



AMERICAN FAMILY
INSURANCE®
CHAMPIONSHIP
2026 TPC WISCONSIN

Board of Park Commissioners: March 11, 2026

Supporting the parking lot use agreement between Madison Parks + AmFam Championship



CHAMPIONS

American Family Insurance Championship

Cherokee Marsh Park

Request for use of Southern Lot: June 1-7, 2026

- Golf Channel TV Operations & Parking
 - Golf Channel works every week at venues within protective environments; vested interest to be respectful of surroundings
- All other vendors, including F&B, will use the compound on the north side of TPC Wisconsin's property
- Alternate access for vehicular traffic via Burning Wood Way (bikes and pedestrians can still access via Sherman Ave.)
 - Officer at Comanche Way to allow access to park visitors
 - Sherman Ave. access via residents and Tournament Parking Passes only – secure environment
- **New this year:** *Public vehicular access to Cherokee Marsh park from 7pm to park close, daily*

Operations and Security

- Vehicles, carts and trucks restricted to gravel areas
- Operations will occur during daylight hours
- Only the TV production trucks and golf carts may remain overnight; no personnel
- 24-hour security patrols will be in place to monitor the TPC Wisconsin property
- Double rope and stake on perimeter of course (Holes 4-6) backing up to Cherokee Marsh Park
- No trespassing signage from golf course side into park to restrict any foot traffic through protected areas
- Marshals/Volunteers on every hole
- MPD bike patrol throughout course



American Family Insurance Championship

Event Perimeter and Access



-  Madison Police Dept. presence
-  Public | Sponsor bus drop & pickup
-  Volunteer bus drop & pickup
-  Cherokee Marsh Park access parking
-  No Public Parking
-  Parking lot permit only
-  Sponsor shuttle route
-  Pedestrian walkway
-  Public shuttle route
-  Volunteer shuttle route
-  Tournament Security Barrier

- Secure perimeter around the course
- MPD Presence at Key Intersections
- Tournament and resident access permits
 - Sherman Ave: June 1-7
 - Comanche Way: June 5-7
- Complimentary coach bus shuttles (Fri.-Sun.) for Sponsors, Volunteers, and General Public
 - Alleviate street parking
 - Controlled and easy access for patrons

Cherokee Marsh Park access via Burning Wood Way

Parking for vehicular access to park



KEY

-  Event Security Presence
-  20' Emergency Vehicle clearance
-  Bike and/or foot traffic

Golf Channel

Cherokee Marsh Park (South Lot)

Vendor parking on gravel surfaces only

**Tournament
Operations Compound
TPC Wisconsin**

**2026 AmFam Championship Operations Compound
& Cherokee Marsh Park Overhead**

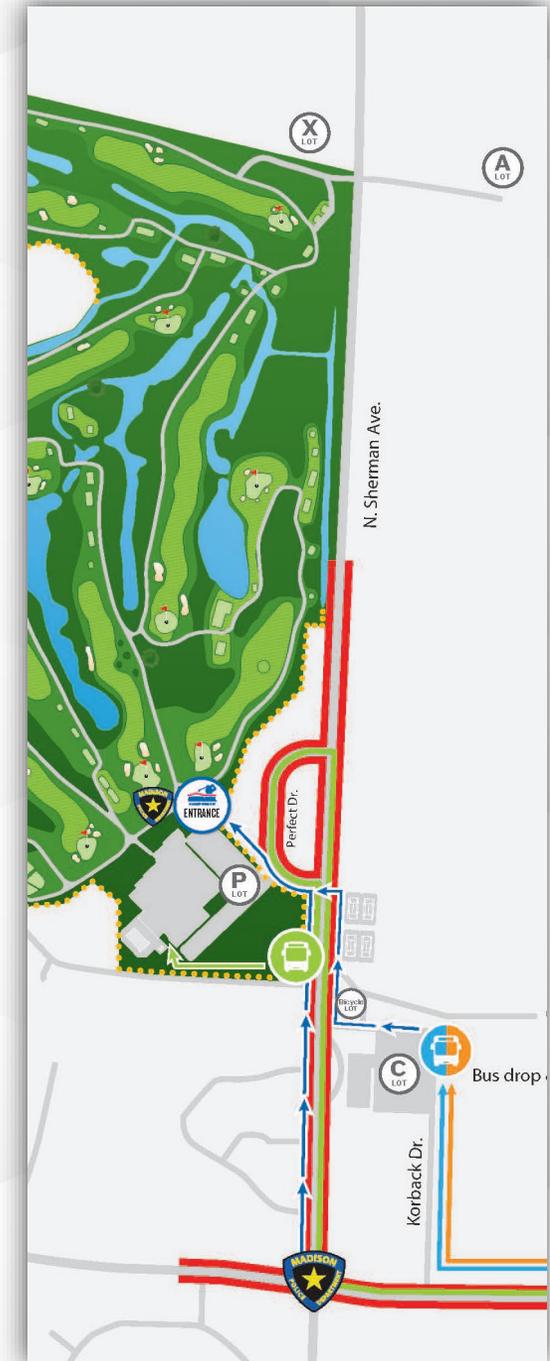
American Family Insurance Championship

Resident parking and access

Sherman Ave. Access

- Golf Parkway, Golf Glen, and Perfect Drive
 - Sherman Avenue Road Closure north of Wheeler Rd. (MPD Presence)
 - 2 Parking passes to be mailed to residents
 - Additional passes can be requested:
strickeramfamfoundation@amfam.com.
 - Include name and mailing address in request.
 - Parking available to permitted residents on private roads or personal spaces/garages
 - No resident parking on Sherman Avenue or Perfect Drive (June 1-7)

Daily services such as Amazon, FedEx, UPS, USPS, Meals on Wheels, etc.
will not be interrupted



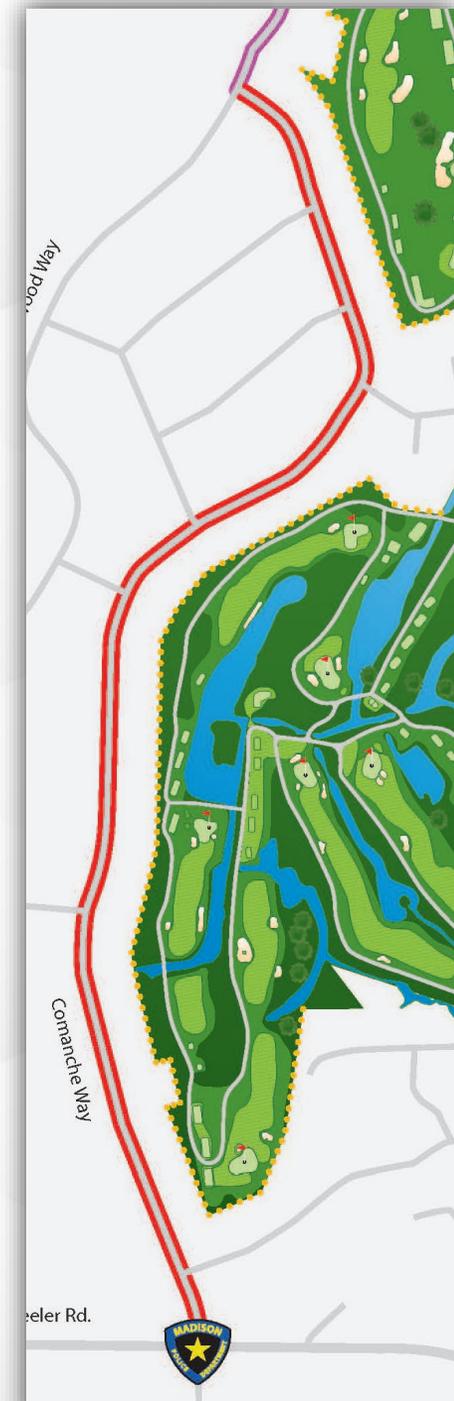
American Family Insurance Championship

Resident parking and access

Comanche Way Access

- Cherokee Park Neighborhood
 - MPD officer at Wheeler Road and Comanche Way to monitor access
 - Parking by permit for residents, their guests and park attendees only
 - Digital passes will be available to residents and their guests. We will work with CPNA.
 - No parking signage will likely be posted on Comanche Way

Daily services such as Amazon, FedEx, UPS, USPS, Meals on Wheels, etc. will not be interrupted



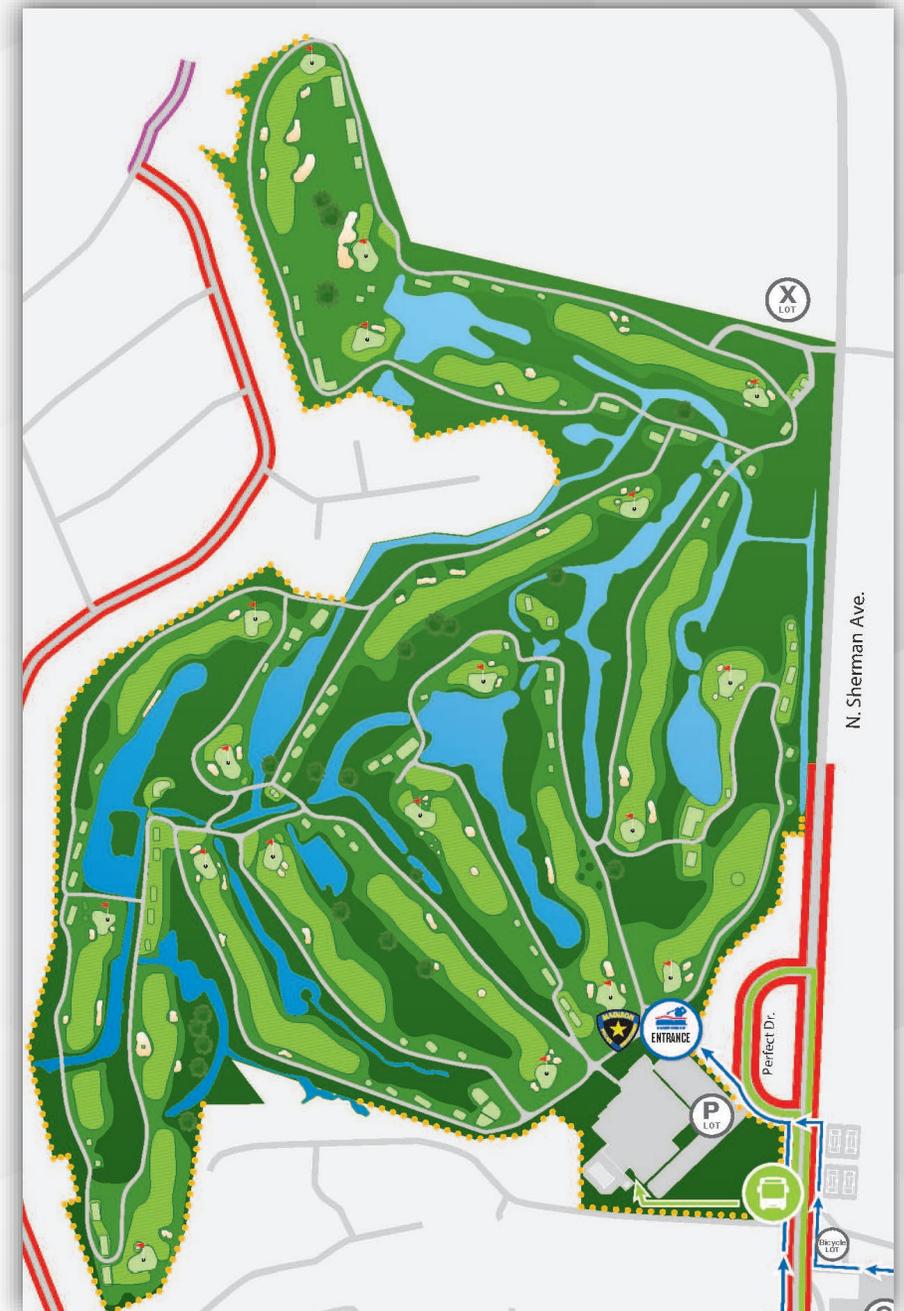
American Family Insurance Championship

Resident Security – Golf Course

Cherokee Park Neighborhood

- Double rope and stake around perimeter of golf course
- Chain link fence around clubhouse area
- No trespassing signage around perimeter of course
- Marshals/Volunteers on every hole
- MPD Bike patrol throughout course

Questions or concerns regarding tournament patrons?
Email: StrickerAmFamFoundation@amfam.com



American Family Insurance Championship

Pre-event communications

Community Meeting

- Spring 2026
 - *Present tournament plans and address neighborhood concerns*

Signage samples

South lot:



Sherman Ave:



Additional Communications

- Social media
- Tournament email
- Local partners: Madison Parks, CPNA, Northside Newspaper
- Tournament website

Social media sample

PARK PARKING NOTICE

During #AmFamChamp week, the Cherokee Marsh Park parking lots will be **temporarily closed to vehicles** until 7pm daily.

-  Use Burning Wood Way for alternate access
-  Pedestrian/bike access remains open
-  Officers at Comanche Rd will allow park-goers through

Thanks for helping to provide a safe and fun event!



American Family Insurance Championship

About the Event

Tournament Structure

- American Family Insurance; title sponsor
- Partnership with the PGA TOUR Champions
- Steve Stricker American Family Insurance Foundation; host organization
- Hosted by Wisconsin native, and Northside resident, Steve Stricker
- Nearly 1,000 volunteers from 16 states support tournament operations
- University Ridge Golf Course; host venue 2016-24
- TPC Wisconsin; host venue 2025-27

PGA TOUR Champions

- 50+ years of age
- Represented by 15 countries
- World golf Hall of Fame members
- Major Champions
- Ryder Cup team members and Captains



American Family Insurance Championship

Daily Schedule of Events

Monday, June 1 – Thursday, June 4, 2026

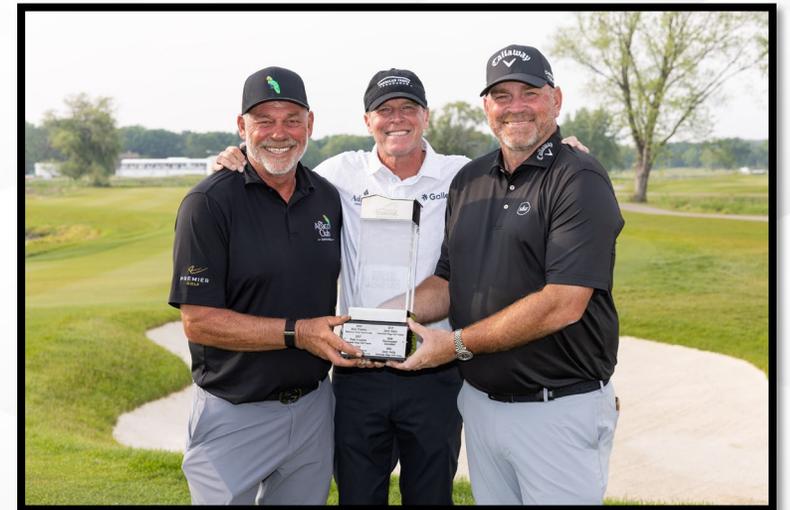
- **Golf course closed to the public**
- 7:00am-8:00pm:
PGA TOUR Practice Rounds, Pro-Am's & Private Events

Friday, June 5 – Sunday, June 7, 2025

- **Golf course is open to ticketed guests Friday-Sunday**
- 8:00am Tournament gates open to public
- 9:00am Tournament play begins
- 4:00pm Tournament competition complete (estimated)
- 5:00pm Course closed to the public

**Saturday the celebrity group will take place from approximately 2:00-4:15pm*

Cherokee Marsh Park open to vehicular access daily at 7pm





**AMERICAN FAMILY
INSURANCE**®

CHAMPIONSHIP

FAN & HOSPITALITY LOCATIONS

**Fan focused; family-friendly
experience**

- ❖ Kids, Military & First Responders are free
- ❖ Family-friendly concession pricing
- ❖ Public venues for all to enjoy



- ★ Public venue
- ★ Hospitality venue



**renderings subject to change*



PARKING MAP • JUNE 5-7, 2026

Madison College





RESULTS & IMPACT



2016-2025

\$21,788,000

PROCEEDS RAISED FROM THE EVENT



1,171 CHARITABLE GRANTS

\$125+ MILLION ECONOMIC IMPACT



ATTENDEES FROM 49 STATES



9,000 VOLUNTEERS

1,769 SPONSORS



The Steve Stricker American Family Insurance Foundation supports charities, educational initiatives and organizations aimed at building strong families and healthy kids, empowering them to chase and achieve their dreams.



CHARITABLE RECIPIENTS



AMFAM CHAMP 2026

JUNE 5-7 • TPC WISCONSIN

VISIT AMFAMCHAMPIONSHIP.COM