

This week on the LPGA Tour:

Founders Cup pres. by U.S. Virgin Islands
at Bradenton Country Club



17	5	495
Hole	Par	Yards

Aon Insight

The 17th hole at Bradenton CC is a par five that gives the field a critical birdie chance late in the round. Lined with water along the right and across the fairway, hitting the fairway off the tee is ideal to set up a birdie opportunity. Players who find the fairway here with their drive are expected to go for the green 67% of the time, yielding an expected score of nearly half-a-stroke under par. The expected go-for-green rate dips to 40% for players who find the rough with their tee shot. Players will need to make the better decision in order to keep pace with the competition coming down the stretch.

The Aon Risk Reward Challenge Returns

As the LPGA Tour kicks off 2025, we are excited to bring the Aon Risk Reward Challenge back for another season, spanning across twenty-nine events throughout the year. While the LPGA Tour heads to Bradenton, tune into television coverage to see the in-broadcast vignette highlighting a new season on the Challenge and insights on the 17th hole.

In November, Jeeno Thitikul was named the 2024 LPGA Tour Aon Risk Reward Challenge Champion. As the winner of this season-long competition, she earned the prestigious Aon Trophy and a \$1 million prize for her exceptional decision-making on the most strategically challenging holes throughout the year. Jeeno's standout performance included an impressive +0.25 strokes gained on every Challenge hole she played, along with a 35% success rate for going for the green. This success rate ranked her second overall out of 147 participants in the Challenge last season.



Aon Risk Reward Challenge



Number of tournaments

30

Prize money awarded

\$1M

2024 Winner: Jeeno Thitikul

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 2025 season will showcase the continuation 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 2025 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

Upcoming Aon Risk Reward Challenge Holes

- **Honda LPGA Thailand (15th)**
- **HSBC Women's World Championship (13th)**

Watch Aon Risk Reward Challenge Hole Breakdowns All Season Long

[Watch Now On Aon's YouTube Channel](#)

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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.