGA TOUR® TOURNAMENT IN THE WORLD™

Thank you for your partnership of the Valspar Championship! With your support, the tournament has donated more than \$50 million to charity since 1977.

A 72-hole PGA TOUR official event part of the season-long FedExCup, televised by broadcast partners on the Golf Channel and NBC and distributed to more than 230 countries in 30 languages with reach to 1 billion+ homes.

COURSE

Innisbrook, a Salamander Golf & Spa Resort, Palm Harbor, FL

Copperhead Course
(Par 71 - 7,340 yards)

FIELD

144 PGA TOUR golfers

PURSE

\$8.1 million



ORGANIZATION

A 20-member Board of Directors leads the nearly 200 Copperheads. Leadership is: Rondé Barber Co-General Chair, John Astrab Co-General Chair, Jim Eisch Immediate Past General Chair, and Tracy West Tournament Director.

An experienced tournament staff, 2000+ volunteers, and the Tampa Bay community all contribute to the tournament's success. Title sponsor is Valspar (paint/coatings), which is a brand owned by Sherwin-Williams.

HISTORY

The tournament is operated by a not-for-profit organization, Copperhead Charities Inc, a volunteer group of Tampa Bay area community leaders known as the Copperheads. The members have the dual ambition of raising money for charity and providing golf fans with the best in PGA TOUR competition. The organization's history of success is shown by more than \$50 million raised for charities since 1977. The event generates an estimated \$70 million economic impact annually.

The Copperheads have a 47-year history of aiding Tampa Bay area charities through professional golf. The Copperheads' first professional competition was a mixed-team event of PGA TOUR and LPGA pros in 1977. Since 2000, they have run a full field PGA TOUR event. Once held in the fall, the tournament joined the Florida swing in the spring of 2007.

Past Champions include: Taylor Moore ('23), Sam Burns ('21 & '22), Paul Casey ('18 & '19), Jordan Spieth ('15), Luke Donald ('12), Gary Woodland ('11), Jim Furyk ('10), KJ Choi ('02 & '06).

2024 SCHEDULE OF EVENTS

SUNDAY, MARCH 17

Publix Copperhead 5K

MONDAY, MARCH 18

AmeriLife Pro-Celebrity-Am

Morgan Stanley Executive Women's Day
presented by Jabil

TUESDAY, MARCH 19

Professional Practice Rounds
SERVPRO Pro-Celebrity-Am at Pelican Golf Club
ReliaQuest Junior Clinic
TGH Pro-Am Pairings Party

WEDNESDAY, MARCH 20

TGH Championship Pro-Am

THURSDAY, MARCH 21

Valspar Championship - First Round
Tampa Bay Times Senior Day

FRIDAY, MARCH 22

Valspar Championship - Second Round

SATURDAY, MARCH 23

Valspar Championship - Third Round
Chick-fil-A Moooving Day
Valspar LIVE presented by Chick-fil-A featuring
Cole Swindell

SUNDAY, MARCH 24

Valspar Championship - Final Round
Feeding Families Together: AmeriLife
Community Food Drive Benefitting Feeding
Tampa Bay

MONDAY, MARCH 25

Monday After Challenge presented by
STITCH Golf



Autograph Policy

Players may be approached for autographs after their round in the Tampa Bay Times Autograph Alley by the 1st Tee Scoring Area.

Bicycle Parking

The Valspar Championship is a bicycle-friendly tournament. Be more environmentally friendly and avoid the shuttles - ride your bike to the event! Bike racks will be available at Gate 1 and Gate 4. Please note, the tournament is not liable for any stolen or damaged items.

First Aid and EMS Services

Provided by Tampa General Hospital, located near the 18th Green. In the event of an accident or injury on the golf course, proceed to First Aid or contact a Gallery Management Ambassador or Tournament Official with a radio. They will contact First Aid or EMS to assist you.

Information

Pairings Guides will be available at each admission gate as well as digitally via the Valspar Championship mobile app.

Lost & Found Items

Lost & Found is located at the main information booth near the 1st Tee. Lost & Found items may be picked up prior to 6 p.m. on the day they are lost. All items not picked up prior to 6 p.m. on the day they are lost will be taken to the Tournament Office. To report or inquire about lost & found items, please call 727.942.5566.

Mobile Device/Cell Phone Policy

- Devices must be on silent at all times; flash may not be used.
- Devices may be used to capture video, audio & photos (content) in all areas throughout tournament week.
- Content may be used for personal purposes (e.g. personal social media); no commercial use.
- No livestreaming or real-time coverage (e.g. no shot-by-shot coverage) is permitted.
- Data use (e.g. texting) is permitted in all areas throughout tournament week.
- Phone calls are allowed only in designated areas
- Please be respectful of play and do not interfere with players, caddies, or media.
- All posted signage & instructions from tournament staff must be observed.
- Failure to comply with this policy may result in revocation of your ticket.

HELPFUL INFORMATION

Mobility-Impaired Spectators

Parking for spectators with state-issued blue parking hang-tags is located in the Red Lot. See ValsparChampionship.com for details. Special viewing platforms for spectators in wheelchairs are located at Hole 18. For the safety of all concerned, it is suggested that those using wheelchairs or similar transport use the hard-surfaced roads, cart paths, and flat observation areas as much as possible. The grass is often damp and becomes very slippery on sloped areas. Limited on-course mobility shuttles will be available.

Players

The players have until 5 p.m. EST on the Friday of the week preceding the tournament to officially commit to playing in the Valspar Championship. For an up-to-date list, please visit ValsparChampionship.com.

Prohibited Items

- No autographed memorabilia
- No backpacks, seat cushions, or coolers of any kind
- No opaque bags (in their natural state)
- No clear tote bags, plastic vinyl, or other carry items larger than 12"x6" 12"
- No chair bags (folding chairs are permitted, but the sleeves that hold them are not)
- No lawn or oversized chairs
- No pets except for service animals
- No video cameras at any time
- No cameras or GoPros after Wednesday (camera lens must fit within 6"x6" restrictions)
- No selfie sticks
- No computers or laptops
- No whistles, horns or noisemakers
- No radios, televisions or other electronic noise producing items
- No signs, banners, poles or rods
- No alcoholic beverages may enter or leave the tournament
- No outside food or beverages may enter the tournament except for medical or infant needs
- No plastic, metal or glass cups or containers except for medical or infant needs
- No weapons of any kind may enter the tournament including, but not limited to, firearms or knives
- No fireworks or laser pointers
- No illegal substances
- No other items deemed unlawful or dangerous by the PGA TOUR Tournament Security Officials.

All items are subject to search. There is no check tent, so you will be asked to return all unauthorized items to your car before you are allowed to board shuttles. Tournament is not responsible for personal items left unattended.

HELPFUL INFORMATION

Rideshare

Uber/Lyft drop-off and pick-up is located at the Green Lot. See ValsparChampionship.com for details.

Safety

For your personal safety, we ask that you exercise due care at all times.

- Remember to bring sun protection (lotion, hat, sunglasses), or visit the Tampa General Hospital/USF Health Sunscreen Stations for complimentary sunscreen
- Please do not step under or over ropes
- Never cross fairways except at designated cross-over areas
- Please be sure to read Assumption of Risk information located on your ticket and at ValsparChampionship.com

Severe Weather

The PGA TOUR will monitor the weather daily during tournament week. In the event of thunderstorms, lightning or other severe weather, "Weather Warning" information will be displayed on the electronic scoreboards around the golf course. When these warnings appear, fans are advised to take precautions and seek shelter immediately. The electronic scoreboards will keep fans advised as to the length of the delay in play; however, in the event of severe weather or lightning, avoid the following areas: bleachers, tall or isolated trees, hill tops or other high areas, open fields, golf carts, lakes and pods, metal fences, barricades, hospitality venues, etc.

Suggested Attire

Appropriate casual golf wear with comfortable walking shoes (soft spikes only) is recommended. Spectators should have these items on hand: windbreaker, hat/visor, sunscreen, sunglasses and umbrella.

Will Call

Will Call will be available at the
Tournament Office:
35111 US HWY 19 N Ste 302
Palm Harbor, FL 34684

Youth Policy

Children ages 15 and under are admitted free of charge with a properly credentialed adult.



TOURNAMENT STAFF

The Valspar Championship staff is here to make your partnership involvement at the 2024 Tournament memorable and successful.

Tracy West, Tournament Director

twest@thecopperheads.org

Austin Kern, Corporate Partnership

Senior Director

akern@thecopperheads.org

TJ Abone, Corporate Partnership Director

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Trent Gerhart, Business Development Senior

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Kathleen Foerster, Sponsorship Activation &

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Coordinator

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Teegan Vangellow, Sponsorship Activation,

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Cally Waggoner, Tournament Manager

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Zach Labbe, Operations Director

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Rick Odioso, Media Director

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Steve Gordon, Ticket, Fan Services & IT

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Lee Ann Grammer, Finance Director

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Rahul Rajan, Volunteer & Events Manager

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TRACY WEST



AUSTIN KERN



TJ ABONE



TRENT GERHART



KATHLEEN FOERSTER



RAHUL RAJAN



STEVE GORDON



LEE ANN GRAMMER



ZACH LABBE



RICK ODIOSO



KOLBE PELLER



TEEGAN VANGELLOW



CALLY WAGGONER