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2025

AMFAM CHAMP

JUNE 6-8



TPC WISCONSIN • MADISON • WI



SPECTATOR GUIDE

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DAILY PAIRINGS



Click on dates below to see pairings for each day.

[FRIDAY PAIRINGS](#)

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[LIVE LEADERBOARD](#)

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STEVE STRICKER
AMERICAN FAMILY INSURANCE
foundation



CHAMPIONS

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SCHEDULE OF EVENTS

MONDAY, JUNE 2*

Professional Practice Rounds - All Day
Annex Wealth Management Pro-Am Tournament

TUESDAY, JUNE 3*

Professional Practice Rounds - All Day
Pro-Am Pairings Party

WEDNESDAY, JUNE 4*

Pro-Am Tournament

THURSDAY, JUNE 5*

Pro-Am Tournament



Friday, June 6

6:00 p.m. - 8:00 p.m. CST
(Tape Delay)

Saturday, June 7

7:00 p.m. - 9:00 p.m. CST
(Tape Delay)

Sunday, June 8

7:00 p.m. - 9:00 p.m. CST
(Tape Delay)

**Closed to the public*

FRIDAY, JUNE 6

8:00 a.m. Gates and Ticket Office - **Open to the Public**

8:15 a.m. Opening Ceremony and American Family Children's
Hospital Ceremonial First Shot (#1 Tee)

9:00 a.m. Tournament Round 1 (#1 and #10 Tee)
• Team Best Ball Format

4:00 p.m. Estimated Completion of Play

5:30 p.m. Doors open at Breese Stevens Field for Megan Moroney, with
special guest Clint Black and opening act Emily Ann Roberts

Gates close one hour after the last player completes their round

SATURDAY, JUNE 7

8:00 a.m. Gates and Ticket Office - **Open to the Public**

9:00 a.m. Tournament Round 2 (#1 and #10 Tee)
• Team Scramble Format

2:00 p.m. Celebrity Foursome (#1 tee)

4:00 p.m. Estimated Completion of Play

Gates close one hour after last player completes their round

SUNDAY, JUNE 8

8:00 a.m. Gates and Ticket Office - **Open to the Public**

9:00 a.m. Tournament Round 3 (#1 and #10 Tee)
• Team Best Ball Format

4:00 p.m. Estimated Completion of Play

4:15 p.m. Trophy Ceremony | 18th Green

Gates close one hour after last player completes their round

All times subject to change.

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WELCOME FROM PGA TOUR CHAMPIONS

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On behalf of PGA TOUR Champions, it's a pleasure to welcome you to the 2025 American Family Insurance Championship. We are thrilled to usher in an exciting new era for one of our premier events, introducing a first-of-its-kind team format as the tournament makes its debut at TPC Wisconsin.

The tournament will feature 38 two-man teams competing over three days, including two days of best ball competition, with Saturday's second round highlighted by scramble play – a first in Champions Tour history. Couple that with a move to

TPC Wisconsin, which was co-designed by tournament host Steve Stricker, and it's easy to see why this event has quickly become a fan favorite, as this team works tirelessly to elevate the onsite experience and competition year after year.

Past champions of this event include Stricker, Madison resident Jerry Kelly, and World Golf Hall of Fame members Fred Couples and Ernie Els, who will return this week to defend his title alongside partner Tim Herron. Team competition has a rich history in golf, creating some of the most iconic moments in the game's history, and I know that will be the case this week at TPC Wisconsin with our players leaning into the camaraderie and competitiveness this format showcases.

Entering its ninth year, the American Family Insurance Championship is a two-time winner of the Tour's prestigious President's Award, which is annually given to a tournament for its outstanding achievement in several areas including charitable giving, sales, attendance, and economic impact. The stop in Madison is always a favorite amongst PGA TOUR Champions players, annually attracting one of the strongest fields of the season.

Charitable giving is at the heart of every tournament on PGA TOUR Champions. I am proud of the tournament's host organization, the Steve Stricker American Family Insurance Foundation, for giving back over \$19 million dollars all time, including over \$2.5 million in 2024 alone, to help support strong families and healthy kids in this community.

On behalf of PGA TOUR Champions, thank you to the many volunteers, media, and fans, as well as the staff at TPC Wisconsin, who help make this tournament a true success. We value our partnership with American Family Insurance and appreciate their commitment to both PGA TOUR Champions and the greater Madison community.

We hope you enjoy a great week.

Sincerely,

A handwritten signature in black ink that reads "Miller Brady". The signature is fluid and cursive, with the first and last names being more prominent.

Miller Brady
President, PGA TOUR Champions

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SPECTATOR SEATING AREAS

Public bleachers are available at these locations:

- ▶ **1/10 Tee:** The Employer Group Bleachers
- ▶ **9 Green:** Wilber Group Bleachers
- ▶ **14 Green:** The Edgewater Oasis
- ▶ **15 Green:** Heroes Outpost*
- ▶ **15 Green:** Exact Sciences Porch*
- ▶ **15 Green:** Alliant Energy Power Pavilion*
- ▶ **15 Green:** Tito's Golf Club*
- ▶ **16 Tee:** UW-Madison Terrace*
- ▶ **16 Green:** Leinie's Lodge*
- ▶ **17 Green:** Milio's Par 3 Patio
- ▶ **17 Green:** Cozen O'Connor Bleachers
- ▶ **18 Green:** Wisconsin State Journal Bleachers*
- ▶ **18 Green:** Buck and Honey's Patio

* handicap accessible

PUBLIC CONCESSIONS AND RESTROOMS

Restrooms are available throughout the TPC Wisconsin grounds, including at the main entrance; between No. 2 green and No. 3 tee; No. 5 green; No. 14 green, No. 16 tee, No. 16 green and No. 17 green.

Find numerous concessions stands and restrooms located throughout the golf course.

No food and beverage can be brought into the tournament.

DISABILITY SERVICES

Americans with Disabilities Act-compliant parking will be available at 3201 Anderson Street near the Madison College Goodman Sports Complex. Dedicated accessible parking shuttles will be provided, with drop-off at the main tournament entrance at TPC Wisconsin.

Carts are available to shuttle patrons from shuttle drop-off to other public bleachers throughout TPC Wisconsin.

SPECTATOR INFORMATION (CONTINUED)

KIDS/YOUTH TICKETS

Thanks to Culver's, children 17 and under are admitted free when accompanied by a ticketed adult.

MERCHANDISE

Merchandise is available for purchase at the University Book Store Merchandise Tent located near the main entrance.

DAILY PAIRINGS

Tee time information and starting holes for each player will be made available daily.

MOTHER'S ROOM

Mother's room is available near the main entrance, behind #9 green

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WEATHER WARNING & SUSPENSION OF PLAY



Please observe the electronic leaderboards throughout the golf course for weather warnings displayed using the color-coded alert scale below. Spectators should take precautions upon observing any weather warnings and be ready to seek safe shelter if appropriate, which may include exiting the premises.

WEATHER ALERT SCALE

	WEATHER POLICY WEATHER POLICY IN EFFECT Observe on-course scoreboards for weather updates
	BE AWARE INCLEMENT WEATHER POSSIBLE Observe on-course scoreboards for further updates
	BE PREPARED INCLEMENT WEATHER APPROACHING Prepare to take Shelter or exit the premises. Observe on-course scoreboards for further updates
	TAKE ACTION INCLEMENT WEATHER Play suspended, seek safe shelter immediately or exit the premises
	COURSE CLOSED PLAY SUSPENDED FOR THE DAY, EXIT GRANDSTANDS, TEMPORARY STRUCTURES, AND EXIT THE PREMISES

In the event of a weather warning, please avoid: Hilltops, high places, isolated trees, golf carts, wire fences, and open areas. If play is suspended, please close your umbrella and seek shelter immediately.

PLEASE NOTE: Play will continue as long as deemed safe. Corporate hospitality will remain open every day, rain or shine. Staff and Volunteers will inform spectators on any changes made to this policy. Spectators are encouraged to visit the tournament website for weather notifications.

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ServiceNow
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Snapshot
Standard Imaging
Stasica Construction
Sub-Zero Group
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Suttle-Straus, Inc.
The Best Claims Solutions
The Boerke Company
The Bruce Company
The Burish Group of UBS
The Dry Cleaner by Val
The Employer Group
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Tito's Handmade Vodka
TransUnion
TruStage
University Book Store
University of Wisconsin- Madison
UW Credit Union
UW Health
UW Health Department of Radiology
Vacation & Travel Group, LLC
Verisk
Verizon
Vogel Bros. Building Co.
Vortex Golf
Wardlaw Claims
Waunakee Remodeling
Wegner CPAs
Wilber
Wild Rock Golf Club
Wisconsin State Journal
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HOLE 1

PAR 4 | 401 YARDS



HOLE 2

PAR 5 | 530 YARDS

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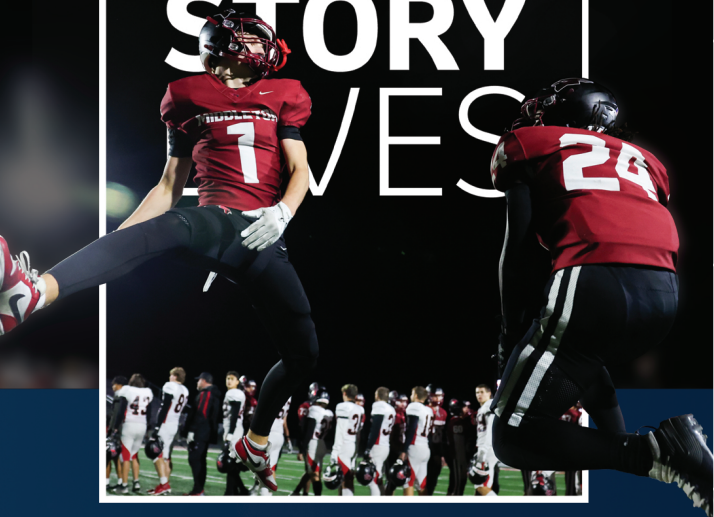
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HOLE 3

PAR 4 | 453 YARDS



HOLE 4

PAR 4 | 396 YARDS

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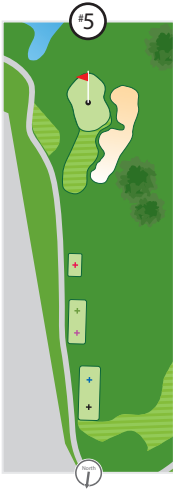
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HOLE 5

PAR 3 | 205 YARDS



HOLE 6

PAR 4 | 470 YARDS



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HOLE 7

PAR 5 | 558 YARDS



HOLE 8

PAR 3 | 216 YARDS



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HOLE 9

PAR 4 | 416 YARDS



HOLE 10

PAR 4 | 440 YARDS

Pursuing dreams together

Foley & Lardner is honored to serve as the official law firm for the American Family Insurance Championship and the Steve Stricker American Family Insurance Foundation.

At the core of any partnership lies shared values. Foley is deeply committed to the Foundation’s mission of supporting strong families and healthy kids.



For further insights into how to partner with Foley to support your business goals, contact Maureen Easton at measton@foley.com.

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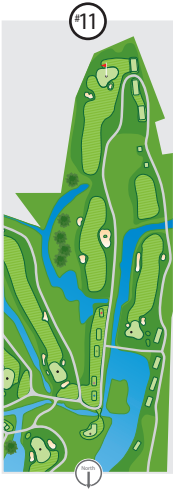
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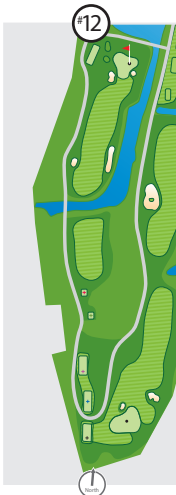
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HOLE 11

PAR 5 | 561 YARDS



HOLE 12

PAR 4 | 423 YARDS



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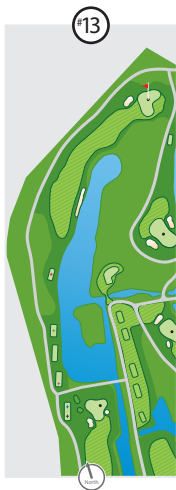


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HOLE 13

PAR 4 | 444 YARDS



HOLE 14

PAR 3 | 206 YARDS

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President

jhegenbarth@greenwoods.bank

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Tim Wartinbee

SVP Business Banking

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HOLE 15

PAR 4 | 407 YARDS



HOLE 16

PAR 4 | 308 YARDS



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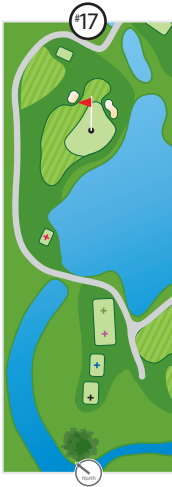
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HOLE 17

PAR 3 | 165 YARDS



HOLE 18

PAR 4 | 432 YARDS



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Fan Services

- Main Entrance
- Bicycle Parking
- Bus Depot
- Concessions
- Crosswalk
- Mother's Room
- Restrooms
- Tickets & Oak Park Place Guest Services
- University Book Store Merchandise
- UW Health First Aid
- Volunteer Headquarters

Player Practice Facilities

- The Bruce Company Short Game Area
- Kwik Trip Putting Green
- Vortex Golf Driving Range

Fan Activation Areas

- AmFam House
- Culver's Expo
- AmFam Champ Golf Experience
- The Edgewater Oasis
- Grady's Garden Fan Zone
- Hy-Vee Autograph Alley
- PinSeekers Putting Course
- Vacation & Travel Group Expo
- Wauwaukee Remodeling Expo
- X-Golf Expo

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Fan Seating Areas



1. The Employer Group Bleachers
2. Heroes Outpost
3. Exact Sciences Porch
4. Alliant Energy Power Pavilion
5. Tito's Golf Club



6. UW Madison-Terrace
7. Wisconsin State Journal Bleachers and Buck & Honey's Patio
8. AmFam Chalet*
9. Skyboxes*
10. Wilber Group Bleachers



11. Club Strick*
12. Leinie's Lodge
13. Cozen O'Connor Bleachers
14. Millo's Par 3 Patio
15. Cabanas*

*Upgraded ticket required

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WISCONSIN



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JERRY KELLY

2019 & 2021 CHAMPION



THONGCHAI JAIDEE

2022 CHAMPION



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2023 CHAMPION



ERNIE ELS

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WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

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The Steve Stricker American Family Insurance Foundation would like to thank all the volunteers for helping make the tournament a success and Lands' End for its uniform support.

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Guest Services

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Media Center

Player Hospitality

Player Transportation | Airport

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Shuttle

On Course Services

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TV

Volunteer Lunches | Kids Zone

Walking Scorers

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THANK YOU

Special thanks from our tournament team to the countless American Family Insurance employees, agents and policy holders who helped make this tournament a reality.



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AMERICAN FAMILY INSURANCE
— foundation —



STEVE STRICKER AMERICAN FAMILY INSURANCE FOUNDATION

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AMERICAN FAMILY INSURANCE CHAMPIONSHIP

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**Online &
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June 6-8**



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RESULTS & IMPACT

2016 • 2017 • 2018 • 2019 • 2020 • 2021 • 2022 • 2023 • 2024

\$19,753,000

PROCEEDS RAISED FROM THE EVENT

1,010

CHARITABLE
GRANTS



\$100+ MILLION

ECONOMIC IMPACT

ATTENDEES FROM
41 STATES



8,050

VOLUNTEERS

1,538

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TOURNAMENT HOST
STEVE STRICKER



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TOURNAMENT CHAMPIONS

2016



KIRK
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2017



FRED
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2018



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Since 2016,
the American Family
Insurance Championship
has raised nearly
\$20 million for Charity
and distributed
1,010 grants
to community nonprofit
organizations.



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FROM TOURNAMENT HOSTS

Welcome to the 2025 American Family Insurance Championship at TPC Wisconsin!

Since its debut in 2016, our tournament has raised nearly \$20 million for charity, with proceeds distributed by the Steve Stricker American Family Insurance Foundation to American Family Children's Hospital and more than 1,000 other nonprofit organizations that strengthen our communities and make them great places to live and work.



The AmFam Champ doesn't happen without generous support from sponsors and partners, and you – our fans. Thank you for making this event possible for our community.

This year, fans will enjoy the same strong field – but with some new twists. The 2025 AmFam Championship is a team event, featuring golf's most accomplished players partnering for a chance to win the Dream Achieved trophy. Our event features a two-man best ball competition on Friday and Sunday, and a scramble format on Saturday.

We're also excited to welcome you to our new home – TPC Wisconsin – which is built on 154 acres adjacent to Madison's Cherokee Marsh. We're driven to be the premier destination on the PGA TOUR Champions, and providing a fan-friendly team event at a TPC venue is a continuation of that commitment.

The AmFam Champ is a week-long celebration with fun and rewarding events, including pro-am competitions, a concert at Breese Stevens Field and celebrity appearances. There are so many ways for fans of all ages to experience our tournament. We're thrilled to have you join us.

Enjoy the AmFam Championship!

Bill Westrate
Chair and Chief Executive Officer
American Family Insurance

Steve Stricker
Steve Stricker American Family Insurance Foundation

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CHAMPIONSHIP

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