











## Background:

The Sentry kicks off the PGA TOUR Season with one of the most accomplished fields in golf, featuring winners from the previous year on the PGA TOUR and the top 50 players from the final FedExCup Playoffs and Eligibility Points List.

## Highlights:

This iconic Maui event is annually hosted at The Plantation Course at Kapalua in January with fans all over the world making the trip to watch golf's superstars. Since the event moved to Maui in 1999, The Sentry has generated more than \$9 million for local community charities.

- Collected 35 tons of Mixed Solid Waste and 4 tons of Recycling
- Reused a lot of the same items from 2023 event (tee markers, picnic tables and tee backs, etc.)
- Tickets and tournament info were made digitally available on the PGA TOUR app
- Donated leftover meals each day to distribution centers
- Offered water refill stations across the course
- Buffet-style food options in hospitality tents instead of boxed meals
- Lots of open-air venues so we did not need HVAC equipment, which saved on fuel amount
- Reef Safe Sunscreen dispensers at key locations on course





<complex-block>

Reef-safe sunscreen dispensers

Tree planting

**Electronic ticketing**