



# Nationwide

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## Proceeds from 2021 Columbus professional golf tournaments tee up more than \$5.5 million for Nationwide Children's Hospital

### Donations highlight impact of Nationwide's sports marketing partnerships

*NCHC photo caption: Pictured from left: Kip Eriksen (Nationwide Children's Hospital Championship), Kirt Walker (Nationwide CEO), Tim Robinson (Nationwide Children's Hospital) Memorial photo caption: Pictured from left: Dan Sullivan (the Memorial Tournament), Kirt Walker (Nationwide CEO), Tim Robinson (Nationwide Children's Hospital)*

When the [Memorial Tournament](#) and the [Nationwide Children's Hospital Championship](#) are hosted in central Ohio each summer, the players who take home the trophies are not the only winners. Thanks to Nationwide's philanthropic partnerships with these events, Nationwide Children's Hospital, and the million-plus patients they serve annually, reap the benefits. This year, combined tournament proceeds represent more than \$5.5 million in giving to the hospital.

The 46<sup>th</sup> Memorial, contested annually at Muirfield Village Golf Club, raised \$2.55 million and eclipsed the \$2 million mark for the fourth consecutive year. The funds support critical areas of need at the hospital with a primary focus on the Memorial Tournament Neonatal Intensive Care Unit (NICU) and the hospital's overall neonatal network, which has grown to become the second largest of its kind in the country. Since its inception in 1976, the Memorial has raised nearly \$29 million for the hospital, including nearly \$20 million during Nationwide's tenure as presenting sponsor of the tournament from 2011-2021.

The 15<sup>th</sup> annual Nationwide Children's Hospital Championship, hosted at The Ohio State University Golf Club - Scarlet Course, raised just over \$3 million for pediatric cancer research and treatment at Nationwide Children's Hospital. The total marks the largest single-season charitable donation raised for the hospital in the 15-year history of the Korn Ferry Tour Finals event and the first time the \$3 million mark has been exceeded. Since its inception in 2007, the Nationwide Children's Hospital Championship has donated over \$19.2 million in support of the hospital's pediatric cancer program.

"Nationwide takes great pride in being a business that's dedicated to improving the communities where our associates, members and business partners live and work, and we incorporate that philosophy into our sports marketing platforms," said [Ramon Jones](#), executive vice president and chief marketing officer at Nationwide.

Although the giving from golf events represents a very significant portion of the overall fundraising history, Nationwide's charitable impact also comes from sports marketing partnerships beyond the greens.

Jones adds, "Over the last decade, these premier golf tournaments and our partnerships with the Nationwide Children's Hospital Columbus Marathon/Half Marathon, Columbus Crew and Dale Earnhardt Jr. have collectively contributed more than \$50 million to Nationwide Children's. These essential funds allow the hospital to deliver extraordinary care to any child that comes through the door, regardless of a family's ability to pay, and we look forward to working with our sports partners to continue supporting that important

mission for years to come.”

For more information about Nationwide Children’s Hospital or to make a donation, visit [nationwidechildrens.org](https://nationwidechildrens.org).

<https://news.nationwide.com/en-us/2021-golf-tournaments-raise-money-for-nch/>