



2018 AT&T PEBBLE BEACH PRO-AM MEDIA FACT SHEET

COURSES

Pebble Beach Golf Links	6,828 yards	Par 72
Monterey Peninsula Country Club, Shore Course	6,873 yards	Par 71
Spyglass Hill Golf Course	6,960 yards	Par 72

TOURNAMENT COURSE RECORDS

Pebble Beach

David Duval	62 (1997)
Tom Kite	62 (1983)

Spyglass Hill

Luke Donald	62 (2006)
Phil Mickelson	62 (2005)

MPCC (Shore Course)

Charlie Wi	61 (2012)
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FIELD

156 professionals / 156 amateurs

PURSE

\$7,400,000; \$100,000 pro-am

DEFENDING CHAMPION

Jordan Spieth

PAIRINGS

Available on Tuesday, Feb. 6 after 6:00 p.m. at www.attpbgolf.com

PLAYOFF

Sudden death: holes 18-18, and then 17-18, as needed

PAST CHAMPIONS INCLUDE

Mark O'Meara (five-time winner), Phil Mickelson (four-time winner), Jack Nicklaus (three-time winner), Davis Love III (two-time winner), Dustin Johnson (two-time winner), Tom Watson (two-time winner), Brandt Snedeker (two-time winner), Johnny Miller, Peter Jacobsen, Payne Stewart, Tiger Woods

TV BROADCASTS

(Pacific Standard Time)

Thursday, February 8	12:00 – 3:00 p.m.	Golf Channel
Friday, February 9	12:00 – 3:00 p.m.	Golf Channel
Saturday, February 10	11:00 – 12:30 p.m.	Golf Channel
	1:00 – 3:00 p.m.	CBS
Sunday, February 11	10:00 – 11:45 a.m.	Golf Channel
	12:00 – 3:30 p.m.	CBS

MONTEREY PENINSULA FOUNDATION - BOARD OF DIRECTORS

Clint Eastwood, Chairman	Harris Barton	Geoff Couch
Peter Ueberroth, Co-Vice Chairman	Murray Demo	Lori Lee
Doug Mackenzie, Co-Vice Chairman	Greg Jamison	Bill Perocchi
Steve John, CEO	Heidi Ueberroth	Jerry Yang



SCHEDULE OF EVENTS

MONDAY, FEBRUARY 5	Practice rounds, spectator viewing available on Pebble Beach Golf Links and Spyglass Hill Golf Course
TUESDAY, FEBRUARY 6	Practice rounds, spectator viewing at all three courses 1:00 p.m. Chevron Shoot-Out Pebble Beach Golf Links – Putting Green
WEDNESDAY, FEBRUARY 7	Practice rounds, spectator viewing at all three courses 11:00 a.m. 3M Celebrity Challenge Pebble Beach Golf Links - 1 st tee 2:30 p.m. Million Dollar Hole-in-One for Charity, presented by Facebook Pebble Beach Golf Links – 7 th hole 5:00 p.m. – 7:00 p.m. Mastercard Media Reception Fairway One, Pebble Beach Golf Links
THURSDAY, FEBRUARY 8	8:00 a.m. First round, all three courses 5:00 p.m. – 7:00 p.m. Patrón Media Welcome Reception Media Center, Pebble Beach Event Pavilion
FRIDAY, FEBRUARY 9	8:00 a.m. Second round, all three courses
SATURDAY, FEBRUARY 10	8:00 a.m. Third round, all three courses
SUNDAY, FEBRUARY 11	7:30 a.m. Final round, Pebble Beach Golf Links (60 low professionals and 25 low teams)



CHEVRON SHOOT-OUT Champion Vs. Champion

Date Tuesday, February 6, 2018

Time 1:00 p.m.

Location Pebble Beach Golf Links, Putting Green

Purse \$100,000 purse

- \$20,000 per team, per hole, split by the winning team
- In the event of a tie, money rolls over to the next hole

Format Four, two-person teams

- Teams will consist of one AT&T Pebble Beach Pro-Am past champion and one champion from the world of sports

Players

Past Champions

Charity

Dustin Johnson (2009, 2010 Champion)
D.A. Points (2011 Champion)
Brandt Snedeker (2013, 2015 Champion)
Vaughn Taylor (2016 Champion)

Dustin Johnson Foundation
Arnold Palmer Hospital for Children
TBD
Safe Homes Augusta

Champions from other sports

Larry Fitzgerald (Arizona Cardinals)
Aaron Rodgers (Green Bay Packers)
Kelly Slater (Professional Surfer)
Justin Verlander (Houston Astros)

First Down Fund
MACC Fund
Animal Hope and Wellness Foundation
Wins for Warriors Foundation



3M CELEBRITY CHALLENGE

- Date** Wednesday, February 8, 2018
- Time** 11:00 a.m.
- Location** Pebble Beach Golf Links, 1st Tee
- Purse** \$100,000 purse – Donated to the charity of the celebrities' choice
- Format** Modified/Alternate shot
- 8 celebrities join Team Eastwood or Team Murray to compete for the charity of their choice
- Holes** Famous 'Whisky Run' – Holes No. 1, 2, 3, 17 & 18

Players

(scheduled to appear)

Clint Eastwood
Bill Murray
Josh Duhamel
Juli Inkster
Huey Lewis
Alfonso Ribeiro
Kelly Rohrbach
Clay Walker

Charity

TBD
TBD
Mind Up
Golf for Africa
Lifehouse
Fresh Start Surgical Gifts
Robin Hood Foundation
Band Against MS



MILLION DOLLAR HOLE-IN-ONE FOR CHARITY

Presented by Facebook

- Date** Wednesday, February 8, 2018
- Time** 2:30 p.m.
- Location** Pebble Beach Golf Links, 7TH Hole
- Purse** \$1,000,000 Hole-in-One purse
- Format**
- Qualifying Round – each player hits two shots
 - Finals – 3 players who are closest to the pin from the qualifying round hit one shot for \$1M charity prize
 - The first player to have a hole-in-one during the qualifying round will receive \$100K for their charity
 - If there is not a hole-in-one during either the qualifying or the finals, the closest to the pin in the finals will receive \$50K for their charity

Players and charities to be announced



2017 CHAMPION

Jordan Spieth

Height	6 ft., 1 in.
Weight	185 lbs.
Birthday	7/27/1993
Birthplace	Dallas, TX
Turned Pro	2012
College	University of Texas

11 PGA TOUR Victories *(thru Jan. 28, 2018)*

2017	AT&T Pebble Beach Pro-Am Travelers Championship The Open Championship
2016	Hyundai Tournament of Champions DEAN & DELUCA Invitational
2015	Valspar Championship Masters Tournament U.S. Open John Deere Classic TOUR Championship by Coca-Cola
2013	John Deere Classic

International Victories

2016	Australian Open
2014	Emirates Australian Open

National Teams

2013, 2015, 2017	Presidents Cup
2014, 2016	Ryder Cup
2011	Walker Cup

Current Year Tour Highlights *(thru Jan. 28, 2018)*

Sentry Tournament of Champions: Overcame an opening 75 with three under-par rounds to finish ninth at the Sentry Tournament of Champions in his first start of the season.

Hero World Challenge: With a final-round 3-under 69, finished T3 in his fifth start at the Hero World Challenge (T16/2013, 1/2014, 4/2015, T6/2016, T3/2017). At 12-under 276, finished tied with Tommy Fleetwood, six strokes behind champion Rickie Fowler.



CHARITABLE HOST ORGANIZATION



HISTORY

In 1937, Bing Crosby invited a group of friends to get together for some golf, a clambake and, most importantly, to raise money for local charities. Since that time, the tournament, now known as the AT&T Pebble Beach Pro-Am, has become one of the most popular and internationally recognized stops on the PGA TOUR and the spirit of giving back has continued through Monterey Peninsula Foundation.

MISSION

Monterey Peninsula Foundation enhances the quality of life in Monterey County and surrounding areas through strategic disbursement of charitable funds generated by hosting the AT&T Pebble Beach Pro-Am and the PURE Insurance Championship Impacting The First Tee.

GRANTMAKING

Monterey Peninsula Foundation provides grants to nonprofit organizations that benefit the community in the areas of arts & culture, community & environment, education, health & human services, and youth, in Monterey, Santa Cruz, and San Benito counties in Central California. The Foundation's online grant application and guidelines are available on the Foundation's website: www.montereypeninsulafoundation.org. During the 2016-17 fiscal year, the Foundation's total philanthropic giving was \$12.8 million.

KEY GRANTEES, FY 2015-16

- Community Foundation for Monterey County - \$700,000 over two years
- First 5 Monterey County (Monterey County Children and Families Commission) - \$500,000
- Hartnell College Foundation - \$500,000 over two years
- University Corporation at Monterey Bay - \$755,000 over two years
- Future Citizens Foundation - \$390,000
- Boys & Girls Clubs of Monterey County - \$300,000 over two years
- University Corporation at Monterey Bay - \$255,000
- Gathering for Women – Monterey - \$250,000
- Monterey Peninsula Unified School District - \$250,000
- Live Oak School District - \$210,000
- Community Foundation of Santa Cruz County - \$200,000 over three years
- Hollister Youth Alliance - \$150,000 over three years



2018 SPECTATOR INFORMATION

TICKETS

Practice Round Ticket (Monday - Wednesday)
\$60 by February 4, 2018; \$70 at gate (Good all three days)

Tournament Rounds (Thursday, Friday, or Sunday)
\$60 by February 4, 2018; \$70 at gate

Tournament Rounds (Saturday)
\$70 by February 4, 2018; \$80 at gate

Weekly Ticket (Good all seven days)
\$150 by February 4, 2018; \$170 at gate

AVAILABILITY

Online at www.attpbgolf.com/tickets

UPGRADED TICKETS

The View Enjoy incredible scenery and the perfect vantage point of Pebble Beach Golf Links hole #8 from The View, presented by Grey Goose. The indoor lounge features specialty cocktails, beer, and wine for purchase. Plenty of covered outdoor seating puts you right in the action on course. Food is available for purchase nearby. Tickets from \$100 per day

Harper's Located in The Lodge at Pebble Beach, Harper's offers indoor and outdoor hospitality space with breakfast, lunch, snacks and a non-hosted full bar. 100% of ticket sales will benefit the RJ Harper Pancreatic Cancer Research Fund at Stanford University Hospital. Monterey Peninsula Foundation will match the donation dollar for dollar. Tickets from \$350 per day

Palmer's Club 18 Palmer's Club 18 located along the 18th Fairway of Pebble Beach Golf Links offers a premier on-course hospitality experience for spectators. A full breakfast and lunch buffet, afternoon hors d'oeuvres, desserts, and premium bar will be hosted daily. Boutique wineries like Roy, Cardinale, Alpha Omega and Tolosa will be featured along with live music. Club 18 members will have access to exclusive on-site parking. **Tickets from \$1,000 per day**

SOCIAL MEDIA



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PARKING

Monday and Tuesday complimentary parking inside Pebble Beach

- Wednesday - Sunday complimentary spectator parking is located at California State University, Monterey Bay (CSUMB) in Marina.
- To reach the spectator parking lot at CSUMB, follow "GOLF PARKING" signs on Hwy 1.
- Special needs parking is available at the Bird Rock parking lot. Persons in authorized vehicles will be directed to the designated area and provided with complimentary shuttle service to the courses. Special viewing areas are available on course.

SHUTTLES

Free shuttle to/from CSUMB parking lot to Pebble Beach (Wed - Sun)

- Free shuttle service between courses (Monday - Saturday)
- Shuttle hours are
 - Wednesday – Saturday: 6:00 a.m. – 6:00 p.m.
 - Sunday: 6:00 a.m. – 5:00 p.m.
- For a fee local shuttles are available from Monterey, Pacific Grove, and Carmel

FOOD AND BEVERAGE

Available at all three golf courses.

MOBILE DEVICES

Please **SILENCE** your mobile device and turn off your flash.
Calls permitted **ONLY** in areas away from play.
Spectators may use their mobile devices to capture video, audio, and photos in all areas throughout tournament week.
Be respectful and do not interfere with players, caddies, or media.
Please follow instructions of course marshals and security.
Violations will result in the confiscation of your mobile device.

AUTOGRAPHS

Allowed at the conclusion of play **ONLY**.

PROHIBITED ITEMS

Video cameras
Cameras (allowed during practice rounds only)
Radios, TVs, computers, laptops
Beverages (no entry or exit with beverages) and coolers
Cups, cans or containers (medical, infant items allowed)
Pets (service animals allowed)
Bags larger than 6 x 6, carrying cases, backpacks, camera bags, chairs
Carry items larger than 12 x 6 x 12
Lawn chairs or oversize chairs, seat cushions
Seat cushions in a carrying case or that have pockets or compartments
Bicycles, posters, signs/banners, fireworks, laser pointers
Weapons of any nature



2018 TOURNAMENT ATTRACTIONS

Grand Entrance Spectators can grab a drink at **Toby Keith's Wild Shot Bar** on their way into the tournament and try to hit a shot at one of two **golf simulators**. Lucky fans may even enjoy a spontaneous visit from Toby Keith himself. **Facebook VR** will demo a virtual reality experience and on Saturday, the first 5,000 spectators through the grand entrance will receive a complimentary **Jordan Spieth bobblehead**.

Triangle Plaza Overlooking holes 6, 8, 14 and the stunning Pebble Beach coastline, Triangle Plaza is the perfect spot to relax and grab a drink at **Club Patrón** or have a bite at the **new taco bar** while keeping up with the golf action on a giant **GoVision TV screen** while relaxing on the overstuffed **bean bag lounge chairs**. Fans will also be able to buy souvenir items at the official merchandise shop and check out **AT&T's FanDome** technology showcase.

Food Trucks At Monterey Peninsula County Club, fans will enjoy a variety of local food trucks offering Asian Bowls, tacos, and all things artichoke. **Complimentary trolleys** will circle the course to transport spectators to their favorite viewing spots.

Public Grandstands A total of seven public grandstands are located at Pebble Beach Golf Links including a wrap-around stadium bleacher at the 18th green, and a **new grandstand at the 8th green** at Pebble Beach. Additional grandstands are located at the, 7th hole, 13th green, 15th green, 16th green and 17th tee and an **enlarged grandstand at the 17th green**. Public viewing is also available from the Charity Deck overlooking the 10th tee and the deck around Triangle Plaza.

Monterey Peninsula Foundation Charity Deck Charity Deck is an elevated structure open to all spectators, overlooking the 10th tee at Pebble Beach Golf Links. The Monterey Peninsula Foundation Charity Deck, presented by Franklin American Mortgage, will highlight our annual giving and illustrate the impact four days of golf has on thousands of lives right here on the central coast.

Patriots' Outpost Located on the 15th Fairway, Patriots' Outpost is open to all active duty and retired military personnel to show honor and appreciation to the courageous men and women of the United States Armed Forces and their families sponsored by Group O. Monterey Peninsula Foundation offers up to two complimentary tickets and Pebble Beach Company provides a 50% discount at the 15th hole concession to all active, reserve and retired military, veterans, and National Guard.

STEM Zone Located on the 3rd Fairway and sponsored by Chevron, the STEM ZONE incorporates Science, Technology, Engineering, and Mathematics into various hands-on, golf-themed activities creating a fun learning environment for students. Monterey Peninsula Foundation provides grants for area schools to transport children to the tournament to take part in the STEM Zone.

Mastercard Club Take a break from the action and visit the Mastercard Club, located by Hole 1. This elevated viewing experience is open to all Mastercard cardholders and features indoor and outdoor seating, a technology showcase, as well as daily surprises.



PEBBLE BEACH GOLF LINKS®



Founder	Samuel F.B. Morse
Course Designers	Jack Neville and Douglas Grant
Head Golf Professional	Eric Lippert
Superintendent	Chris Dalhamer
Year Opened	1919
Par	72
Slope Rating	143 championship tees; 132 white tees
Yardage	6,828

Tournaments

- AT&T Pebble Beach Pro-Am - part of tournament rotation since 1947
- PURE Insurance Championship at Pebble Beach - part of tournament rotation since 2004
- U.S. Open Championship in 1972, 1982, 1992, 2000, 2010 (next in 2019)
- U.S. Amateur Championship in 1929, 1947, 1961, 1999 (next in 2018)
- TaylorMade Pebble Beach Invitational - part of tournament rotation since 1990

Course Layout

Pebble Beach Golf Links extends eastward from The Lodge at Pebble Beach along the Carmel Bay coastline to the village of Carmel. The first tee is located near the Pebble Beach Pro Shop. The course lines the Pacific coast from the 4th through the 10th hole, moves inland for the 11th through 16th and returns to the rugged shoreline for the 17th and 18th. The world-famous 18th hole runs between The Lodge at Pebble Beach and Stillwater Cove.

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SPYGLASS HILL® GOLF COURSE



Designer	Robert Trent Jones, Sr.
Head Golf Professional	Jin Park
Superintendent	Bob Yeo
Year Opened	1966
Par	72
Slope Rating	144 championship tees; 132 white tees
Yardage	6,960

Tournaments

- AT&T Pebble Beach Pro-Am - part of tournament rotation since 1967
- TaylorMade Pebble Beach Invitational - part of tournament rotation since 1990
- U.S. Amateur Championship – part of stroke-play qualifying rotation in 1999 (next in 2018)

Course Layout

Spyglass Hill Golf Course opens with five holes set in the coastal dunes before heading inland, where it plays through the forest. The course takes its theme from Robert Louis Stevenson's classic novel, "Treasure Island," with names taken from Stevenson's classic fantasy given to many of the holes, including Billy Bones, The Black Spot, Long John Silver and Black Dog.



MONTEREY PENINSULA COUNTRY CLUB, SHORE COURSE



Founder	Samuel F.B. Morse
Course Designer	Michael Strantz
Head Golf Professional	David Vivolo
General Manager	Michael Bowhay
Director of Greens and Grounds	Bob Zoller
Year Opened	Monterey Peninsula Country Club 1925; Shore Course 1960
Par	71
Slope Rating	74.3 from championship tees, 72.2 from amateur tees
Yardage	6,873

Tournaments (Dunes & Shore Courses)

• AT&T Pebble Beach Pro-Am	2010 - Present
• California Junior Girls State Championship (CWAC)	1946 & 1949 - Present
• U.S. Girls' Junior Championship	1952
• U.S. Senior Amateur Championship	1958
• U.S. Senior Women's Amateur Championship	1958
• NCGA Staedler-Jetter Senior Cup Team Match	1990 & 2007
• Trans-Mississippi Championship	1994 & 2007
• California State Amateur Championship	2007 & 2013