



DOW CHAMPIONSHIP



GEO Certified
TOURNAMENT

2024 SUSTAINABILITY REPORT

THE TOURNAMENT



The Dow Championship is an official LPGA Tour event held annually at the Midland Country Club in Midland, Michigan. The tournament includes a weeklong series of events to celebrate the Great Lakes Bay Region and make it an even better place to live and work. First held in 2019, the Dow Championship is the first team event played for official money and points, as well as the first fully GEO Certified® sustainable tournament on the LPGA Tour since its inception in 1950. The tournament attracts the world's best female golfers to compete in the 72-hole, stroke-play tournament featuring two-player teams competing in both foursomes and four-ball. In 2024, the tournament celebrated its fifth anniversary.

 For more info: dowchampionship.com



OUR PARTNERS



Dow

Dow is the title sponsor of the Dow Championship. One of the world's leading materials science companies, Dow partners with its customers and other stakeholders to innovate products essential to human progress and to contribute to a more sustainable future. Dow's portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated, science-based products and solutions for high-growth sectors such as packaging, infrastructure, mobility and consumer applications. The company operates manufacturing sites in 31 countries and employees approximately 35,900 people.

For more info: dow.com 



Midland Country Club

Founded in 1928, Midland Country Club (MCC) is a private facility that provides golf and other recreational and social activities for its more than 900 members and their families. The club hosts more than 3,000 functions a year, including business meetings, corporate events, weddings and receptions, private dinners and more. MCC is committed to sustainability and joined GEO's OnCourse® program in 2018.

For more info: midlandcc.net 



GEO Foundation

GEO Foundation is the world's only nonprofit entirely dedicated to advancing sustainability in and through golf. Working collaboratively with stakeholders across golf, government, civic society, academia and the wider sporting world, GEO has developed a suite of custom-built sustainable development programs for golf courses and tournaments. These OnCourse® programs are underpinned by comprehensive sustainability standards that address a wide range of relevant social and environmental issues across nature, resources and community themes. GEO Certified® is the internationally endorsed label for sustainable golf and is accredited by the ISEAL Alliance.

For more info: <https://sustainable.golf> 



Outlyr

Outlyr is a global leader in sports and entertainment based in Greenwich, Connecticut, that specializes in event management, sponsorship consulting and community impact programs – partnering with brands across the globe to create world-class events and meaningful programming that make a difference. The Dow Championship is operated by Outlyr.

For more info: <https://outlyr.com> 



INTRODUCTION	2
Sustainability Strategy	4
ENVIRONMENTAL IMPACT	8
Greenhouse Gas Emissions	9
Biodiversity	11
Waste Management	12
Water	13
SOCIAL IMPACT	14
Access and Equity	15
Community Outreach	17
ECONOMIC IMPACT	18
APPENDIX	20
Continual Improvement: 2024-2025	15
Verification Report Summary	17

TOURNAMENT APPROACH

Creating a Positive, Sustainable Legacy

Since 2019, the Dow Championship has been a leader in the integration of event-based environmental and social stewardship in the Great Lakes Bay Region. Through collaboration with our partners, local stakeholders, and suppliers and vendors, we seek to create a positive, lasting impact on the community and to deliver one of the most sustainable golf events in the world.

Our actions are guided by our Sustainability Strategy, which focuses on four key areas:

Environmental



Ensuring event-related environmental impacts and disturbances are minimized, while residual impacts are compensated.

- Biodiversity
- Waste reduction
- Carbon and energy management
- Water conservation

Community



Leaving a lasting impact on the community through programming opportunities for local businesses and nonprofits.

- Charitable giveback
- Volunteerism
- Contract locally and regionally

Access & Equity



Creating inclusive opportunities for populations, residents and youth in sport.

- Affordable and accessible
- Opportunities for underrepresented groups
- Integration with local populations and groups

Legacy



Advancing communications and programming that aligns across stakeholders, the community, and golf industry to drive long-lasting economic vitality and environmental prosperity.

- STEM education
- Sustainability Summit
- Measure and manage key metrics to increase impact



“

The Dow Championship is a world-class golf tournament with a unique team format. It's also an opportunity to build bridges and bring people together for a common purpose – to create a positive, lasting impact on the Great Lakes Bay Region. This event shows the true power of teamwork and sports to drive sustainability, social equity, and economic growth in our communities.

Jim Fitterling, Dow Chairman and CEO

”

ENVIRONMENTAL IMPACT

The Dow Championship is committed to ensuring all environmental impacts from tournament activities are minimized while creating “net positive” outcomes. In 2024, tournament organizers collaborated with the Midland Country Club and other organizations to manage the event’s environmental impact in four key areas: greenhouse gas emissions, biodiversity, waste management and water.



By the numbers

22%
of food served at the event was locally grown and produced



40,909
pounds of wood used at the event was donated or recycled



>92%
of waste generated was diverted from landfills



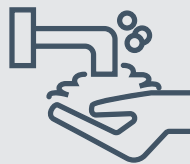
103
pairs of used athletic sneakers were recycled



100%
of emissions were offset, making the event carbon neutral for a fourth consecutive year



720
gallons of water saved during the tournament by replacing hand washing stations with hand sanitizer



19,445
less miles driven by using local vendors, resulting in a reduction of 30.13 MT of CO₂e

GREENHOUSE GAS EMISSIONS REDUCTION

Each year, tournament organizers work with partners Outlyr and Schupan to calculate the event’s carbon footprint. These figures provide a baseline to research and implement reduction and mitigation opportunities at future events. In 2024, a priority was placed on taking actions to reduce emissions, including:

- Implementation of a vendor procurement code that outlines tournament goals and expectations for each vendor, including the sourcing of local products.
- ESS LED light towers used throughout the course to reduce energy usage.
- Engagement with operational partners and Midland Country Club for supplying generators on course to ensure accurate measurements, fuel efficient equipment and, where applicable, renewable energy sources.
- Continued partnership with Bird scooters to offer attendees low carbon transportation to and from the Dow Championship throughout the week.
- Installation of an electric vehicle charger in the Midland Country Club parking lot to encourage use of EV vehicles in the community.
- A secure, dedicated bike parking area for attendees to use throughout tournament week.
- Obtained carbon offsets from Anew Climate that support the Moose Country Divide Project in Michigan’s Upper Peninsula. All tournament emissions were offset, making the event carbon neutral for a fourth consecutive year.
- Renewable energy credits were obtained through Bonneville Environmental Foundation to offset electricity usage from the clubhouse. As a result, more than 70% of the tournament’s energy capacity came from renewable sources.



CARBON FOOTPRINT



SCOPE 1 EMISSIONS

Mobile	Fuel	Value	Unit
Courtesy Cars	Gasoline	5.74	MTCO ₂ e
Shuttle Busses	Diesel	19.95	MTCO ₂ e
Stationary			
Concession Grill Cooking	Propane	2.02	MTCO ₂ e
Generators and Equipment	Diesel	31.57	MTCO ₂ e
Clubhouse	Natural Gas	28.18	MTCO ₂ e
Scope 1 Total Mobile		25.69	MTCO₂e
Scope 1 Total Stationary		61.77	MTCO₂e
Scope 1 Total		87.46	MTCO₂e

SCOPE 2 EMISSIONS

Clubhouse Electricity	Kilowatt	81.05	MTCO ₂ e
Scope 2 Total		81.05	MTCO₂e

SCOPE 3 EMISSIONS

Purchased Goods and Services		190.00	MTCO ₂ e
Food and Beverage		73.63	MTCO ₂ e
Waste Generated From Operation		-28.31	MTCO ₂ e
Volunteer Travel		23.30	MTCO ₂ e
Spectator Travel		195.94	MTCO ₂ e
Player Travel		124.10	MTCO ₂ e
Staff Travel		10.56	MTCO ₂ e
Vendor Travel		86.51	MTCO ₂ e
Scope 3 Total		675.72	MTCO₂e
GRAND TOTAL CARBON EMISSIONS:		844.24	MTCO₂e



BIODIVERSITY

As part of the Dow Championship Sustainability Strategy, tournament organizers worked closely with the Midland Country Club and other partners to conserve the natural environment and protect biodiversity on the course. Actions were taken throughout the staging process to protect and preserve the course and surrounding grounds, while post-event efforts focused on restoring areas effected by high traffic.

2024 HIGHLIGHTS

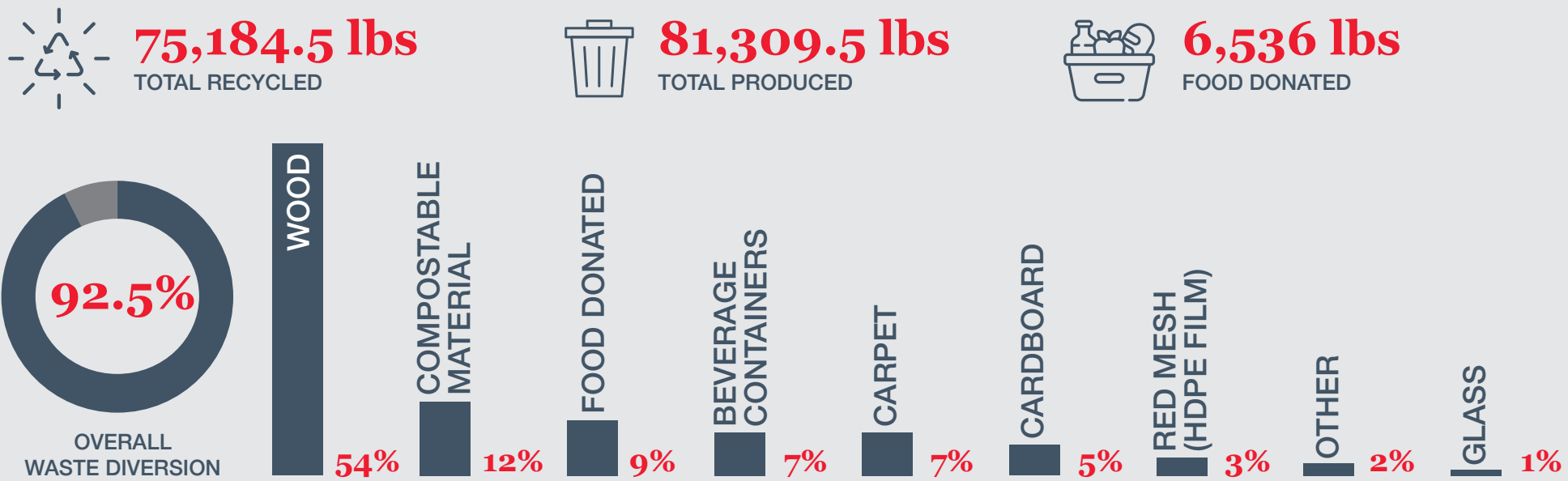
- Tournament organizers integrated a site protection and restoration plan for the event.
- Engaged Midland Conservation District and Chippewa Nature Center for site assessment and input on ways to enhance biodiversity while minimizing environmental impacts from the event.
- To reduce damage in high traffic areas, a new cart path was created prior to the tournament.
- Protection mats and plywood were used on the grounds to minimize the effect of heavy equipment and scaffolding installation.
- Laydown flooring was placed at the entrance of hospitality structures and underneath structures for catering storage and staging areas to reduce damage from heavy equipment and foot traffic.
- Additional scaffolding and walkways were installed to limit foot traffic on grass.
- Signage placed around the course discouraged attendees from entering areas of concern.
- Continued to use the green space created in 2021 to minimize damage from trucks and mobile trailers, improving ecological resiliency in the area.
- Following the tournament, restoration efforts focused on addressing more sensitive areas first, including seed planting in damaged grass areas.
- Accelerated recovery time of overused areas by preventing foot traffic post-event.
- Installed owl boxes around the MCC grounds to provide a secure area for owls to nest and raise their young.

WASTE MANAGEMENT

The Dow Championship is committed to waste reduction, with the ultimate goal of being a zero waste-event. Through a comprehensive waste diversion program that focuses on recycling, reuse, composting, donation and reduction efforts, the tournament diverted more than 92% of its waste from landfills in 2024.

OUR ACTIONS

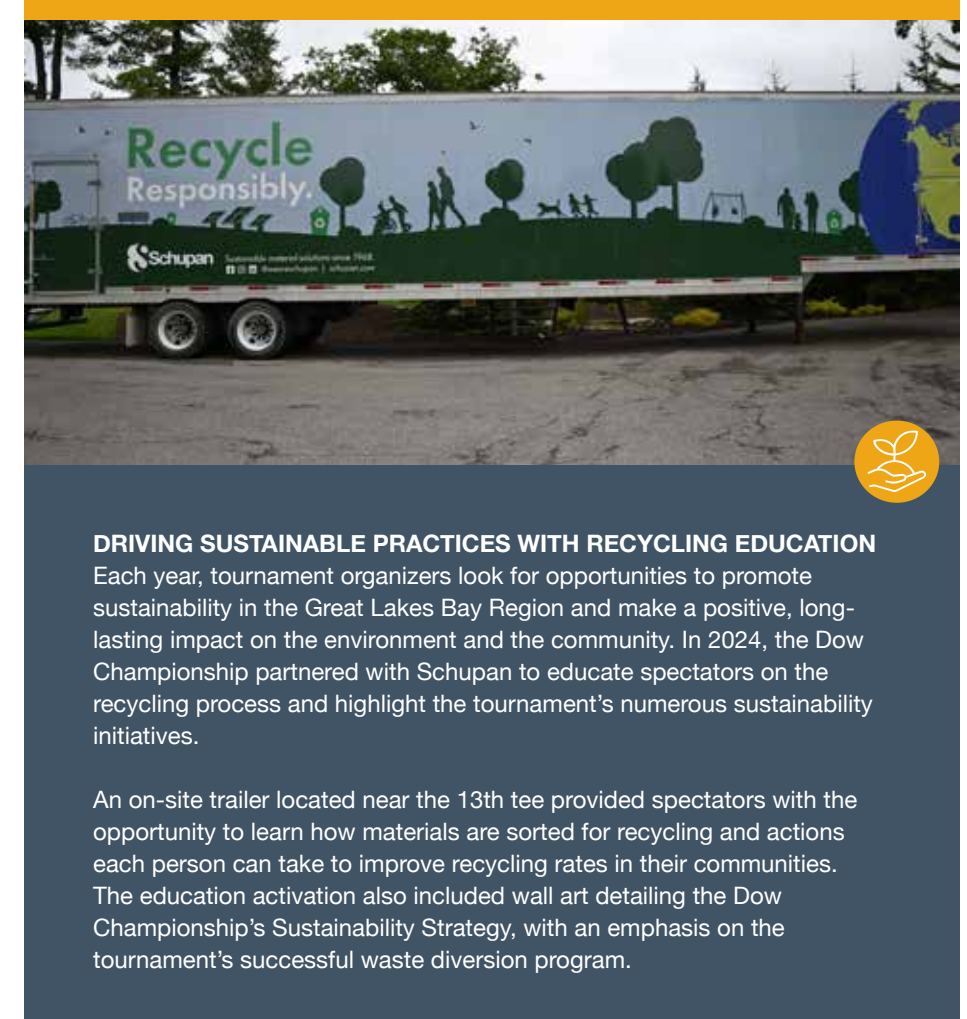
- Placed 150 recycling bins around the course, back-of-house and within hospitality structures to capture recyclable items.
- Green Team volunteers assisted with back-of-house recycling to help with the tournament’s zero-waste efforts.
- As a result of our vendor procurement code, which outlines tournament goals and vendor expectations, including the use of compostable serve ware, all serve ware used at the event was compostable.
- Partnered with FifthColor to create new PVC signage. In future years, the company will recycle and regrind old signage.
- In collaboration with Schupan, hosted a recycling education trailer for spectators to learn more about the tournament’s sustainability initiatives and the recycling process.
- Continued to provide an online option for attendees to access pairing guides, site maps and further information through QR codes placed throughout the venue. Since introducing QR codes, more than 12,000 pieces of paper have been eliminated from the waste stream.
- Donated construction material used on course, including some wood and carpeting, to organizations throughout Michigan for reuse.



WATER

The Dow Championship is committed to raising the standard for sustainability excellence in the golf industry and continually seeks to reduce its environmental impact and water consumption during tournament week. The Dow Championship’s actions to reduce water usage are guided by the tournament’s Water Conservation Plan, which was developed in 2022 with partners Jacobs Engineering, Schupan and Midland Country Club.

- The Midland Country Club utilizes a self-contained ESD Waste2Water Recycling System to capture and reclaim water used to clean equipment of heavy debris. The wash water goes into a treatment system that biologically removes or neutralizes contaminants, so the gray water is safe to recycle.
- Tournament organizers continued to engage with catering partners to track water usage at the catering compound and set baselines for future reduction efforts.
- Since 2021, the Dow Championship has eliminated hand washing basins at portable restrooms and replaced them with hand sanitizers stands.
- Temporary rain collection barrels were set up to capture water for use on floral beds around the course.
- Attendees were provided a refillable water bottle and encouraged to use dedicated refill stations throughout the course.
- In 2024, the Dow Championship installed permanent solar powered water refill stations on course for the Midland Country Club.



DRIVING SUSTAINABLE PRACTICES WITH RECYCLING EDUCATION

Each year, tournament organizers look for opportunities to promote sustainability in the Great Lakes Bay Region and make a positive, long-lasting impact on the environment and the community. In 2024, the Dow Championship partnered with Schupan to educate spectators on the recycling process and highlight the tournament’s numerous sustainability initiatives.

An on-site trailer located near the 13th tee provided spectators with the opportunity to learn how materials are sorted for recycling and actions each person can take to improve recycling rates in their communities. The education activation also included wall art detailing the Dow Championship’s Sustainability Strategy, with an emphasis on the tournament’s successful waste diversion program.

2019-2023 DOW CHAMPIONSHIP WATER USAGE SUMMARY

	2019	2021	2022	2023	2024	GRAND TOTAL
MIDLAND COUNTRY CLUB	1,272,000	595,750	1,871,250	519,500	1,215,200	5,474,000
CATERING	NOT TRACKED	NOT TRACKED	341	341	575	1,258
PORTABLE RESTROOMS	19,200	3,425	3,425	3,510	3,510	33,070
BOTTLED WATER	300	219	313	313	336	1,480
GRAND TOTAL	1,291,500	599,394	1,875,329	523,664	1,219,921	5,509,807

SOCIAL IMPACT

The Dow Championship is committed to leaving a lasting impact on the Great Lakes Bay Region. Through a wide range of programming, the tournament seeks to create opportunities for a diverse population, including underrepresented youth, Veterans, community non-profits and local businesses.



By the numbers

>25MM

steps tracked through MidMichigan Health's Step Up Fitness Challenge



6,536

pounds of prepared and unused food donated to Hidden Harvest and distributed to XX local and regional nonprofits



1,050

volunteers participated throughout the Dow Championship tournament week



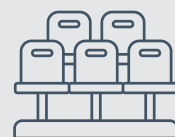
38

local and regional businesses participated in the Dow Championship



26,561

spectators attended the Dow Championship



>3,000

youth from the Great Lakes Bay Region participated in hands-on STEM learning experiences



>\$500,000

donated to 50+ local and regional nonprofits

ACCESS AND EQUITY

The Dow Championship takes an intentional approach to integrating inclusion, diversity and equity into the tournament and surrounding events, with a focused effort on serving underrepresented youth, attendees, community sponsoring organizations and vendors.

- All event and on-course structures are ADA accessible, featuring ramps, elevators and scooters for guests.
- Current and past members of the armed forces receive free admission to the tournament throughout the week with access to their own hospitality suite sponsored by Kelly.
- All children, 17 and under, attended the tournament for free.
- Hosted the 3-Hole Challenge for Special Olympic athletes from the Great Lakes Bay Region.
- The Dow Championship partnered with Midnight Golf, a Detroit-based organization that reaches underserved youth through golf. Participants attended various tournament programs, including the SOAR inclusion event, and caddied for players in the Pro-Am.
- The Dow Championship sponsored the John Shippen Tournament for African American Golfers, with the top two women in the tournament qualifying to play in the Dow Championship.
- Celebrated the 25th anniversary of the PGA HOPE (Helping Our Patriots Everywhere) Midland chapter, which introduces golf to Veterans and active duty military to improve their physical, mental, and overall wellbeing. Thirty-six Veterans were provided lodging, meals, free admission to the tournament and 18 holes of golf at Currie Golf course.



SOAR: DOW INCLUSION SUMMIT

Event sponsor Dow hosted the fifth annual SOAR, an immersive inclusion leadership summit that brings together customers, suppliers, employees and community leaders during tournament week. At the event, participants worked together to develop actions they can take to drive positive change and promote equity and inclusion in their communities. Participants also heard from leaders in the corporate world and sports industry, including Andrea Brimmer, Nicole Lynn and Magic Johnson.

COMMUNITY OUTREACH

Social impact and community outreach are a strong focus for organizers of the Dow Championship. Throughout 2024, tournament organizers and sponsor Dow hosted numerous events and outreach programs to support local nonprofits and empower members of the community.

2024 HIGHLIGHTS

- The Dow Championship continued to partner with Fore Our Future, an on-site activation launched by the Great Lakes Bay Region Junior Achievement program, which enables entrepreneurial students from the region to plan and develop products that can be sold at the tournament. Participating teams included Par Tee's Deli Sandwiches, Dynamic Dogs, Tri-Pical Smoothies and Caddy Cooler Iced Tea.
- Partner MyMichigan Health and the Dow Championship hosted the annual Step Up Fitness Challenge, which encourages spectators to track their steps throughout tournament week. After reaching a goal of 25 million steps, the LPGA donated \$10,000 to a local wellness center.
- Throughout the tournament, youth from local schools and summer groups engaged in a range of educational activities at the on-site STEM Center. In 2024, 1,200 youth representing 17 organizations participating in this learning opportunity.
- Forty young girls attended the LPGA Leadership Academy, which teaches young girls leadership skills through the sport of golf, at the Midland Country Club.
- More than 6,500 pounds of prepared and unused food was donated to local and regional nonprofits.



DRIVING CHARITABLE GIVING IN THE GREAT LAKES BAY REGION

As a community event, the Dow Championship seeks to make a positive impact on the Great Lakes Bay Region through charitable giving. In 2024, the Dow Championship donated more than \$500,000 in contributions across Midland, Saginaw, Bay and Isabella Counties, impacting more than 50 community organizations.

Through the #TeamUp for a Cause Challenge, tournament organizers select 36 nonprofits that impact STEM, sustainability, inclusion, community resiliency and innovation in the region to participate. These nonprofits are then randomly paired with two of the 72 teams competing in the tournament. The tournament also features one Daily Giveback Charity each day of the event. Six organizations were awarded \$10,000 each as a result.

ECONOMIC IMPACT

The Dow Championship is the largest annual sporting event hosted in the Great Lakes Bay Region, generating more than \$49 million in economic impact since 2019. In 2024, more than 26,000 spectators attended the tournament. To ensure the greatest impact, tournament organizers prioritized hiring local and regional operational partners, as well as purchasing items.

By the numbers

\$17.2MM total economic impact

\$9.2MM contributed to the Great Lakes Bay Region's GDP

\$6.1MM spent on food, entertainment and travel-related expenses by event spectators

12,024 people from outside the Great Lakes Bay Region visited the tournament

\$517,000 in tax revenue generated for local municipalities, special districts and counties in the Great Lakes Bay Region

132 jobs supported by the tournament



KEEPING IT LOCAL

As part of its commitment to making a positive impact on the Great Lakes Bay Region, the Dow Championship actively seeks to engage local and regional businesses. The Sustainable Procurement Plan, which is designed to create a balance between the social, economic and environmental impact of the tournament's business decisions, establishes guidelines for purchasing, including a focus on local and diverse-owned businesses. Additionally, programming such as the Eat Great Hospitality Trail provides local restaurants the opportunity to share their food with event spectators. The impact is two-fold: by keeping it local, the tournament supports economic growth for businesses in the region while reducing the event's overall greenhouse gas emissions.

In 2024, 38 local and regional businesses participated in the Dow Championship. This includes a range of women-, Veteran- and minority-owned businesses.

APPENDIX

Continual Improvement: 2024-2025

The concept of continual improvement, innovation and setting new and higher targets is an important aspect of GEO Certified® Tournaments. This certification reflects the tournament’s commitment to continue to improve its approach to sustainability on a year-to-year basis.

VERIFICATION REPORT SUMMARY

Section 1: Planning & Communications		
1.1	Develop a sustainability strategy to reduce environmental impacts and increase social benefits (mandatory)	1/1
1.2	Communications plan including both internal and public-facing sustainability communications (mandatory)	1/1
1.3	Publicize sustainability commitments, plans and actions (mandatory)	1/1
1.4	Choose venues that minimize environmental impacts (mandatory)	3/3
1.5	Consult with stakeholders on sustainability efforts and there potential negative and positive impacts	1/1
1.6	Promote sustainability across all areas of tournament operations	1/1
1.7	Publish post-tournament sustainability results. Promotion through visible media channels (mandatory)	2/2
1.8	Innovation Credit - Communications	1/1
Total		11/11
Section 2: Site Protection		
2.1	Produce a site protection and restoration plan (mandatory)	1/1
2.2	Understanding the site in order to protect from damage and mitigate disruption	1/1
2.3	Taking actions to safeguard the site	1/1
2.4	Innovation Credit - Site protection	1/1
Total		4/4
Section 3: Procurement		
3.1	Produce a sustainable procurement plan	1/1
3.2	Consider and track sustainability performance of suppliers and contractors	1/1
3.3	Avoid unnecessary waste	1/1
3.4	Re-use materials	1/1
3.5	Establish a Sustainable Catering Plan / Produce and enforce event-specific food charter for suppliers(+1 credit)	2/2
3.6	Responsible sourcing of materials	1/1
3.7	Innovation Credit - Procurement, Materials or Catering	1/1
Total		8/8
Section 4: Resource Management		
4.1	Produce waste management plan (mandatory)	1/1
4.2	Track waste diversion rate (mandatory)	2/2
4.3	Minimise Waste 40% diversion / 70% diversion / zero waste to landfill	2/3

4.4	Innovation Credit - Waste Management	1/1
4.5	Produce a water conservation plan	1/1
4.6	Record total water consumption and conservation	1/1
4.7	Conserve water/energy impacts associated with water	1/1
4.8	Innovation Credit - Water Management	1/1
4.9	Produce energy management plan	1/1
4.10	Calculate core carbon footprint	2/2
4.11	Power tournament with renewable or alternative energy sources	2/3
4.12	Pursue energy efficiency	1/1
4.13	Promote public transport and other low carbon travel	1/1
4.14	Mitigate carbon footprint	2/2
4.15	Innovation Credit - Energy Management	1/1
Total		20/22
Section 5: Access & Equity		
5.1	Produce a diversity, equity and inclusion plan	1/1
5.2	Maintain an active safety management plan	1/1
5.3	Site-build accommodates people with disabilities	1/1
5.4	Outreach to under-represented groups in the community and reduce barriers to attendance	1/1
5.5	DE&I insured for staff and volunteers	1/1
5.6	Innovation Credit - DE&I or Health and Wellbeing	1/1
Total		6/6
Section 6: Community Legacy		
6.1	Measure economic impact	2/2
6.2	Leave lasting legacies for the host communities	1/1
6.3	Support local businesses	1/1
6.4	Promote golf and health and wellbeing	1/1
6.5	Innovation Credit	1/1
6.6	Legacies plan including objectives for leaving a lasting legacy	1/1
Total		7/7
TOTAL AWARDED CREDITS/POTENTIAL CREDITS		56/58

ACKNOWLEDGEMENTS

Dow Championship organizers would like to acknowledge the many businesses and organizations that contributed their expertise and support in helping us deliver an event with positive environmental, social and economic impact, including:

1st State bank

ABC 12

Accenture

Ally

Alpha Media

Amigo Mobility Center

Applied Innovation

Ayre Rhinehart Real Estate Partners

Barton Malow

Bierlein

Black Diamond Broadcasting

Boston Consulting Group

Brandle Roofing & Sheet Metal Co.

Brenntag

Bri-Car Roofing & Sheet Metal

Burkhart-Presidio Insurance

Callaway

Capital Power

Cintas

Clark Construction Company

Central Michigan University

Consello

Covenant Health Care

Cumulus Radio Station Group

Deloitte

Delta

Diversified

Dow

Dow Credit Union

EY

Enterprise Products

Fabiano Brothers

Fisher Companies

Frankenmuth Insurance

Garber Chevrolet

Greater Michigan Construction Academy

Great Lakes Loons

Great Lakes Safety Training Center

Greater Midland

Greenleaf Trust

Horizon Bank

The HUGE Show

Huntington Bank

Independent Bank

Isabella Bank

Jacobs

Kelly

KW Plastics

Little Forks Outfitters

LPGA

MacAllister Rentals

Maple Hill Nursery

MBS International Airport

MI Golf Journal

Michigan Sugar Company

Microsoft

Midland Brewing Company

Midland Business Alliance

Midland Center for the Arts

Midland Country Club

Midland Daily News

Midland Ford Lincoln

Midland High School

MITCON

Modern District Financial

MyMichigan Health

Newmark Group

O.C. Tanner

Palmer Holland

PepsiCo

Performance Contractors, Inc.

Pumford Construction

PwC

Reder Landscaping

Rehmann

RE/MAX

RPM Inernational

Saginaw Spirit

SAP

Servinski Sod Services

SHI

Soaring Eagle Casino & Resort

Spence Brothers

Stifel

St. John’s Episcopal Church

Saginaw Valley State University

SYM Financial Advisors

TaylorMade

Teneo

Three Rivers Corporation

Tri-Star Trust

Trinity Lutheran Church

Univar Solutions

Vera Bradley

Village Green

Warner Norcross + Judd

Xylem



E TO
ME GLOBE

DOW CHAMPIONSHIP

DOW

RACE to
CME GLOBE

DOW CHAMPIONSHIP

DOW