



Why we love golf

The game of golf has always been important to us. It provides us opportunities to connect with our customers, brokers, and agents in ways not possible in purely business settings. It's why we've invested in SentryWorld®, a nationally acclaimed, destination golf course located on our home office campus in Stevens Point, Wisconsin. And it's why we sponsor the PGA TOUR's Sentry Tournament of Champions on Maui.

Why, you may ask, would business insurers like us make a noticeable investment in the game of golf? It's because we value the natural ties golf has to the business community. The game provides us opportunities to engage with our customers in ways not otherwise possible.

Over the years, we've learned that a golf course is a great place to carry on a conversation. Spending hours with a customer on a course helps us get to know them and their business better. That investment helps us deliver on our promise to do right by them.

Recognizing that, we built SentryWorld, a championship-level course, adjacent to our headquarters in Stevens Point, Wisconsin. We opened the parkland course—the state's first destination golf course—in 1982, and completely renovated it in 2014 to ensure it remains one of the country's top-rated public courses.

We know that our customers not only play golf, they watch and read about it, too. So, when the PGA TOUR was searching for a new title sponsor for the Tournament of Champions on Maui back in 2017, Sentry® signed on. We knew it would be a wonderful way to tell the story of a thriving mutual company from central Wisconsin formed in 1904.

"During the season, many of our customers tune in to PGA TOUR events," says Pete McPartland, Sentry chairman of the board, president, and CEO. "I do as well. Especially when the snow's flying here in central Wisconsin. I have enjoyed watching Tournament of Champions coverage from Hawaii when the ground outside my window's frozen."

The partnership between the PGA TOUR and Sentry makes sense, says Alex Urban, the PGA TOUR's executive director of the Sentry Tournament of Champions.



"Our audience is one that aligns nicely with the business decision-makers Sentry's trying to get in front of," he said.

And, as a winners-only event, the Sentry Tournament of Champions is part of the conversation all year long as players qualify throughout the season.

Our TOUR sponsorship also provides us opportunities to spend quality time throughout the year with our customers, independent agents, and brokers—at the Sentry Tournament of Champions and other PGA TOUR events. There, we're able to renew and deepen our connections with our invited guests—and often their families—outside the realm of a work environment.

"Golf tournaments are a great platform to entertain clients and build relationships," Urban says. "For a business like Sentry that's built on relationships and starting conversations, it's just such a natural fit."