

3M Open



Tournament Overview

DATES: July 20-26, 2020

HOST SITE: TPC Twin Cities – Blaine, MN

HOST ORGANIZATION: 3M Open Fund, Minnesota nonprofit corporation. The 3M Open Fund has 501(c)(3) status with the Internal Revenue Service.

FIELD: 156 PGA TOUR professionals

TELEVISION: The four-day tournament has 15+ live and 55+ hours of total coverage from our broadcast partners at CBS and Golf Channel and is distributed to more than 225 countries.

ATTENDANCE ESTIMATE: 130,000



Official Event



Twin Cities

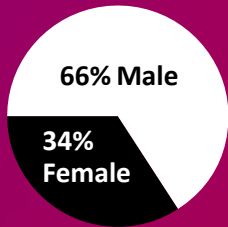




PGA TOUR has the MOST VALUABLE AUDIENCE IN SPORTS!

PGA TOUR Viewer Demographics

Gender:



Age:

18-24	7%
25-34	12%
35-44	14%
45-54	18%
55-64	21%
65+	28%



HH Income Index*

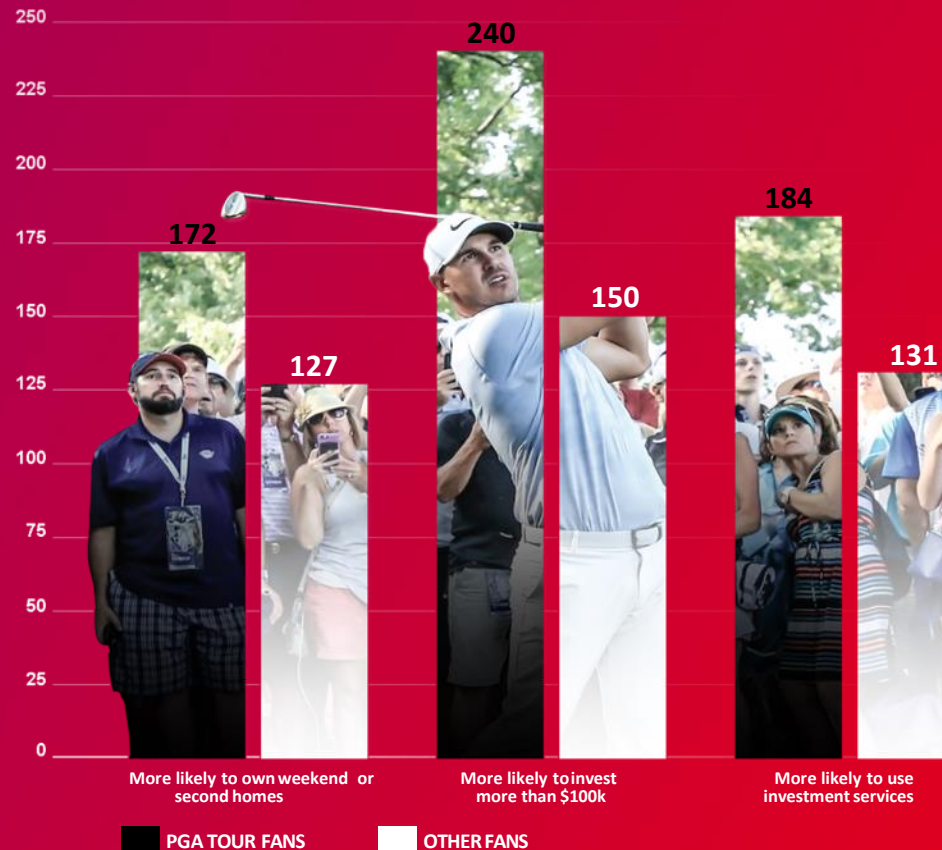
\$75,000	+131
\$100,000	+138
\$150,000	+148
\$200,000	+159
\$250,000	+164



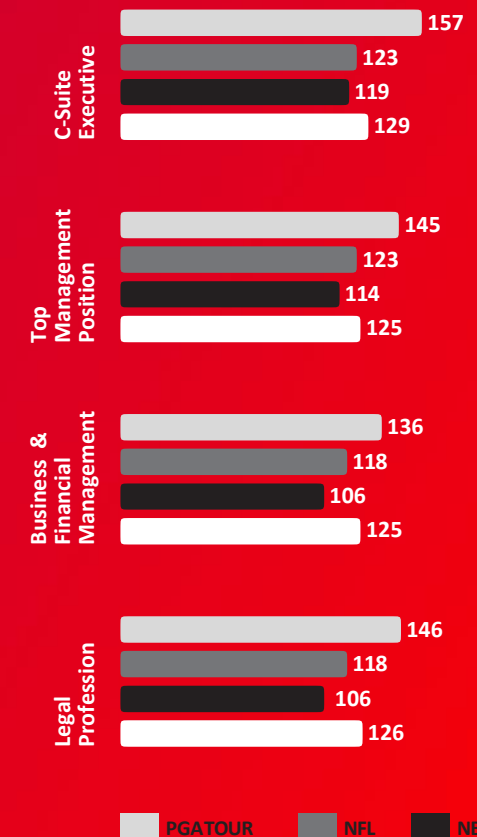
Education Index*

Bachelor's Degree	135
Post Graduate Degree	129

PGA TOUR fans invest more actively than any other major sports



PGA TOUR fans are key decision makers



*Index vs. U.S. Avg. – U.S. Avg. =100

Golf that matters.

3M Open Fund donated \$1.5M in 2019

The 3M Open Fund is proud to contribute to charitable organizations committed to improving communities in Minnesota. These organizations include:



University of Minnesota
Masonic Children's Hospital

Bringing hope and healing to children and families by caring for one child at a time.



Science
Museum
of Minnesota®

Providing fun science learning experiences through hands-on exploration, play and experimentation.



National
Park Foundation™

Inspiring all people to connect with and protect the historical, cultural and natural resources preserved in America's national parks.

Golf that matters.

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MINNESOTA



Telecast Hours	47.6
View Reach	18 million
Avg. Viewing Time (minutes)	63.5
Total Hours Viewed	20 million

The 3M Open’s local Twin Cities viewership doubled the prior week’s Rocket Mortgage viewership

Rocket Mortgage Classic: 1.1 rating and 4 share	3M Open: 2.7 rating and a 9 share
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2018 3M Championship

1,554,553,272

impressions

837

mentions

2019 3M Open

15,499,335,375

impressions

9,240

mentions



June 28 – July 8, 2019

827.31M

estimated earned social
impressions

2K

#GolfThatMatters mentions
(July 1 - July 7, 2019)

17.4M

paid delivered impressions

30,536

Social listening mentions

99%

positive and neutral sentiment

88K

paid video completions

Advertising Summary

The 3M Open created a comprehensive advertising schedule covering the entire region through a variety of media outlets.

Advertising Impressions

- Television Advertising Campaign = 12,167,280 impressions
- Radio Advertising Campaign = 14,497,400 impressions
- Print Advertising Campaign = 18,222,250 impressions
- Outdoor Advertising Campaign = 2,028,394 impressions
- Digital Advertising Campaign = 13,646,255 impressions!
- Space 150 paid Social Media Campaign = 10,249,584 impressions
- Ticketmaster Social Media and Email Campaign = 1,763,383 impressions
- Sports Partnerships = approximately 7,442,000 impressions.

Total Impressions Delivered = 80,016,546!!



3M Open

**The world's Best Golfers.
In Our Own Backyard.**

July 1-7, 2019 // TPC Twin Cities

BUY TICKETS NOW
3MOpen.com

FedExCup

**Golf never sounded
so good.**




3M Open

With live music from the Zac Brown Band, local beer and food trucks, an interactive Kids' Zone and so much more, it's the can't-miss event of the summer.

July 1-7
3MOpen.com

Kids 17-and-under
get in for free!

FedExCup

3M Open

July 5, 2019

**Golf Never Sounded
So Good!**

Zac Brown Band at the 3M Open

BUY TICKETS NOW
3MOpen.com



The PGA TOUR evaluates the event on eleven categories as compared to our peer group (like sized markets) and overall tournament events.

Categories

Broadcasting, Caddies, Competitions and PGA TOUR Rules, First Aid , Media Services, PGA TOUR Brand Standards, Players Services, Security, Tournament Operations, Volunteer Operations and Weather.

The 3M Open outperformed TOUR averages and our peer group in six categories (Caddies, First Aid, Media Services, PGA TOUR Brand Standards, Player Services and Security).

“Congratulation to you and your team on the successful playing of the inaugural 3M Open. We cannot say enough about the hard work your entire team put in to make this first-year event so successful”

– Torrey Gane, VP, Tournament Business Affairs, PGA TOUR

The area of improvement the PGA TOUR would like to see moving forward is improvements on corporate and spectator parking.



With only 46 PGA TOUR stops available, the City of Blaine is among the elite cities in the country able to host a premier event.

PGA TOUR events generate over \$50 Million in Economic Impact

City Spends for events on TOUR:

- In 2020, the City of Charlotte has committed \$1.5 Million for paving of parking lots for the Wells Fargo Championship
- In addition, the City of Charlotte has committed to \$200,000 tournament spend for the next 5 years
- They are also including Police and Fire Costs for the event
- West Palm Beach has committed \$400,000 p/year to be the Host City for the Honda Classic
- Boca Raton contributes \$375,000 plus Police and Fire coverage for a Champions Tour event



The recommendation from Anoka County is to break the paving project into 3 Phases.

The County is preparing plans and estimates, but preliminary numbers and recommendations are as follows:

Phase 1: Pave Larger Lot on West Side of Access Road (Approx. \$500K)

Phase 2: Pave Smaller Two Lots (Approx. \$250K combined to pave)

Phase 3: Required Watermain Extension (Approx. \$300K)

Anoka County has committed to pay half of the overall costs for the improvement of the NSC Parking Lots.

We are asking for the City of Blaine to commit to paying the other half of the costs which benefits both the National Sports Center and the 3M Open.



The feedback from spectators, volunteers and sponsors was overwhelmingly positive.

Pro-Am | Friday Zac Brown Band Concert | Hospitality Venues

Family Fun Zone | Military Outpost | Craft Beer Garden | Junior Clinic

It was incredible all the way around! My customer has yet to stop talking about it.... Everything was perfect and incredibly well planned and thought out. Gonna be hard to top this next year.

Chris DeColli, Channel Business Development Manager, 3M Gov Mkt

Keep doing what you are doing. Extremely classy event.. THANK YOU!

Alex Tortora, Vice President, Hisco

Most fun PGA event on the Tour!

Chris Hansen

Great place to watch PGA players. Amazing golf course and fun place for the entire family.

Wendy Sedlacek

Watching all those amazing shots into eighteen green. These guys are awesome. Thanks 3M and sponsors!!!

Tim Volk





3M Open 

