

# LPGA Championship presented by Wegmans

## 2010 Overview



### Specifics

**2010 Tournament Date:**  
June 21 - 27, 2010

**Location:**  
Locust Hill Country Club  
Pittsford, New York

**2010 Tournament Purse:**  
\$2.25 million

**2010 Tournament Field:**  
Top 150 players representing  
21 countries

**2010 LPGA Championship Champion:**  
Cristie Kerr - \$337,500

**2010 Attendance:**  
This year's event attracted over 100,000  
spectators from 30 states and Canada.

**2010 Volunteers:**  
2,000 community volunteers

**2010 Charity:**  
As a result of the  
2010 LPGA Cham-  
pionship presented  
by Wegmans,  
\$400,000 was  
donated to the Graduation is the Goal,  
the charitable mission of the Tournament.  
Graduation is the Goal aids evidence-  
based programs that show significant  
promise in delivering on its mission.



Last year's proceeds were distributed  
to Hillside Work-Scholarship Connec-  
tion, Center for Youth Services, Charles  
Settlement House, Children's Institute,  
Community Place of Greater Rochester,  
Compeer, Girl Scouts, Mt. Hope Family  
Center, SWAN, YMCA and YWCA.

**Economic Impact:**  
An independent Economic Impact  
study conducted by CGR reported that  
the Wegmans LPGA event contributes  
\$10 million dollars to the Rochester  
economy on an annual basis.

### Community Partners

**Corporate Sponsors**

- 22 International Vendor Sponsors
- 9 Major Regional/Nat'l Sponsors
- 16 Major Community Sponsors
- 55 Additional Community Sponsors

**Top Community Executives  
Participated in Pro-Am Events**

- 67 CEOs and presidents
- 101 SVPs and VPs
- 41 directors
- 64 GMs and sales managers
- 7 public figures /celebrities

- Presenting Sponsor - Wegmans
- Official Vehicle - Toyota
- Community Sponsors -  
Anheuser-Busch, Bausch & Lomb,  
Bunzl, Constellation Brands,  
Eastman Kodak, Heineken USA,  
HSBC, Locust Hill Country Club,  
MillerCoors, North American  
Breweries, Novartis, Pepsi-Cola,  
Polissen Agency/USA Payroll,  
Staples, Time Warner Cable  
and Waste Management

### Visibility

**2010 TV Coverage:**  
The LPGA Championship presented  
by Wegmans was featured on the Golf  
Channel Thursday - Sunday

**2010 Web Site Statistics:**  
[www.wegmanslpga.org](http://www.wegmanslpga.org)  
Over 210,000 visits

**2010 On-site Media:**  
Over 260 credentialed media  
representing 66 national and  
international media outlets.



**June 20-26, 2011**

**Celebrating 35 years of LPGA at Locust Hill Country Club**

For more information, call 585.427.LPGA (5742), or visit us on the web at [www.wegmanslpga.org](http://www.wegmanslpga.org)