



CHAMPIONS



Classic

PRESENTED BY Vensure



2024 SUSTAINABILITY REPORT



August 2024

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EXECUTIVE SUMMARY

As part of an expanding initiative to develop a positive environmental, social, and economic impact on the community, the Mitsubishi Electric Classic presented by Vensure has prepared this inaugural sustainability report. Sustainability reporting provides the basis for creating measurable goals and objectives that improve the tournament's carbon footprint, while expanding the positive social opportunities and economic benefits of the event.

Golf is a sport that celebrates the outdoors, and the Mitsubishi Electric Classic presented by Vensure takes great pride in reducing its impact on natural resources by reducing waste, recycling drinking containers, and promoting re-use. The tournament's 2024 sustainability partners, TPC Sugarloaf, Circular Solutions Advisors, Coca-Cola Bottling Company UNITED, Gwinnett Clean & Beautiful, One Tree Planted, Proof of the Pudding, and Waste Eliminator are resource stewardship leaders, which enabled this event to create optimal environmental, social, and economic impacts for and with the greater Atlanta community.

In an era where sustainability is no longer a mere trend but a vital call to action, the Mitsubishi Electric Classic presented by Vensure is leading the charge towards a greener future.

2024 Sustainability Partners





INTRODUCTION

Through the implementation of best practices and the empowerment of our fans, event staff, vendors, and partners, the Mitsubishi Electric Classic presented by Vensure is dedicated to reducing our environmental impact and creating a sustainable future where golf can thrive for future generations to enjoy. Sustainability, the ability to co-exist and prosper over time, has three pillars, the environment, social, and economic factors, which, when healthy and robust, lead to a strong foundation for the future. This report is designed to document the tournament's sustainability successes and look ahead to setting measurable goals for years to come.

Making sustainability a priority improves the quality of life for members of the community and makes sustainable measures more accessible to viewers and participants. The Mitsubishi Electric Classic presented by Vensure provides an all-inclusive, entertaining atmosphere and the beautiful views of TPC Sugarloaf serve as a backdrop for world-class golf. Proceeds from the week-long event benefit local charities through the Gwinnett Championship Foundation Inc.

Giving back is at the heart of the Mitsubishi Electric Classic presented by Vensure. The Gwinnett Championship Foundation, Inc. is a registered 501(c)(3) charitable organization with a mission to contribute positively to the quality of life and economic impact in Gwinnett County. This year, the tournament contributed \$876,000+ to local charities. Since its inception, the tournament has provided more than \$5 million to charities in the greater Atlanta area.

ABOUT THE TOURNAMENT

The Mitsubishi Electric Classic presented by Vensure returns to the metro Atlanta area annually and looks forward to welcoming players on PGA TOUR Champions such as Miguel Ángel Jiménez, Stewart Cink, Ernie Els, Bernhard Langer, Steve Stricker and Vijay Singh. The event proudly stands as a premier golf tournament on the PGA TOUR Champions.

Past Champions:



2013
Bernhard Langer



2014
Miguel Ángel Jiménez



2015
Olin Browne



2016
Woody Austin



2017
Stephen Ames



2018
Steve Flesch



2019
Scott McCarron



2021
Dicky Pride



2022
Steve Flesch



2023
Stephen Ames



2024
Stephen Ames

TOURNAMENT FACTS & FIGURES



DATE: April 22 - 28, 2024



LOCATION: TPC Sugarloaf | Duluth, GA



FORMAT: 54 Hole Stroke-play | No Cut



FIELD: 78 PGA TOUR Champions Professionals

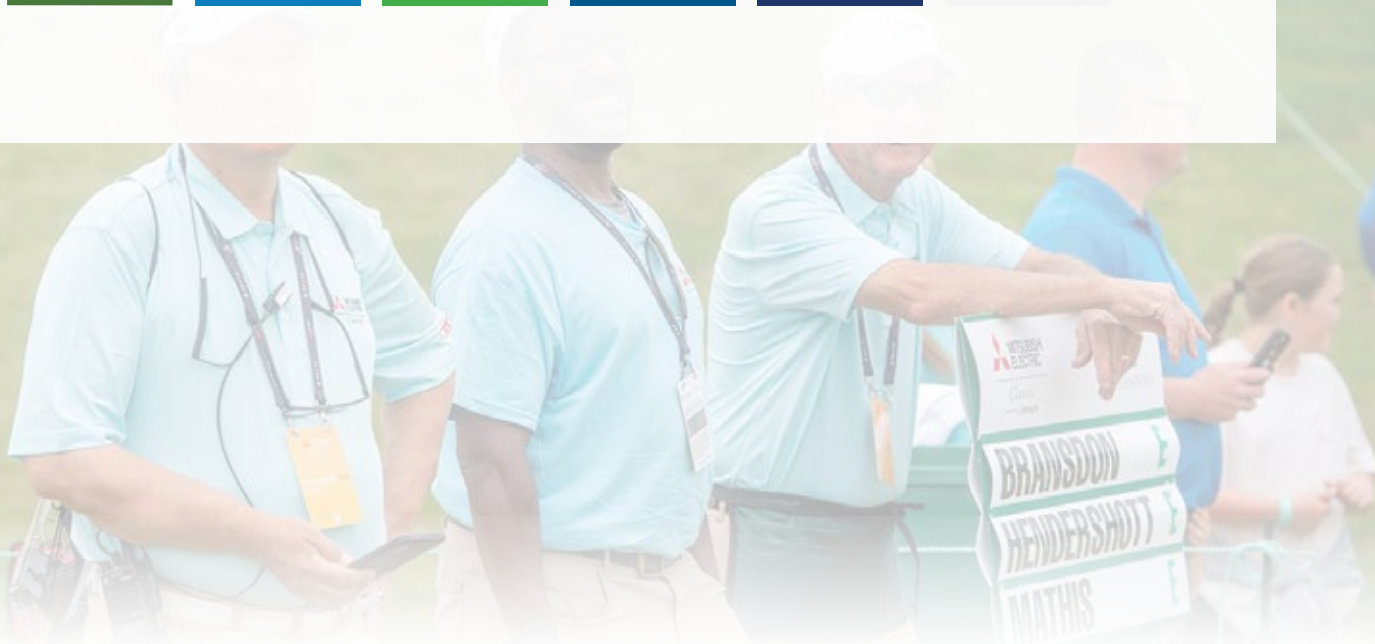


PURSE: \$2 Million

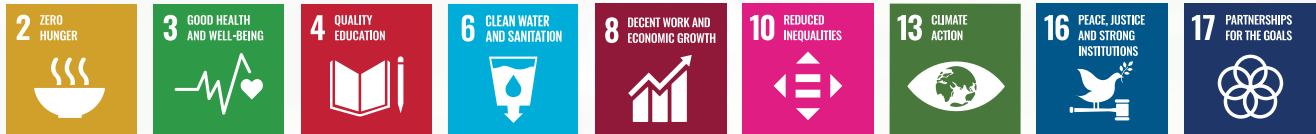
The tournament's host venue is TPC Sugarloaf, a par-72, 7,259-yard championship golf course, also known as "The Stables and The Meadows" courses, which fit harmoniously with its surroundings on the site of the former Rollins Farm. Named by Golf Digest among the "Best New Private Clubs in the U.S." when it debuted in 1997 and by Golfweek among the "Top 100 Best Residential Golf Courses for 2007-2008," the course features tree-lined Bermuda fairways and a challenging layout featuring streams, lakes, and hills.

GLOBAL GOALS

The United Nations adopted 17 Sustainable Development Goals (SDGs), which governments and businesses can use to achieve a more sustainable future. With more than 450 million fans across the globe, golf plays a meaningful part of today's society. The Mitsubishi Electric Classic presented by Vensure's sustainability initiatives incorporate many of these Goals and the icons below will be used throughout the report to identify ways that the tournament aligns with and strives to positively impact the environment and community.



STAKEHOLDER ENGAGEMENT AND PARTNERSHIPS



Gwinnett County is not only the home of the Mitsubishi Electric Classic presented by Vensure, but also home to the tournament’s most important stakeholder: the community. Only by serving the needs of the community can the tournament be considered a success. With that in mind, the tournament’s net proceeds benefit charities that provide a broad base of support to satisfy the holistic needs of people across the region.

In 2024, the tournament’s primary beneficiaries were Cink Charities and Special Needs Schools of Gwinnett.

Since its inception in 2012, **Cink Charities** has held at its core a mission of supporting families, expectant parents, and babies. Cink Charities is focused on empowering organizations that provide for their needs medically, emotionally, and spiritually.

For more than 30 years, **Special Needs Schools of Gwinnett** has served children and young adults with intellectual, developmental, and physical disabilities through a PreK-12 school and Young Adults Learning Life Skills (YALLS) day program.



Partners can also directly support participating local charitable organizations through a donation to the **Birdies for Charity** program.

Participating Organizations:



It is gratifying to know that 100% of every donation collected through this program goes directly to the participating charities. This year’s donors included:

Gold Level Donor:

- Primerica

Bronze Level Donor:

- CardioVascular Group
- Holder Construction
- Precision Planning, Inc.

Friend Level Donor:

- Crown Asset Management



FOLDS of HONOR
FRIDAY

In celebration of our local military and first responders, 2024 marked the return of Patriots' Outpost and a newly formed partnership with **Folds of Honor**, which turns a day on TOUR into an unforgettable celebration!

Patriots' Outpost is an open-ai red venue on the 18th fairway available to U.S. Armed Forces and First Responders (active, guard, reserve and retirees) plus a guest. A total of six-hundred complimentary tickets were provided and lunch was served daily within the venue - both compliments of Vensure Employer Solutions. The inaugural Folds of Honor Friday was hosted on April 26, 2024 and included an opening ceremony complete with bagpiper, honor guard, playing of the national anthem and an opening tee shot. Monies raised through sponsorship of both initiatives were donated to provide educational scholarships for k-12 and post-secondary education for children and spouses of military service men and women fallen or disabled while serving our great nation. Together, we can ensure their educational dreams live on, and their hero's legacy is never forgotten.



In addition to helping the community through charities, the tournament's commitment to sustainability is elevated by the thoughtful contributions of our stakeholders and partners, which played an important part in creating a week of events that create a positive impact.

Sustainability Partners:



Diversion Partners:



Legacy Project Partners:



Green Pledge Partners:

- C.H. Robinson
- Delta Air Lines
- DJ2, LLC
- FASTENAL
- PNC Bank
- Proof of the Pudding
- PRW Consulting
- Quality Foods Inc.
- RS Andrews
- United Community Bank

TOURNAMENT SUSTAINABILITY GOALS AND FOCUS AREAS



Sustainability mission: *Through the implementation of best practices and the empowerment of our fans, event staff, vendors and partners, the **Mitsubishi Electric Classic presented by Vensure** is dedicated to reducing our environmental impact and creating a sustainable future where golf can thrive for future generations to enjoy.*

2024 marks the inception of documenting the tournament's sustainability journey. By aligning with the Golf Environmental Organization (GEO) Foundation for Sustainable Golf and their voluntary sustainability standards, this report can help guide future tournaments and reap environmental, social, and economic benefits for the community year after year.

GEO's sustainability standards involve reporting on criteria that cover the various stages of planning and hosting a golf tournament. These criteria include Planning & Communications (with sustainability partners), Procurement, Resource Management (recycling and waste diversion), and Legacy. Reporting on these criteria is also consistent with multiple international sustainability standards and creates a framework to understand and appreciate the work and planning that goes into creating a world class event, which embraces the relationship between nature, community, and prosperity.

Planning and Communications



Long before the legends of PGA TOUR Champions teed off, the Mitsubishi Electric Classic presented by Vensure team began planning its sustainability efforts to have a net positive impact on the environment and community. With sustainability partner, Circular Solutions Advisors, the tournament was able to adopt the goal of executing a circular supply chain economy. A recycling circular economy is an economic model that aims to minimize waste and make the most of resources by promoting a closed-loop system. In a traditional linear economy, resources are extracted, used, and then disposed of as waste. In contrast, a circular economy seeks to create a sustainable and regenerative system where products and materials are reused, remanufactured, and recycled to extend their lifespan and reduce the overall environmental impact and carbon footprint.

The overall sustainability of the tournament benefitted greatly from its venue, TPC Sugarloaf, which is a member of the GEO Foundation for sustainable golf. TPC Sugarloaf's commitment is highlighted through its Sustainable Golf Pledge:

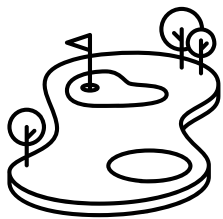
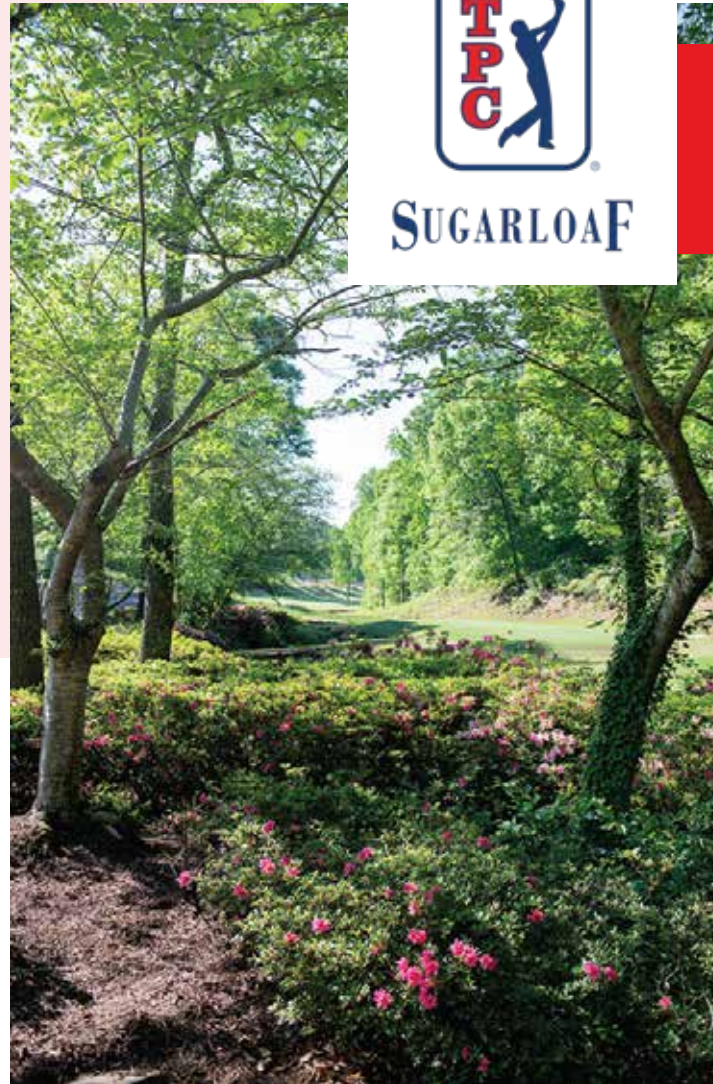
We are committed to social and environmental responsibility, in and through golf.

We recognize the importance of playing our part to protect and restore nature, conserve resources, take climate action and strengthen communities.

We will seek to use our reach to raise awareness and positive action amongst golfers, partners and the wider public

We will make an important difference, and help golf become a valued leader in sustainability.

As a sustainability leader, TPC Sugarloaf has done more than set goals, it has made great strides in golf course conservation, tree re-vegetation, and water conservation.



Golf Course Conservation:

TPC Sugarloaf recently converted 30+ acres of pine straw areas to Fescue, low maintenance areas allowing less usage of chemicals to maintain than other vegetation. The taller plants also stabilize the soil better than pine straw, reducing erosion and sedimentation across the landscape of the property.



Tree Re-vegetation: More than 30 trees (5 or more inches wide) have been thoughtfully planted across the TPC Sugarloaf property as an initiative to re-vegetate the landscape with native species that can co-exist with turfgrass varieties that have been selected for this property.



Water Conservation: TPC Sugarloaf updated its irrigation system on course to reduce water usage by only watering areas that are in need.

Planning Strategies:

In order to capture the total amount of PET (plastics) and used beverage cans (aluminum) recycled over the course of the tournament, data was captured over a two-week period, before, during and after the event to set a baseline for future reporting.



To reduce waste and have a more environmentally friendly communications plan, digital ticketing was utilized, and a digital spectator guide was created and shared in advance of each round.

Additionally, signage is reused from previous years. By printing signage without dates, the tournament is able to reuse them year after year. This greatly increases their lifespan and reduces their carbon footprint.

Procurement, Resource Management, and Waste Diversion



Mitsubishi Electric Classic presented by Vensure takes its sustainability planning to the next level and procured equipment, staging, recycling, food donation, and waste diversion systems that are measurable for sustainability reporting.

In partnership with Coca-Cola Bottling Company UNITED, the Mitsubishi Electric Classic presented by Vensure has established a closed-loop system for beverage container recycling. At the tournament, there were 180 recycling receptacles on course - 125 of them being made from recycled cardboard.

Waste Eliminator, a fully integrated waste management and recycling platform in Atlanta with unparalleled commitment to environmental responsibility, safety and customer service, tracked waste and recycling for the tournament, reported that 11,000 pounds of plastic and 20,000 pounds of consumed beverage containers (aluminum cans) were able to be recycled.

In partnership with InProduction and Alpha Omega Plastics it was reported that more than 1,100 pounds of mesh fabric used for staging the event was processed, recycled, and repurposed into lawn and garden parts. Photos of that process can be found below.



Mesh Received.



Mesh Destroyed by Shredding.



Material Blends.



Repurposed into Lawn and Garden Parts.

Across our hospitality venues and concession stands, tournament caterer, Proof of the Pudding prioritizes sustainable packaging. Utilizing plates made of non-harvested palm leaves to utensils and beverage containers crafted from corn and potato resin, even our napkins are made from recycled paper, to ensure that every item aligns with our commitment to eco-friendly practices.

By partnering with Goodr, an organization that strives to “feed more and waste less,” the Mitsubishi Electric Classic presented by Vensure was able to donate surplus food and provide 250 meals to the Shepherd’s Inn, a shelter for men with the goal of shepherding them, one at a time, into a new life of independent living. This partnership also led to 300 pounds of food waste being diverted from the landfill. As Goodr Founder & CEO Jasmine Crow says, “Hunger isn’t an issue of scarcity; it’s a matter of logistics.”

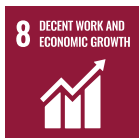
To help minimize electronics waste from entering the landfill, Tournament partners Junkluggers reports that the community diverted 2,167 pounds of e-waste.



Boxes of surplus meals being transported to feed the hungry.



Social Impact



In addition to the competition inside the ropes, the Mitsubishi Electric Classic presented by Vensure was proud to provide the following six events for various entities that enriched the fabric of the local community: GIRLSGOTDRIVE 9-Hole Scramble presented by PGA TOUR Superstores, FCA Gameday, Executive Women’s Day brought to you by Northside Hospital, GSGA Adaptive Golf Clinic, Kid’s Putting Experience, and GSGA Junior Skills Challenge.

The **GIRLSGOTDRIVE 9-Hole Scramble** presented by PGA TOUR Superstore kicked off the tournament week and hosted 54 participants who were able to play 9-holes with a local PGA Professional. The scramble format allows for hands on teaching moments in a setting made for those who are newer to the game as well as those who have been around the course a time or two.



Executive Women's Day brought to you by Northside Hospital is a celebration of accomplishments of women in the metro Atlanta area. The day's events and panel discussion were designed to uncover how intentional decisions and innovative thinking can shape impactful personal and professional legacies and leave a meaningful mark for future generations. Additionally, in honor of Earth Day and in partnership with One Tree Planted, Mitsubishi Electric US, Inc. sponsored the planting of a tree in honor of each of the 200 attendees.



In partnership with **FCA GAMEDAY**, 55 youth golfers were able to interact with PGA TOUR Champions players, Fred Funk and Gene Sauers. During the event, local youth follow these two TOUR players during practice rounds and participated in a Q&A session that concluded with photos and autographs.





The **GSGA Adaptive Golf Clinic** is a complimentary community program powered by the Georgia State Golf Association and Adaptive Golf Association with a mission to empower individuals with physical, cognitive, or sensory impairments to enhance one's life through the game of golf. Open to all ages and ability and with trained coaches and specialized adaptive equipment, the program offers the opportunity to find the best techniques and resources to play and enjoy this great game. The program hosted 19 participants.

The **Kids' Putting Experience** took place on Saturday and Sunday of tournament week; 230 children participated in the putting experience, which was conducted on a custom, state-of-the-art, pop-up 6-hole putting course. Open to youth spectators, the Kid's Putting Experience was presented in partnership with PGA TOUR Superstore and First Tee-Metro Atlanta.



The Mitsubishi Electric Classic presented by Vensure was the proud host to one of six **GSGA Junior Skills Challenge** qualifiers hosted across the state. During the competition, each of the 57 junior competitors demonstrated three skills: a 30-foot chip shot from fairway length, a 45-foot pitch shot from rough, and a 15-foot putt. Finalists will move on to compete in the GSGA Junior Skills Challenge Championship on September 1, 2024.



Legacy



By striving to create a closed loop recycling tournament, reducing consumption, minimizing carbon footprint, hiring local vendors, providing community events, and giving more than \$5 million to charity, Mitsubishi Electric Classic presented by Vensure is creating a sustainability legacy our team, partners, players and stakeholders can be proud of for generations to come.

2024 BASELINES BY THE NUMBERS



\$876,309.18

Dollars donated to community charities in 2024.



\$5,008,318.10

Lifetime Giving.



180

Recycling receptacles on course.



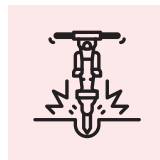
11,000

Pounds of plastic recycled.



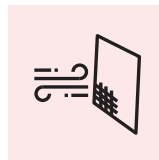
20,000

Pounds of used beverage cans recycled.



38,000

Pounds of construction and demolition waste recycled.



1,100

Pounds of windscreen recycled & repurposed.



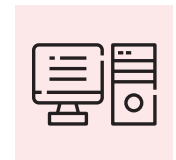
250

Meals provided from surplus to charity.



300

Pounds of food waste diverted.



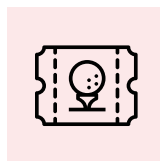
2,167

Pounds of e-waste diverted.



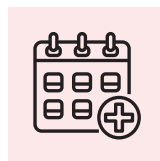
200

Trees planted.



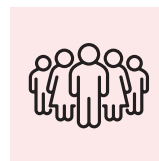
600

Complimentary military tickets.



6

Social Impact Events.



615

Social Impact Event attendees



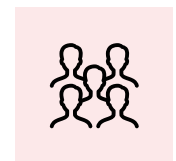
492

Volunteers.



11,808

Volunteer hours.



23,780

Tournament week attendance.

- GIRLSGOTDRIVE: 54
- Executive Women's Day: 200
- FCA GAMEDAY: 55
- GSGA Adaptive Clinic: 19
- Kids' Putting Experience: 230
- GSGA Junior Skills Challenge: 57

FUTURE INITIATIVES

As we reflect on our current initiatives, we are excited about future projects, including annual sustainability reporting, a tree planting legacy program, closed loop material recycling and the creation of a green team that will explore new and innovative ways of making a meaningful difference in our sustainability journey.

Long term sustainability goals of future tournaments include measuring year-over-year improvements in environmental benefits, waste diversion, as well as positive social and economic impacts on the community. The tournament will also continue to use the GEO Foundation for Sustainable Golf guide, which uses a globally recognized code of best practices to encourage measurable improvements in golf tournaments.

The Mitsubishi Electric Classic team extends heartfelt gratitude to the fans, partners, vendors, and volunteers who have joined in making this year's tournament a landmark event. By embracing eco-friendly practices and fostering community engagement, the tournament is shaping a brighter, greener future and a more sustainable tomorrow.



TOURNAMENT SUSTAINABILITY REPORT APPENDICIES

- i. Sustainable Golf Tournament Voluntary Sustainability Standard, GEO Foundation (See also, <https://sustainable.golf/tournaments/>)

Golf's major events have the opportunity to serve as a positive communication vehicle for golf's sustainability movement. Historically, golf tournaments hosted by the game's major tours are well-acclaimed for the social impact they leave behind in communities, often directing sizable contributions to worthwhile charitable causes and generating significant economic impact for host regions.

By aligning the tournament's various stakeholders and delivery partners behind a shared commitment to incorporate sustainable best practices, golf tournaments are presented with an extraordinary opportunity to leverage their positive influence to ensure a net positive impact for the community and the environment.

- ii. PGA Tour Sustainability Program, <https://www.pgatour.com/sustainability>

Mission Statement: The PGA TOUR will lead, partner and inspire to take climate action and promote nature



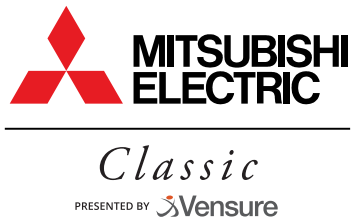
- iii. Transforming our world: 2030 Agenda for Sustainable Development, [sustainabledevelopment.un.org, A/RES/70/1](https://sustainabledevelopment.un.org/A/RES/70/1)

This document is plan of action for people, the planet and prosperity. All countries and stakeholders are called to act in collaborative partnership to take bold steps to shift the world onto a sustainable and resilient path.

iv. Sustainable Development Goals: 17 Goals to Transform our World,
<https://www.un.org/en/exhibits/page/sdgs-17-goals-transform-world>

The Sustainable Development Goals balance the three dimensions of sustainable development: the economic, social and environmental.





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