

# This week on the LPGA Tour:

## Ford Championship presented by KCC at Seville Golf and Country Club



### Aon Insight

The par five 18th at Seville G&CC will provide players with one closing scoring opportunity should they make the better decision. At 475 yards on the scorecard, LPGA shot-by-shot projections expect players to go for this green in two 77% of the time from the fairway, and a little under 50% from the rough. With water protecting the green short and left, that decision could sway the entire outcome of a player's round - or even tournament.

**18**      **5**      **475**  
Hole      Par      Yards

### 18<sup>th</sup> Hole at Seville G&CC - When Going for Green

	From Fairway	From Rough
Expected Success	28%	12%
Expected Scoring Average	4.45	4.67

*\*Projections based on LPGA shot-by-shot data*

### Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Rose Zhang	-1.250
2	Auston Kim	-1.167
3	Yu Liu	-1.100



## Aon Risk Reward Challenge



Number of  
tournaments

**30**

Prize money  
awarded

**\$1M**

**2023 Winner: Angel Yin**

### About Aon

Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

Aon's golf partnerships are anchored by a clear narrative – insight derived from data and delivered by experts – our sports partnerships allow us to connect authentically with our clients and colleagues around their passion points.

In addition to partnerships with the PGA TOUR and LPGA Tour, Aon is a worldwide partner of the Ryder Cup.

### What is the Aon Risk Reward Challenge?

The Aon Risk Reward Challenge is a season-long competition on the LPGA Tour testing the abilities of the world's best players to make thoughtful, strategic decisions on the most challenging holes ("Aon Risk Reward Challenge holes") throughout the year.

At the end of the regular season, the most consistent player on Tour, with the lowest average score under par, on the Aon Risk Reward Challenge holes captures the \$1 million prize and the Aon trophy.

### Aon's Risk Reward Challenge Scoring

One hole is selected at each tournament as the designated Aon Risk Reward Challenge hole for the week (hole is strategically challenging in nature).

For every participating event, a player's best two scores on the designated hole counts towards the season-long leaderboard.

The player with lowest average score under par across the regular season wins the Aon Risk Reward Challenge and will be awarded at the CME Group Tour Championship.

### Aon and the PGA TOUR

The 2024 season will showcase the next evolution of Aon's partnership with the PGA TOUR, which will integrate the use of real-time analytics and capitalize on changes to the TOUR's reimagined 2024 schedule.

Aon will headline the Aon Next 10 and the Aon Swing 5, which recognize better decision-making and the elite performance required to break into Signature Events.

**Key elements of the Aon Risk Reward Challenge program have evolved to "Better Decision Breakdown" segments that use emerging technology to provide real-time analysis of player decisions. To learn more, visit**

[pgatour.com/aonbetterdecisions](https://pgatour.com/aonbetterdecisions)

### Upcoming Aon Risk Reward Challenge Holes

- **The Chevron Championship (18<sup>th</sup>)**
- **JM Eagle LA Championship (15<sup>th</sup>)**

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*Players, caddies and PGA TOUR or Aon Executives are available to provide quotes and insight about this week's Aon Risk Reward Challenge hole or the season-long competition.*

**Watch Aon Risk Reward Challenge  
Hole Breakdowns All Season Long**

**Watch Now On Aon's YouTube Channel**

