




Golf Digest

 WBD | Sports



**THE PREEMINENT AUTHORITY ON
HOW TO PLAY, WHAT TO PLAY AND WHERE TO PLAY +
OFFICIAL MARKETING PARTNER OF THE PGA TOUR**

WHAT SETS GOLF DIGEST APART

WBD SPORTS RIGHTS HOLDERS



- ▶ The only golf media Official Marketing Partner of the PGA Tour, with the ability to tap into official rights to tournament trademarks, coverage and content
- ▶ Owned by Warner Bros. Discovery with billions of dollars invested in professional sports rights, with the ability to leverage other WBD partners (i.e. B/R, discovery+)
- ▶ A legacy brand, celebrating over 70 years as the authority in golf
- ▶ THE premiere editorial powerhouse brand reporting across all PGA Tour, LPGA Tour and Major Tournaments
- ▶ Growing...with a masthead 3x larger than most competitors, which has attributed to our expanding audience across all platforms

GOLF CONTINUES ITS RECORD GROWTH

GOLF'S SURGE CONTINUES

41.1M+

U.S. golfers in 2022 (on and off-course); surpassing 40M for first time

3.3M

Played a golf course for the first time in the last 12 months

529M

Rounds played in 2021

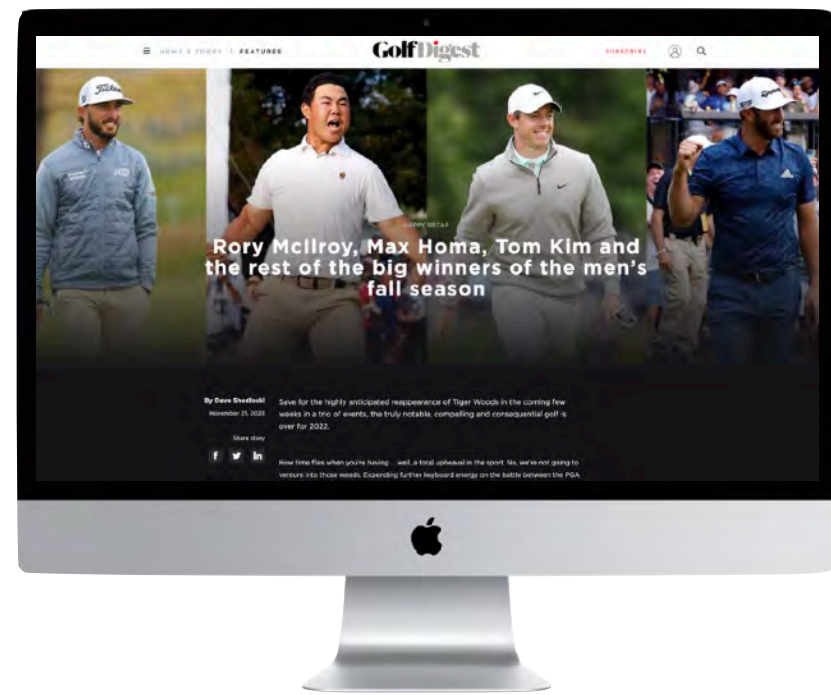
550%

Golf Digest readers are more likely to play golf at least once a month

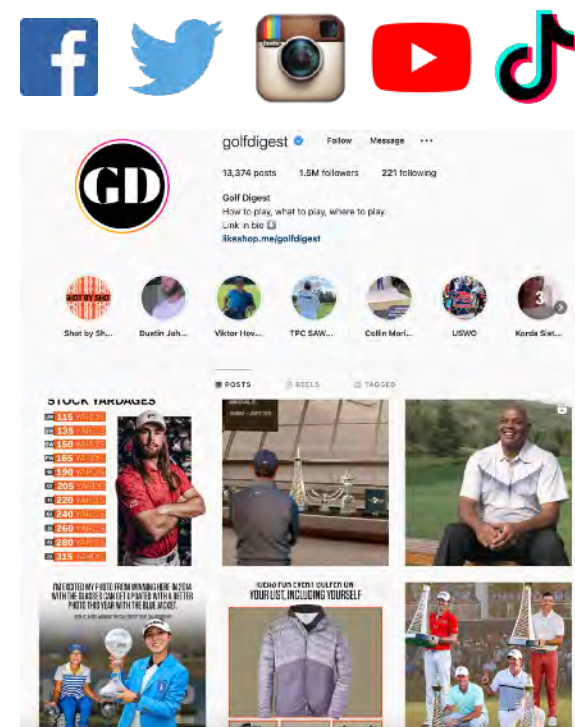


GOLF DIGEST STANDALONE REACH

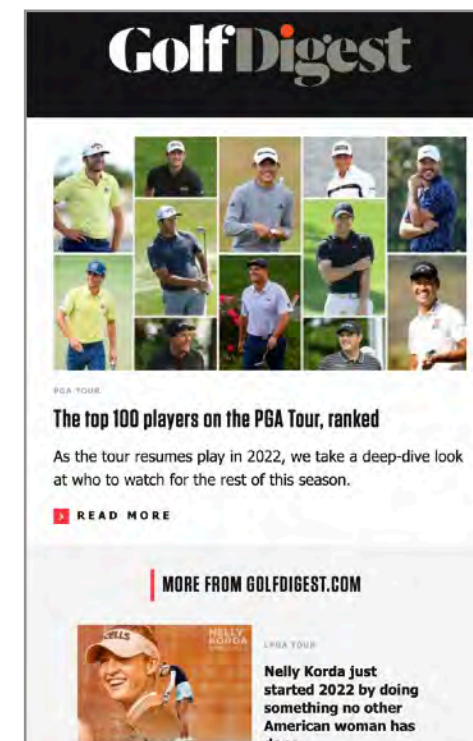
OUR AUDIENCE IS VAST ACROSS SEVERAL PLATFORMS



Average monthly uniques (in-season) **8MM**



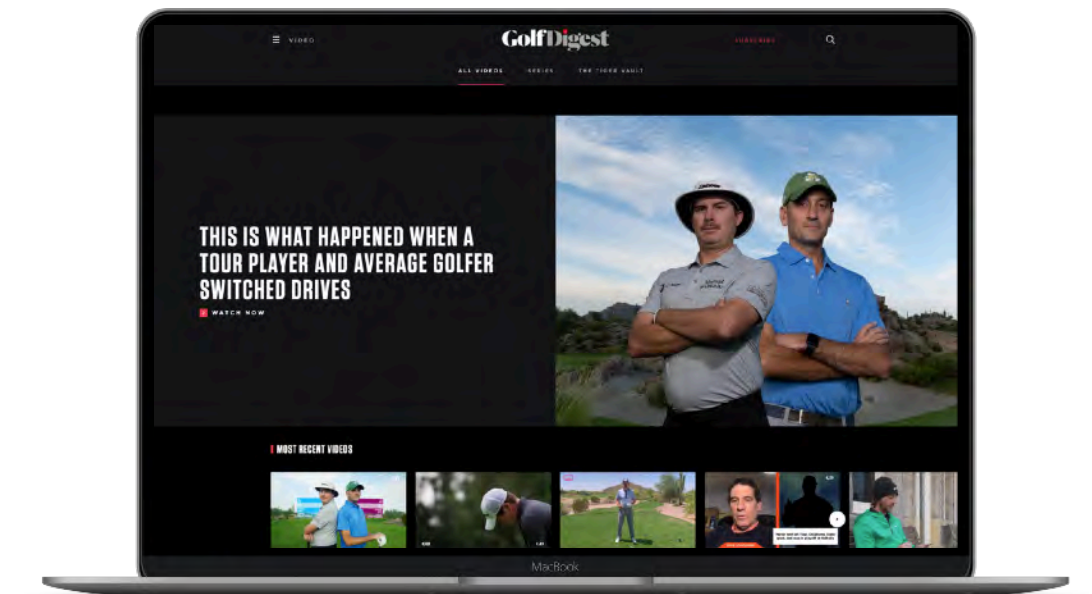
Social (F/TW/IG/YT/TK) **3.5MM**



Email Database **3.85MM**
(Newsletters + eBlast subscribers)



Print **3.6M**



Average Monthly Video Views **37.5MM**
(GD.COM + SOCIAL)

18.95M STANDALONE REACH

AN ACTIVE AND ENGAGING SOCIAL AUDIENCE



3.5MM

AVERAGE ENGAGEMENT PER POST:



+170% YoY
FOLLOWERS: 1.05MM



+19% YoY
FOLLOWERS: 1.52MM



+121% YoY
FOLLOWERS: 655K



FOLLOWERS: 244K



FOLLOWERS: 64K

GOLF DIGEST VS. THE COMPETITION

SOCIAL FOLLOWING & WEB TRAFFIC



Avg. Monthly UV

Total Following + Traffic (monthly avg.)

| Facebook | | Instagram | | Twitter | | YouTube | | Avg. Monthly UV | | Total Following + Traffic (monthly avg.) | |
|--------------------|-------------|--------------------|--------------|--------------------|------------|--------------------|-------------|--------------------|------------|--|---------------|
| Golf Channel | 810K | Golf Digest | 1.5MM | Golf Digest | 1MM | Fore Play | 285K | Golf Digest | 8MM | Golf Digest | 11.4MM |
| Golf Digest | 655K | Golf Channel | 1.4MM | Golf Channel | 1MM | Golf Digest | 244K | Golf.com | 5.6MM | Golf Magazine | 7.3MM |
| Golf Magazine | 644K | Fore Play | 824K | Golf Magazine | 464K | Golf Channel | 192K | Golf Channel | 1.5MM | Golf Channel | 4.9MM |
| Fore Play | 190K | Golf Magazine | 566K | Fore Play | 364K | Golf Magazine | 83K | | | Fore Play | 1.7MM |

GOLF DIGEST'S RAPIDLY GROWING FAN BASE | 2022 SUCCESS

GolfDigest.com experienced double-digit YoY growth in time spent **during major championship events in 2022:**



+54%

Visits up +20%



+50%

Visits up +22%



+48%

Visits up +7%



+37%

Visits up +22%

June was Golf Digest's best traffic month ever

OVER 11M UNIQUE VISITORS*

OVER 20M VISITS*

***FIRST TIME ECLIPSING THESE NUMBERS**

Fans stay engaged with Golf Digest beyond major championship season

**SEPTEMBER 2022
OUTPERFORMED NEAREST COMPETITOR BY
OVER 1MM UNIQUE VISITORS**

GOLF DIGEST REACHES AN AFFLUENT AUDIENCE



194

INDEX

Household net worth of \$1MM+



166

INDEX

Purchase designer or luxury brands



171

INDEX

Spent \$8k on a foreign vacation

GOLF DIGEST REACHES A YOUNGER, SUCCESSFUL & GOLF-OBSSESSED AUDIENCE



397
INDEX

Spent \$5,000 or more on golf clubs and related equipment during the past year



356
INDEX

Is a BDM at a medium sized business



477
INDEX

Belong to a country club

GOLF DIGEST 70+ YEARS OF BRAND EQUITY



PRINT AUDIENCE

Rate Base: **1,650,000**

Reach: **3,600,000**

HHI \$500K+ **Index: 214**

HH Net Worth \$1M+ **Index: 212**

C-Suite **Index: 274**

Work in Finance **Index: 164**

Work in Banking **Index: 186**

Bought Banking Services in Last 12 Months **Index: 181**

Participated in Golf 2+ times per week in last 12 months **Index: 1389**

Play Golf on Domestic or Foreign Vacation Trips **Index: 569**

Spent \$300+ in Total on Golf Clothing in Last 12 Months **Index: 1334**

YEAR-ROUND + EXCLUSIVE COVERAGE + ACTIVATION OPPORTUNITIES

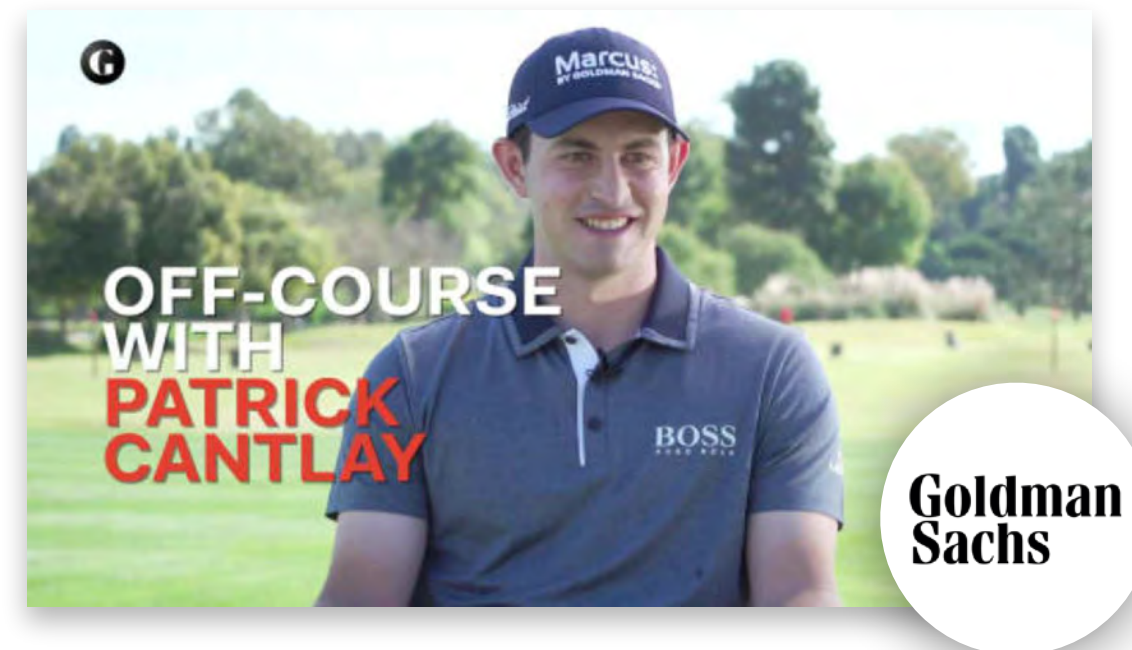
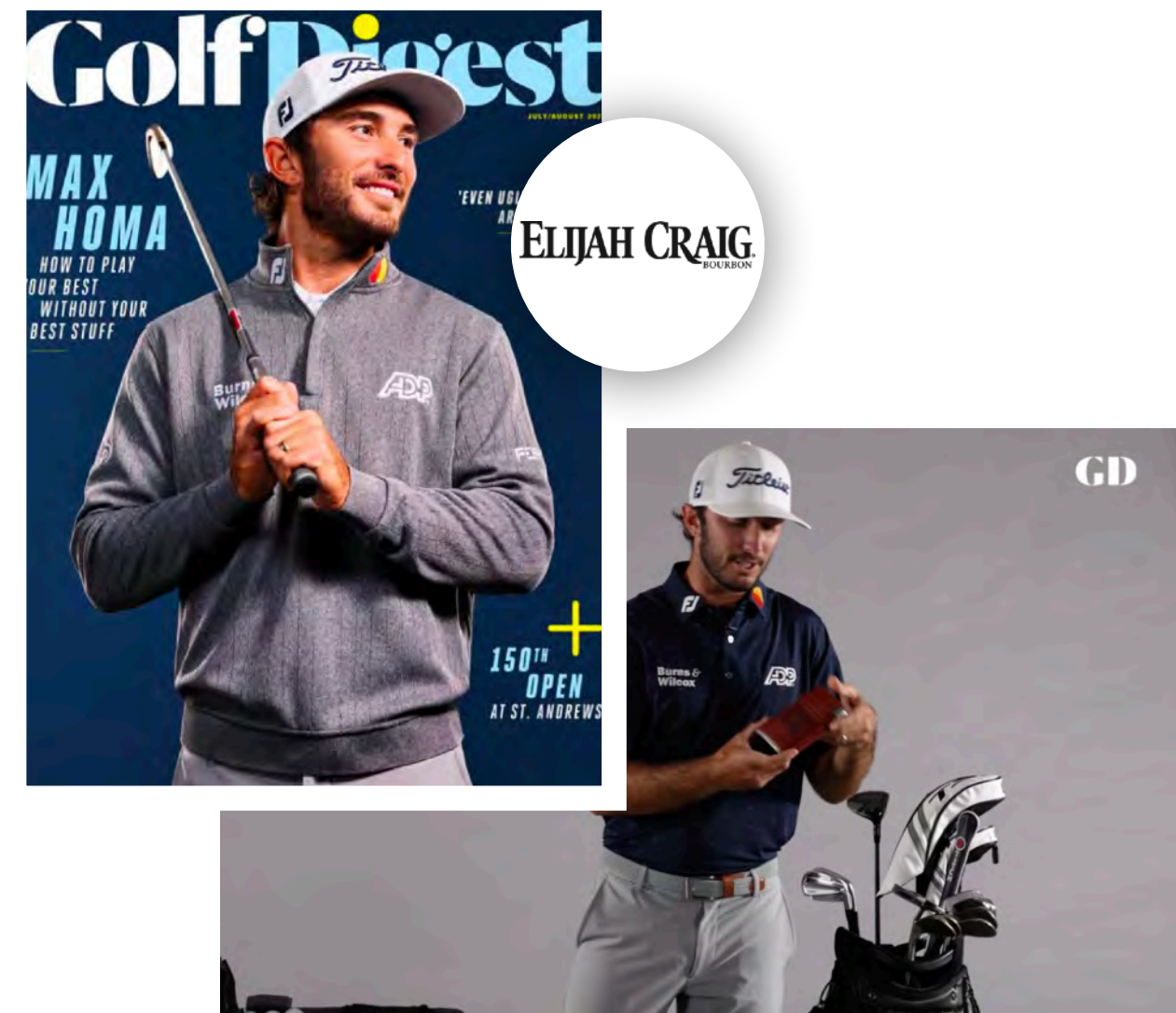
| | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV/DEC |
|--------------------|--|--|---|---|---|---|---|---|---|---|---|
| |  |  |  |  |  |  |  |  |  |  |  |
| PRINT | | Best New Courses, Best Young Teachers Hot List SIP | Masters Preview, The Greatest States for Golf | | PGA Championship Preview, America's 100 Greatest | U.S. Open Preview | Open Championship Preview, Editor's Choice Golf Bags | | Ryder Cup Preview | 50 Best Teachers | Winter Prep |
| HOSPITALITY | |  | PLAYERS VIP Hospitality | Masters VIP Hospitality |  | | | | | | |
| TOURNAMENTS | <ul style="list-style-type: none"> • Sentry Tournament of Champions • Sony Open • The American Express • Farmers Insurance Open | <ul style="list-style-type: none"> • AT&T Pebble Beach Pro-Am • Waste Management Phoenix Open • The Genesis Invitational • The Honda Classic | <ul style="list-style-type: none"> • Arnold Palmer Invitational • THE PLAYERS Championship • Valspar Championship • WGC - Dell Technologies Match Play | <ul style="list-style-type: none"> • Valero Texas Open • The Masters • RBC Heritage • Zurich Classic • Mexico Open | <ul style="list-style-type: none"> • Wells Fargo Championship • AT&T Byron Nelson • PGA Championship • Charles Schwab Challenge | <ul style="list-style-type: none"> • The Memorial Tournament • RBC Canadian Open • U.S. Open • U.S. Women's Open • Travelers Championship • Women's PGA Championship | <ul style="list-style-type: none"> • Rocket Mortgage Classic • John Deere Classic • Genesis Scottish Open • The Open Championship • 3M Open | <ul style="list-style-type: none"> • Wyndham Championship • FedEx St. Jude Championship • BMW Championship • TOUR Championship • Women's Open | <ul style="list-style-type: none"> • Fortinet Championship • Ryder Cup | <ul style="list-style-type: none"> • Sanderson Farms Championship • Shriners Children's Open • The CJ Cup • Zozo Championship • Bermuda Championship | <ul style="list-style-type: none"> • World Wide Technology Championship • Houston Open • The RSM Classic • Hero World Challenge |

Signifies Designated Event or Major Championship/Ryder Cup



WHAT'S **NEW** WITH GOLF DIGEST

AMPLIFYING YOUR BRAND AMBASSADOR INVESTMENT

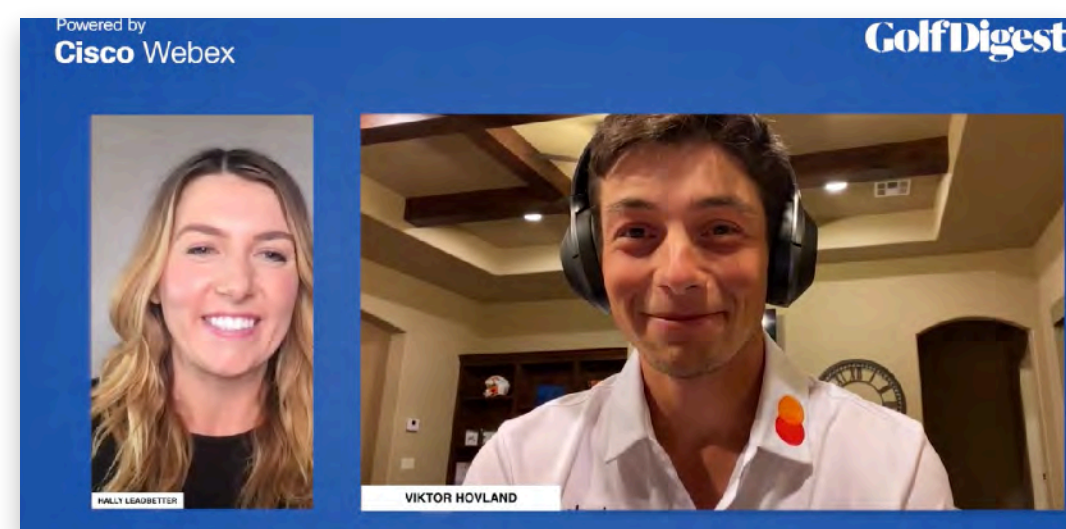


PREMIER PLAYER PACKAGE

In 2023 we are continuing to re-imagine the way we work with athletes to deliver on the objectives of their brand and equipment partners. Built upon an extensive history of innovative and eye-catching campaigns, we have explored new ways of working with professional golfers & coaches, thus bringing you new 360-degree opportunities.

How does it work?

- ▶ Ensuring your brand and marketing campaigns surrounding your athlete work harder to amplify your relationship of that particular golfer
- ▶ Providing a one-stop shop with world class content production and distribution
- ▶ Presenting new, innovative concepts to activate on behalf of your clients
- ▶ Helping to consolidate and streamline broad spectrum campaigns in multiple markets
- ▶ 360 custom marketing solutions span across: Print, Digital, Video + Social



SECURING A BRAND AMBASSADOR | FEATURED PLAYER PACKAGE

With 70+ years of brand equity and creating relationships in the industry, Golf Digest will work with your brand to recommend a brand ambassador that embodies the brand's ethos.

Your brand and Golf Digest will collaborate on **an ambassador onboarding strategy** — starting with identifying a player — and then collaborating on how to best leverage their influence to deepen relationships with potential consumers.

As part of Golf Digest's Featured Player Package, your brand could receive:

VIDEO

- ▶ Ambassador-related editorial content living on a video landing page on GolfDigest.com
- ▶ **Brand opportunity:** 100% SOV of presented by logo and pre-roll around videos

DIGITAL

- ▶ Ambassador-related editorial content living on GolfDigest.com
- ▶ **Brand opportunity:** 100% SOV of banners surrounding the landing page on GolfDigest.com

SOCIAL

- ▶ Sponsorship of social teasers pertaining to the video and/or digital content
- ▶ **Brand opportunity:** Brand to sponsor all ambassador-related social content from the issue on Facebook, Instagram, and Twitter. Throughout all organic and dark social posts, your brand will be tagged as the official partner "in paid partnership with"



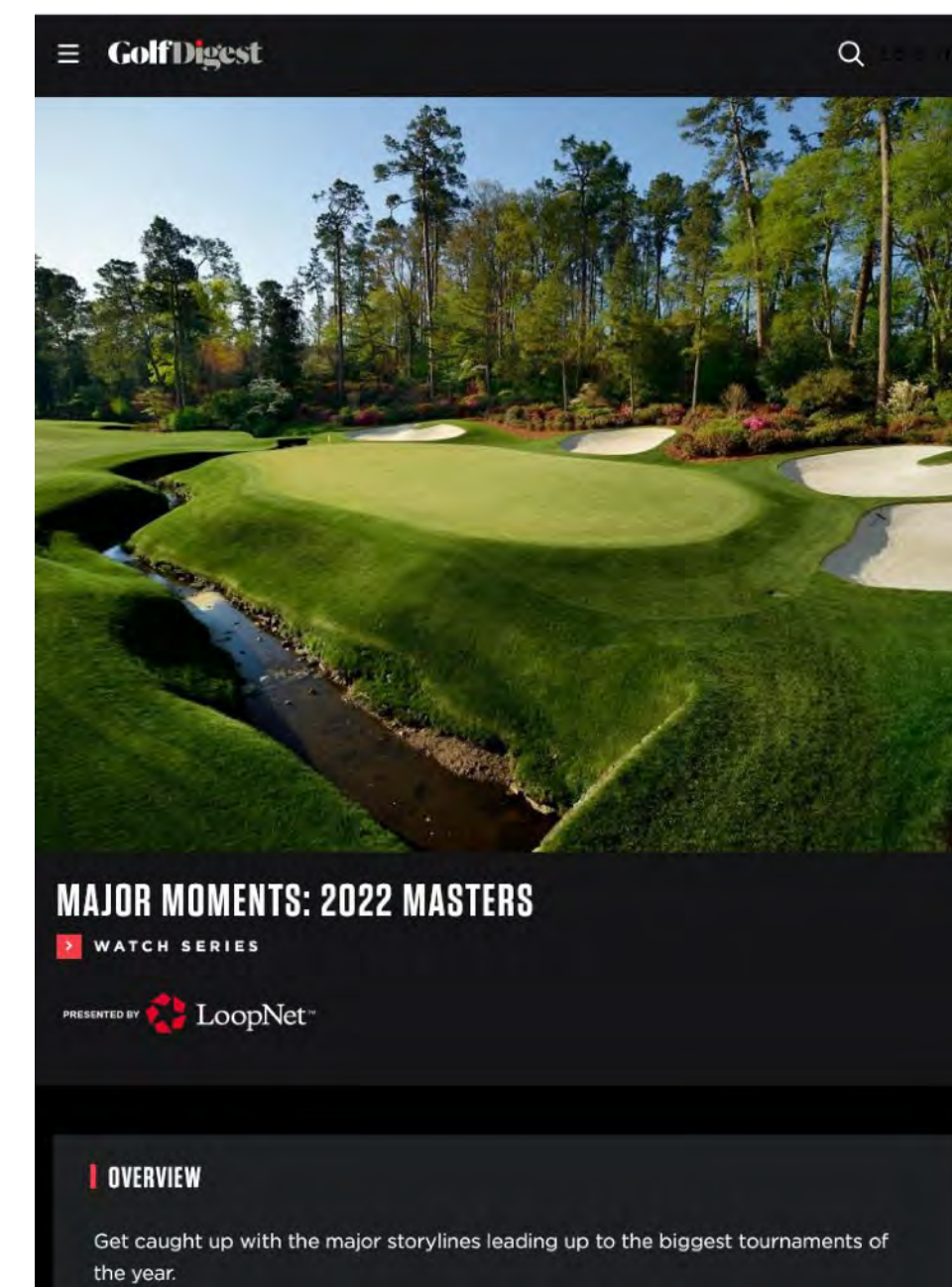
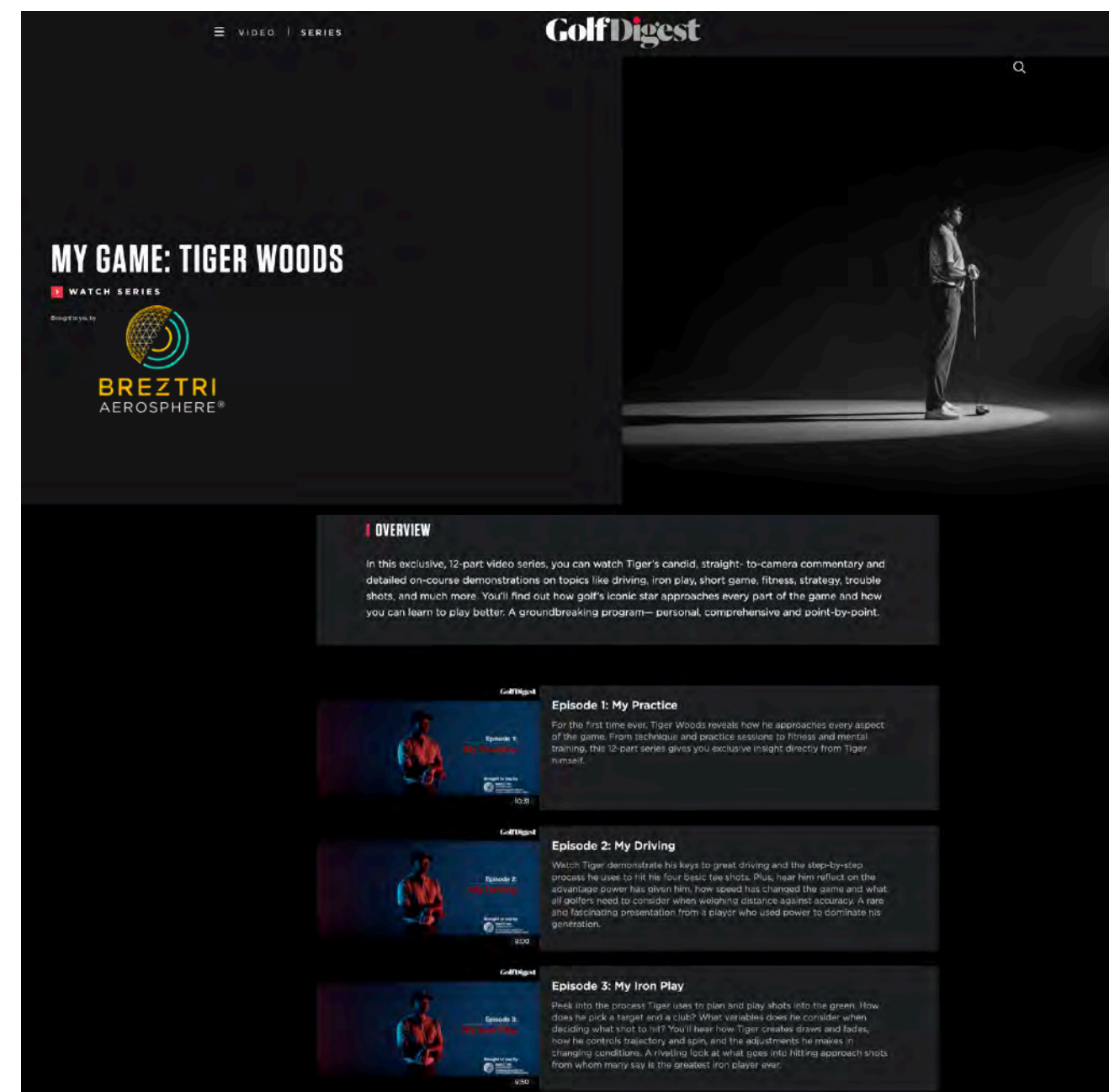
VIDEO SERIES OWNERSHIP

SURROUND YOUR CONTENT AT EVERY ENTRY POINT WITH COMPLETE OWNERSHIP OF A VIDEO SERIES

Whether it be sponsorship of a branded content series or sponsorship of Major Moments, your brand will surround the content on our Video Homepage, Video Watch Page and the Series Watch Page

Sponsorship of Branded + Editorial Content Series

- ▶ Pre-roll
- ▶ Logo integration
- ▶ Surrounding assets including ROS display, high-impact units



Sponsorship of Major Moments Package

- ▶ Pre-roll
- ▶ Logo integration
- ▶ Presence on Video Homepage, Video Watch Page, Series Watch Page

2023 MAJOR CHAMPIONSHIPS | DIGITAL + VIDEO SPONSORSHIP

BE THERE FOR THE MOMENTS GOLF FANS WILL REMEMBER FOREVER

Your brand can own a guaranteed editorial & video SOV surrounding golf's most anticipated moments of the season — The Majors.

Major Championship content could include:

- ▶ Expert Picks
- ▶ Viewer's Guides
- ▶ Majors Recaps
- ▶ Player Features
- ▶ Host Course History
- ▶ Major-related Video Series

In addition to Golf Digest's Major Packages (3 week flight), your brand can activate around these monumental events with complementary content such as:

- ▶ Custom native articles [Example](#)
- ▶ Custom video content [Example](#)
- ▶ Interactive features [Example](#)
- ▶ Complementary editorial franchise sponsorships [Example](#)
- ▶ Social activations, dark and/or organic

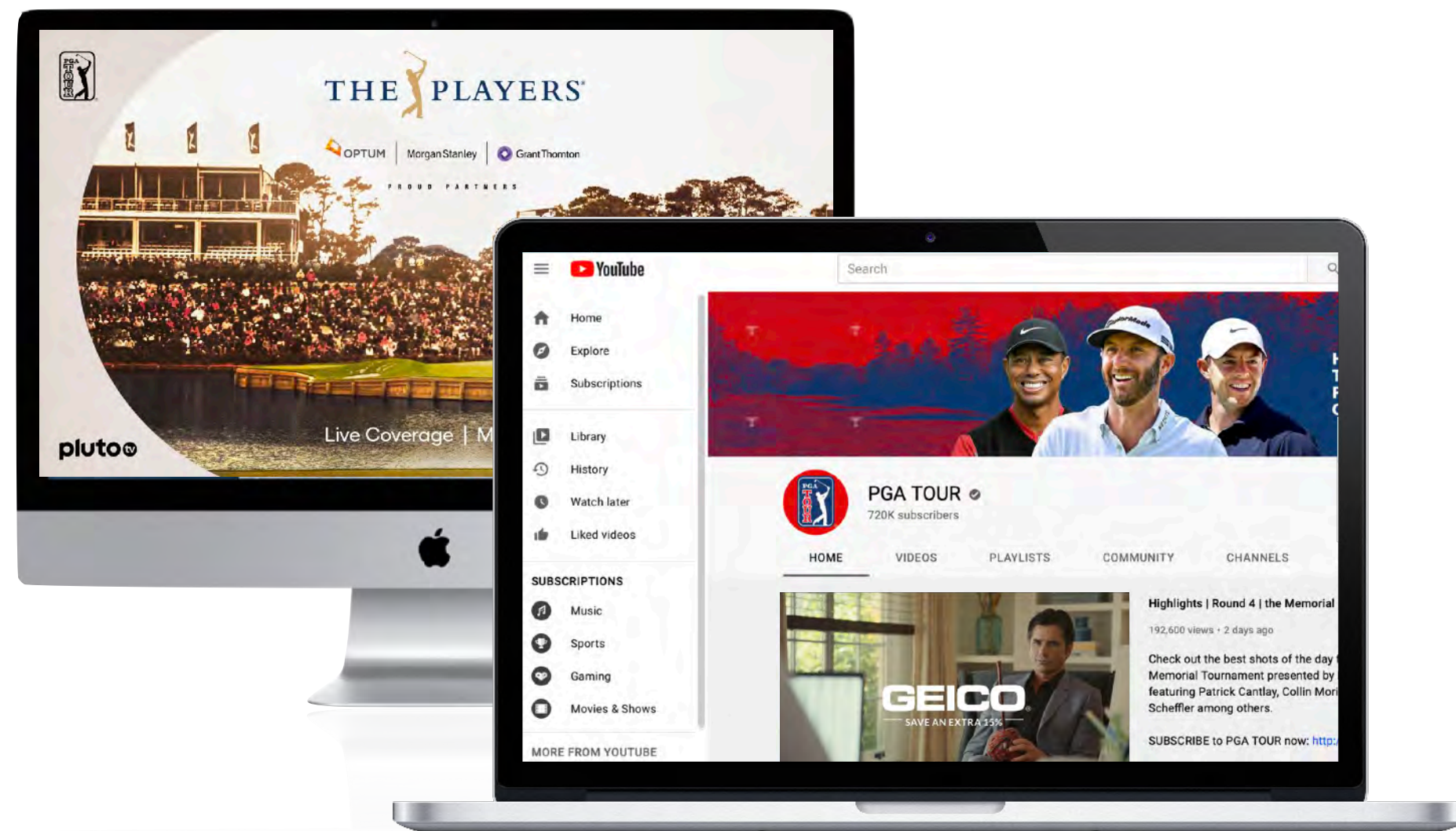


PGA TOUR-RELATED MEDIA

LEVERAGE GOLF DIGEST'S PARTNERSHIP WITH THE PGA TOUR

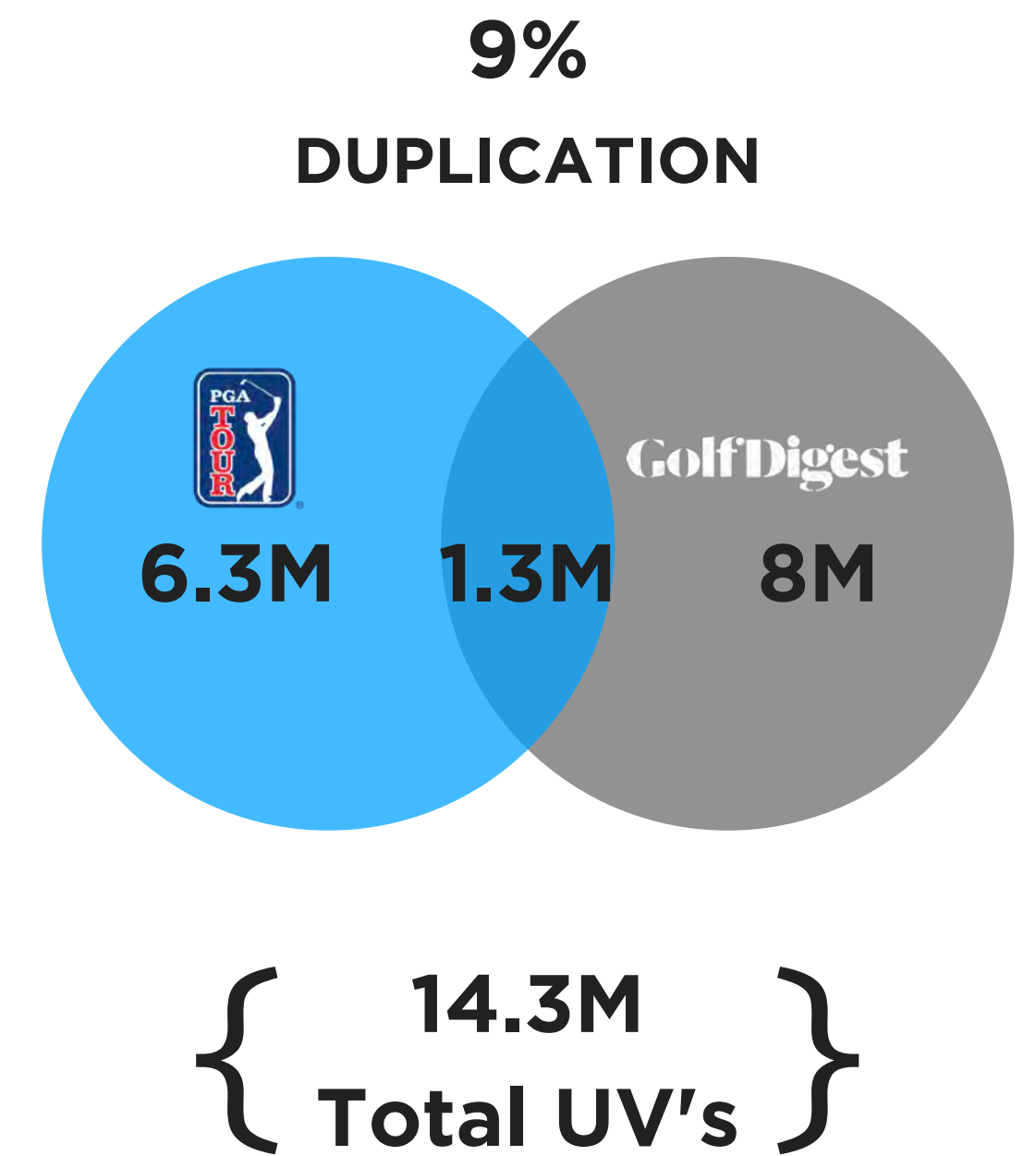
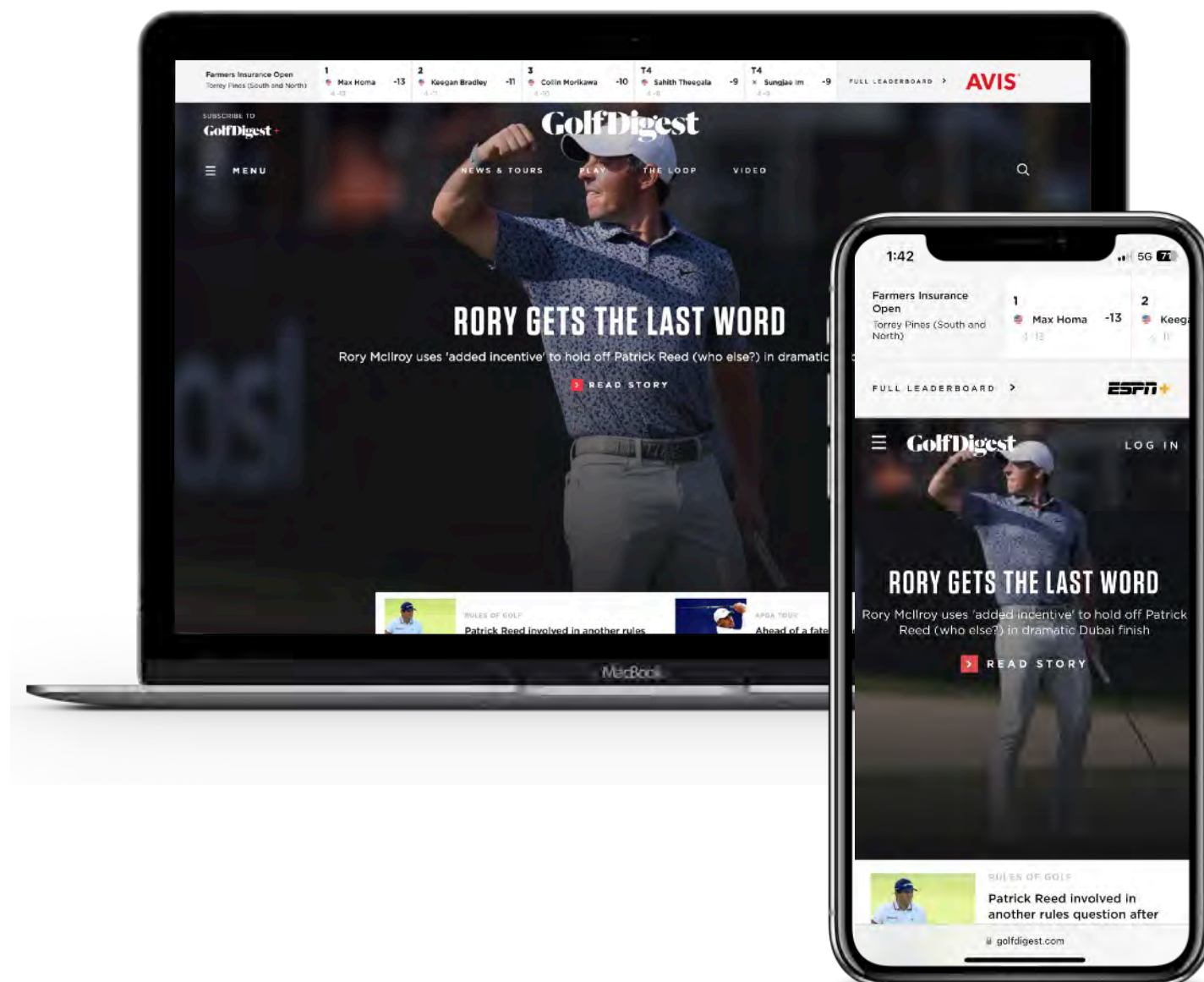
Run-of-Site Video: Xumo, Pluto, SendToNews

- Partners will have the ability to run pre and mid-roll video creative across PGA TOUR content throughout our syndicated channels: YouTube, Xumo, Pluto and SendToNews



PGA TOUR Leaderboard on GolfDigest.com

- Partners can sponsor the PGA TOUR leaderboard on GolfDigest.com, linking back to the full leaderboard on PGATour.com



GOLF DIGEST PLACES TO PLAY

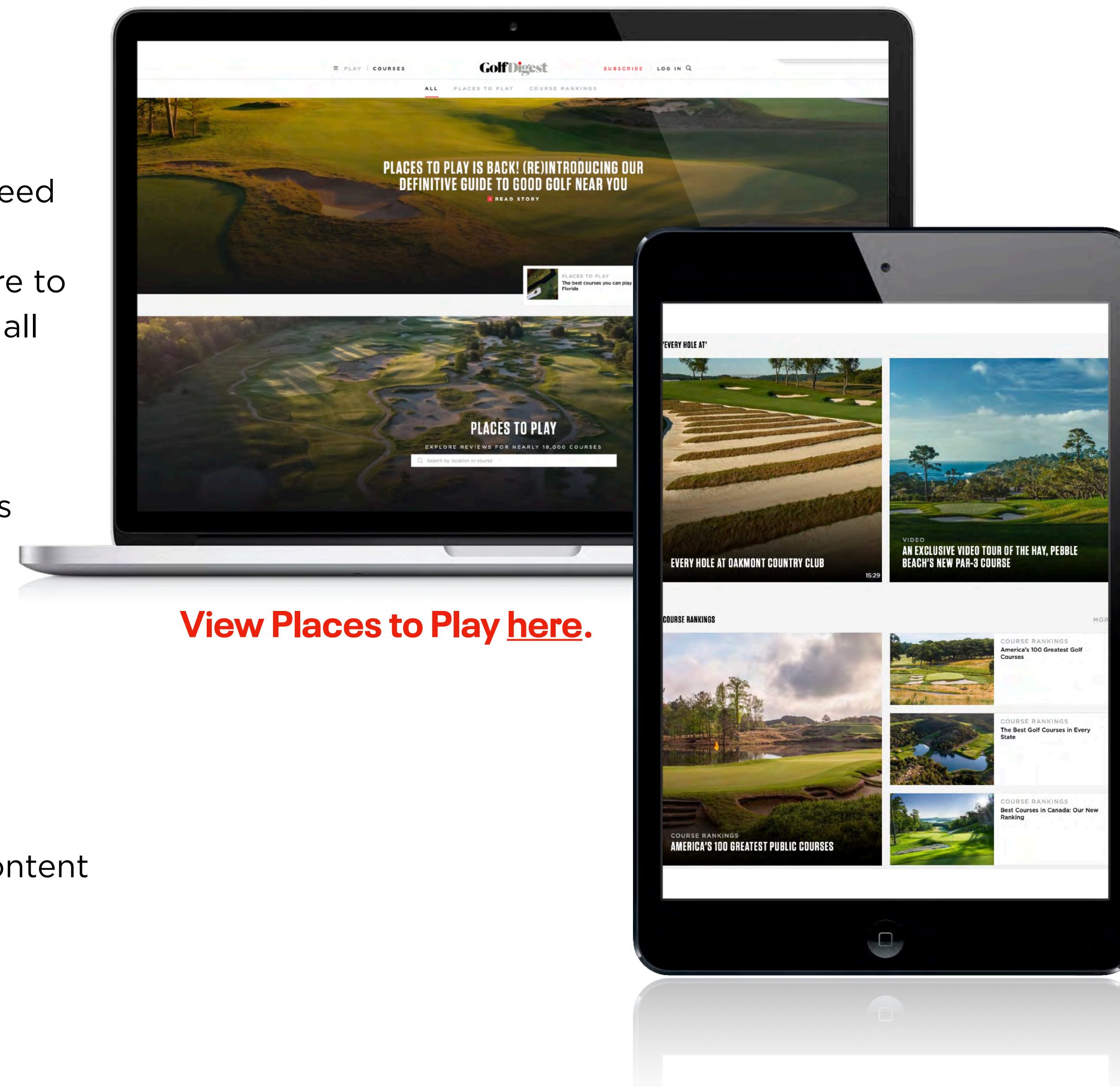
Golf Digest's all-new travel hub offers golfers everything they need when it comes to researching and booking their next golf trip. Whether its the where to host the ultimate buddies trip or where to save for retirement, this new destination is a go-to resource for all things golf and travel.

Key features include:

- ▶ Ratings and reviews from Golf Digest's coveted Course Raters
- ▶ Ratings and commentary from fellow Golf Digest fans
- ▶ Direct links to book tee times
- ▶ Direct links to the featured property maps and Golf Digest editorial rankings
- ▶ Premium related travel stories and/or videos

Sponsorship opportunities include:

- ▶ 50% SOV of ads on site section homepage and all relevant content
- ▶ 50% SOV of presented by logo
- ▶ Courses site section targeted display
- ▶ Dark social promotion



GOLF DIGEST CAN HELP DRIVE CONVERSIONS & ROI

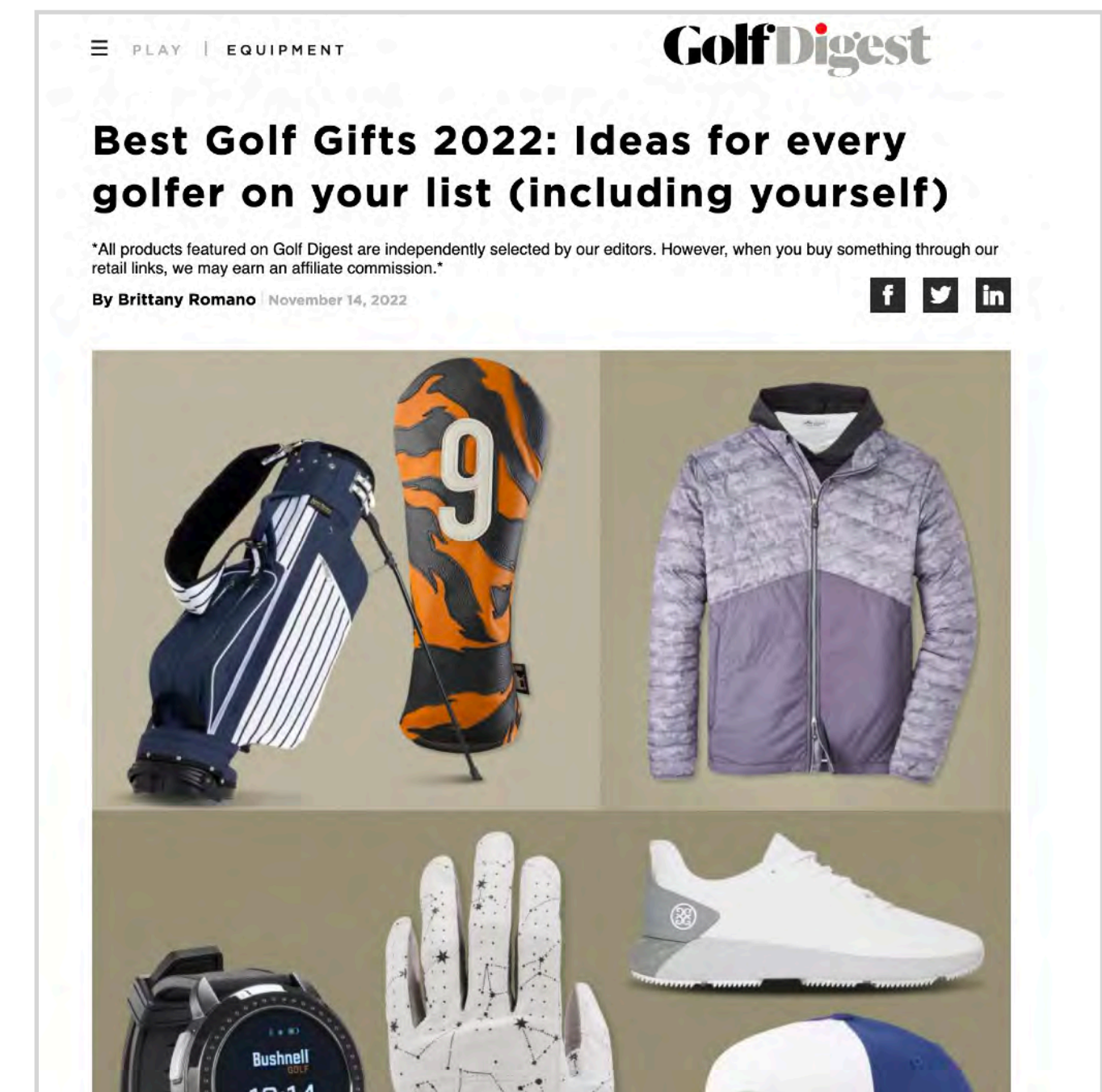
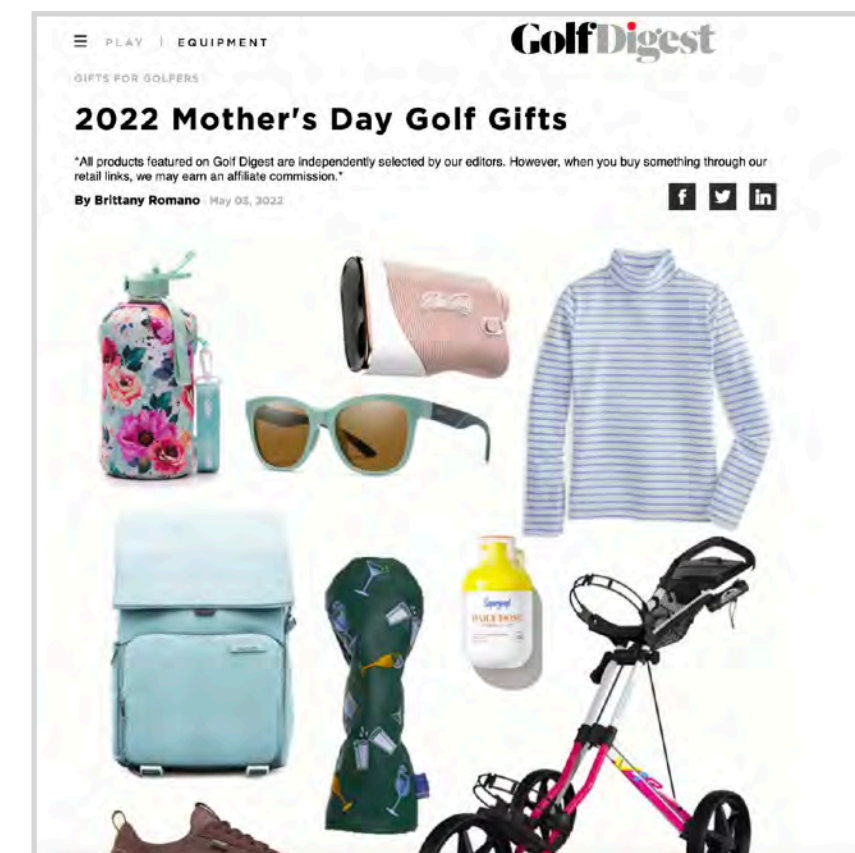
Golf Digest has a variety of offerings that can help your brand push product, driving purchases and ROI.

GOLF DIGEST GIFT GUIDES

Your brand has the opportunity to be featured on Golf Digest during any gift-giving time when people are searching what to buy their golf-loving family and friends. Brought to life through **organic gift guide integration, high-impact media, and homepage takeovers**, we'll ensure your brand is top-of-mind as golfers are in the gift giving mindset.

Timing

- ▶ Mother's Day
- ▶ Father's Day
- ▶ Black Friday
- ▶ Christmas
- ▶ Any other gift-giving time!



CUSTOM ARTICLE OPPORTUNITIES

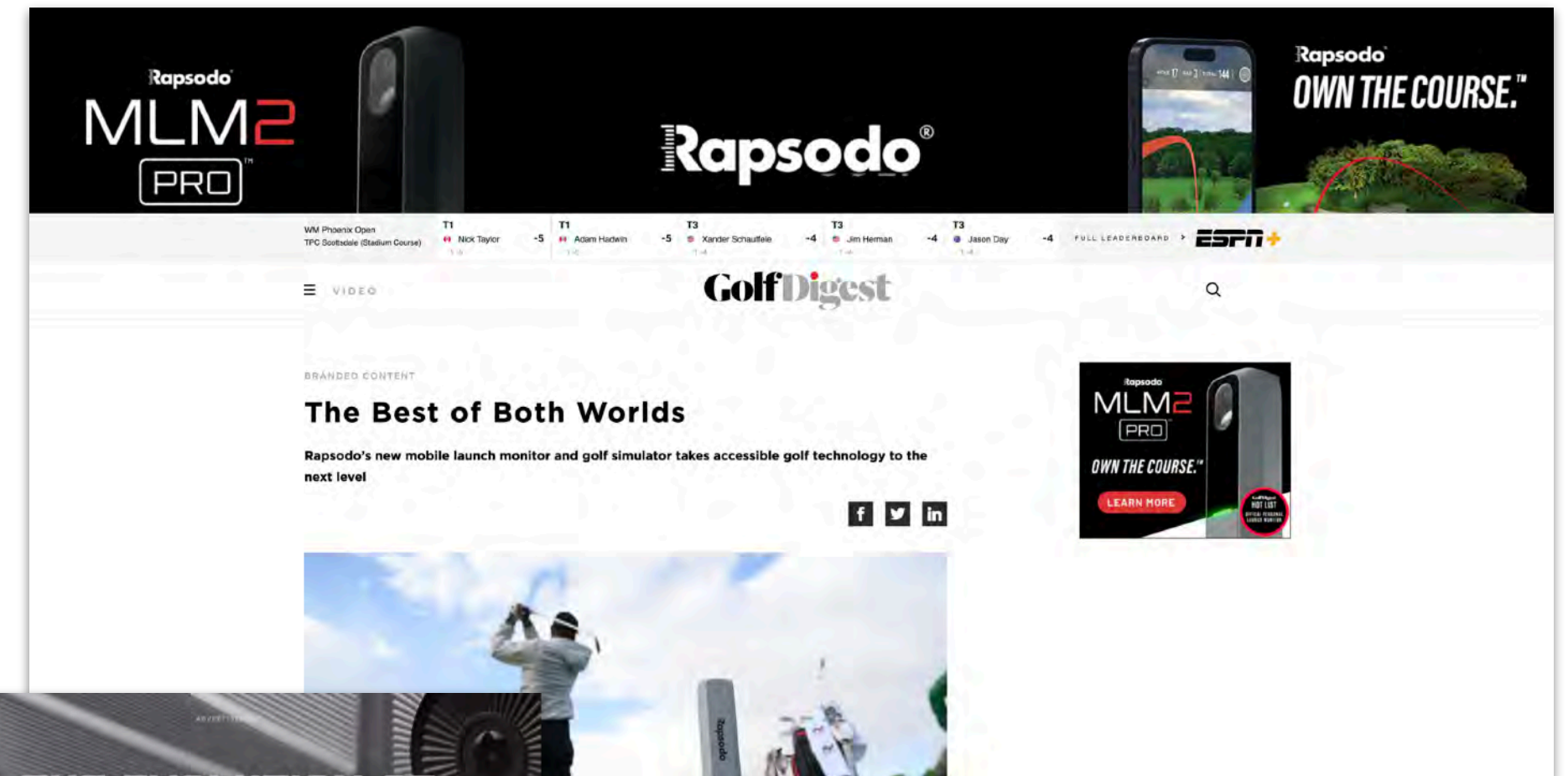
Golf Digest can leverage our authoritative voice and storytelling expertise to collaborate on custom articles with your brand in both digital and print.

GOLF DIGEST NATIVE ARTICLES

In partnership with your brand, Golf Digest will collaborate on an all-new custom article living on GolfDigest.com. The piece will be written in the same tone and have the same aesthetic as other Golf Digest editorial articles. The content will be promoted via a suite of attention-grabbing high impact media, dark social and newsletters.

GOLF DIGEST ADVERTORIAL

To showcase your brand and ensure that your brand stands out from the crowd in print, an advertorial can delve deeper into your brand messaging and bring your brand to life through unique storytelling and powerful imagery.



Native Article



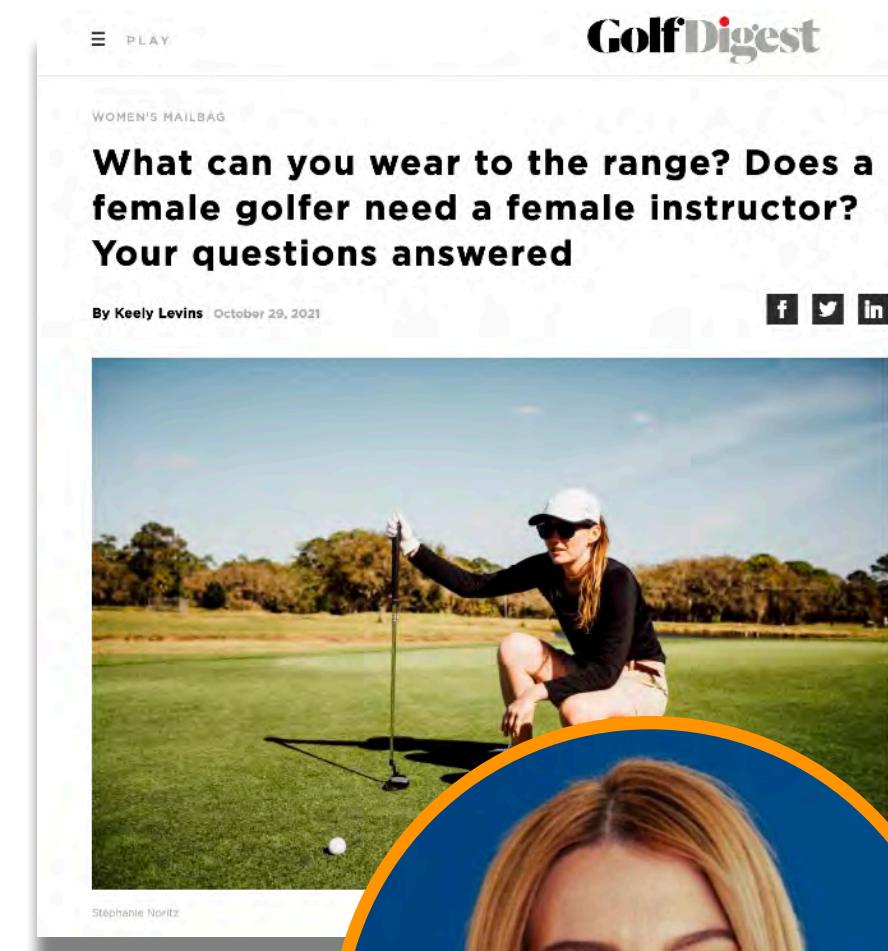
Advertorial

WOMEN'S-FOCUSED INITIATIVES



Golf Digest Woman - Newly launched, Golf Digest Woman's mission is to create a destination for women of all abilities to go to get answers to their golf questions, and to find a community of women who love the game, too. Original content on our website and social media channels will provide female golfers with expert swing instruction, gear recommendations, travel tips and advice about everything else that comes with being a golfer. **With dedicated video and social channels, Golf Digest Woman remains a key initiative for Golf Digest in 2023, with key features including:**

- ▶ GD Woman Site Section
- ▶ GD Woman Newsletter
- ▶ GD Woman Dedicated Facebook Group
- ▶ GD Woman Dedicated Instagram



Hally's Monthly Mailbag -

Women will write into Hally asking their golf (and beyond!) questions, in hopes of having them answered in her monthly social-first video series. The video will be embedded into an article for Golf Digest Woman, to cover all of the Q&A in written form as well, with promotion on Golf Digest Woman channels (newsletter and social).

GOLF DIGEST ORIGINAL STORYTELLING | PODCAST NETWORK

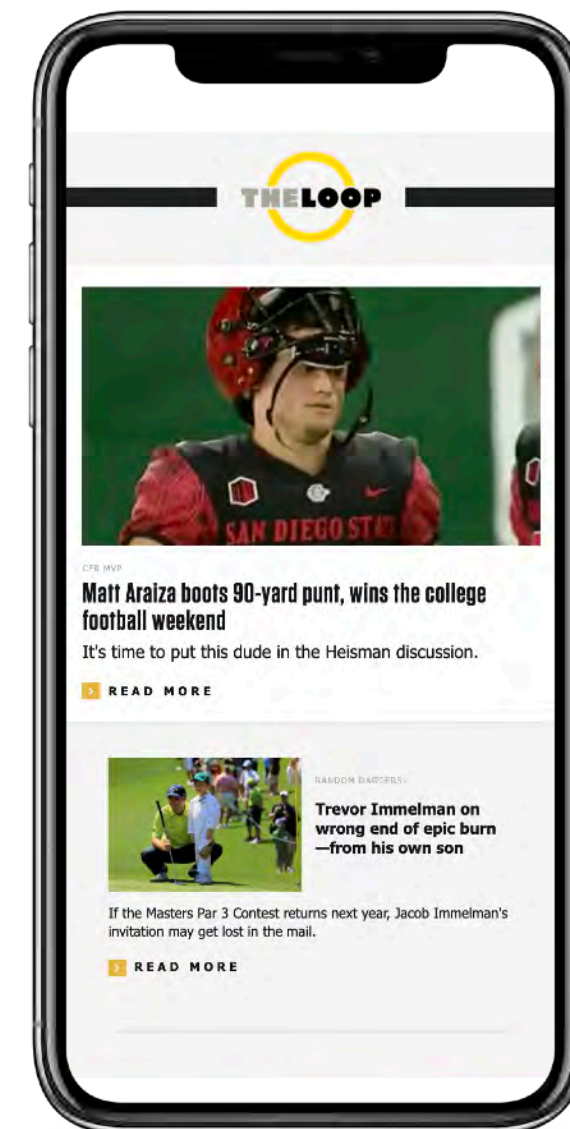
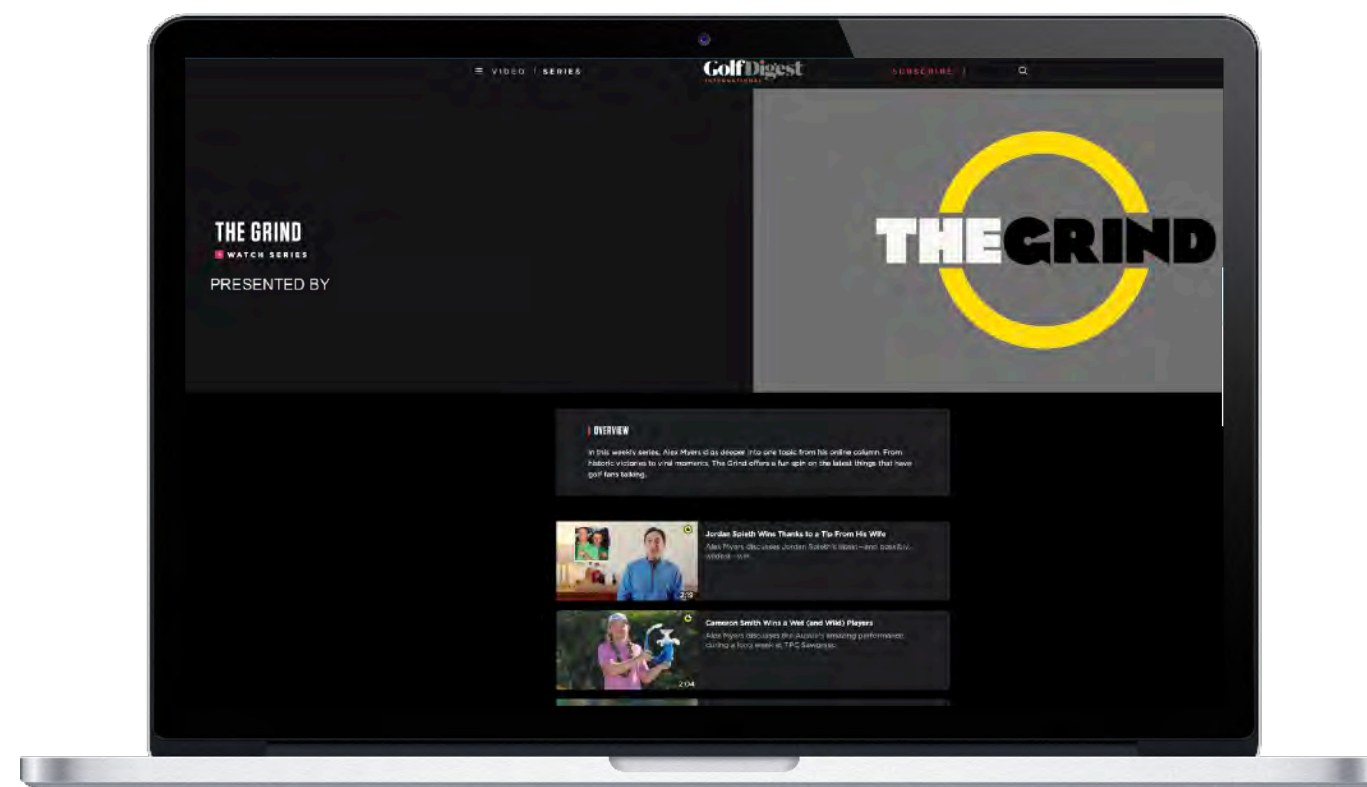
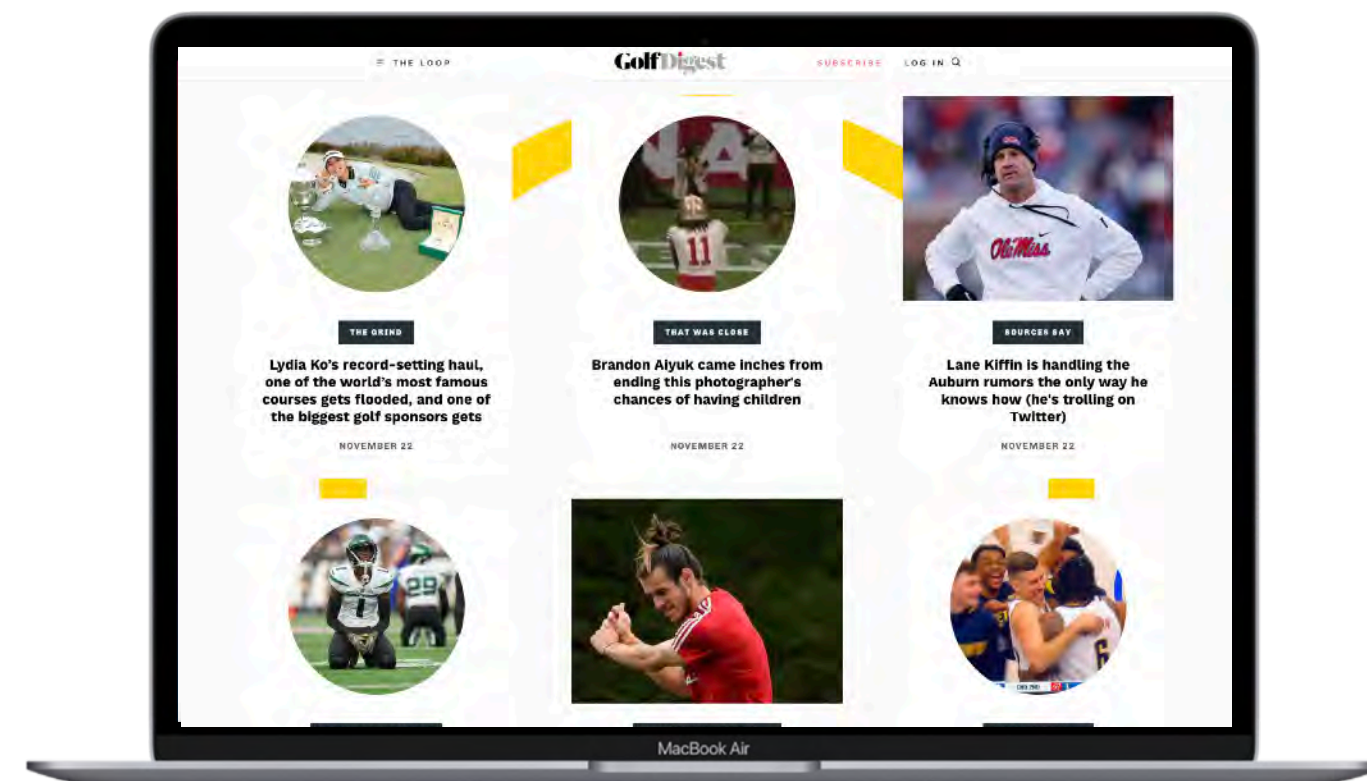


Local Knowledge — The best golf stories have multiple layers to them. In each episode, Local Knowledge dives deep into a subject golfers want to know about, whether it's about the game they play, the competition at the highest level, or the surprising ways golf factors into larger conversations throughout society.

The Loop — Formerly called “Be Right”, our all-new podcast delves into other areas like the NFL, college football, pop culture, F1, tennis and whatever else piques our interest on that particular day. Of course, we will still also stick to our main area of expertise -- betting on golf. We'll also have the same great guests, and we'll continue to keep the conversation light, fun and informal.

Golf IQ — Golf Digest's newest podcast and accompanying web series (debuting March 2023) will be targeted towards golfers who want to understand the game better in pursuit of lower scores. In weekly 10-12 minute segments, co-host Luke Kerr-Dineen and a roundtable of co-hosts will explain innovative ideas and approaches to the golf swing, golf equipment, the mental game, course strategy and more.

TAPPING INTO A YOUNGER DEMOGRAPHIC



Interested in reaching a younger demographic about topics beyond just golf? The Loop and The Grind are own-able franchises that cover all of sports and entertainment's latest happenings.

THE LOOP (Check out The Loop [here](#))

The modern handbook to sports, entertainment and pop culture. Irreverent and unpredictable, The Loop expands the conversation to what golfers are talking about when they're not talking about golf. The Loop contains a mixture of podcasts, blogs, and video series featuring company staff in what has been described as "golf's best look inside the ropes".

THE GRIND (Check out The Grind [here](#))

In this reoccurring editorial video and article series, Alex Myers digs deeper into topics from his online column. From historic victories to viral moments, The Grind offers a fun spin on all the latest things that have golf fans talking.

EXPONENTIAL GROWTH IN GOLF DIGEST NEWSLETTER + EMAIL DATABASE SUBSCRIBERS

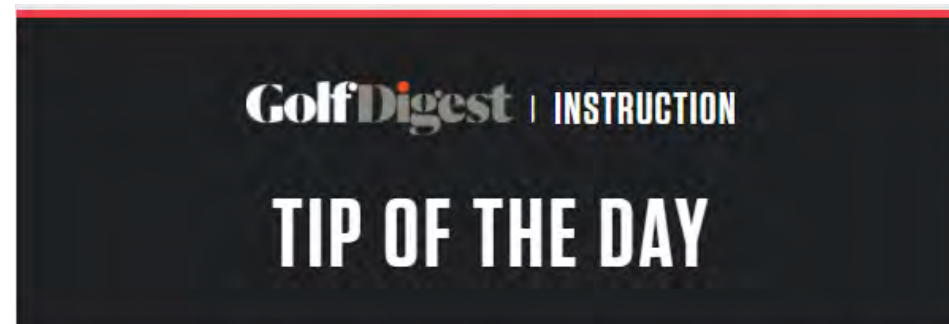
Golf Digest newsletters across various topics have seen a large subscriber growth due to email list optimization and specific growth tactics. All newsletters accommodate the marquee size of 970x550, as well as, 970x250, and 300x250



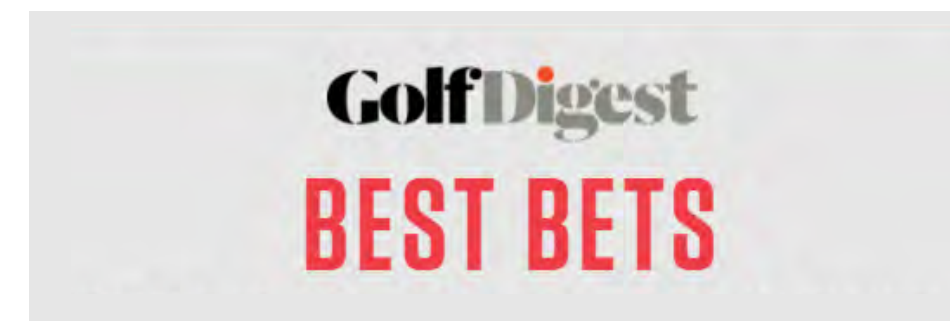
HIT LIST
Daily



NEWS & TOURS
(GOLF WORLD)
Daily



TIP OF THE DAY
Monday - Friday



BEST BETS
Wednesday



THE LOOP
Monday + Thursday



GD SELECT
Wednesday



BREAKING NEWS
As needed



GD WOMAN
Weekly

2.6M
EDITORIAL NEWSLETTER SUBSCRIBERS

1.25M
OPT-IN EMAIL DATABASE
UNDUPLICATED

1P DATA: DELIVERING BRAND + AUDIENCE OBJECTIVES

Golf Digest has developed various audience segmentations designed to more efficiently super serve our partners who wish to reach specific audience target(s).



PGA TOUR Superfan

Fans of inside the ropes content of the professional game. Players, stats, scoring, streaming, etc. of the PGA TOUR, Champions Tour, Korn Ferry Tour, and beyond.



Golfer

Golfers who enjoy the game themselves, thru playing, instruction, or being in-market shoppers of apparel and equipment gear.



Travel Enthusiasts

Golfers who travel. Tournaments, Vacations, Offers, or Bucket List creators who are on the go and willing to plan a trip of the lifetime!



Social Active Golf Fan

Golf fans on PGATOUR.COM or Golf Digest who are active on social media platforms



Gaming Enthusiast

Golf enthusiasts who are eager to place their bets for this week's tournament. These fans play fantasy, read fantasy content, are up to date on the odds, and love gaming as a way to engage with the sport.



Health and Fitness Enthusiasts

Golf enthusiasts who are eager to place their bets for this week's tournament. These fans play fantasy, read fantasy content, are up to date on the odds, and love gaming as a way to engage with the sport.



HNW Influencer

Influential, business decision makers with a high net worth/ household income (\$100k+)



CONTENT | ORIGINAL PRODUCTIONS

GOLF DIGEST BRANDED CONTENT PRODUCTION STUDIO

GOLF DIGEST STUDIO IS POWERED BY A NETWORK OF WORLD-CLASS EXPERTS IN INNOVATION AND CROSS-PLATFORM CONTENT DEVELOPMENT



MEET THE EXPERTS



STINA STERNBERG
VP DIGITAL CONTENT

- ▶ 14 years as a Golf Digest writer, editor and video producer (with stints on the side as on-camera talent and producer for Golf Channel and ESPN)
- ▶ Moved over to the business side to launch the Golf Digest Studio in 2014
- ▶ Oversees all feature-video production for WBD Golf and delivers a unique mix of golf, editorial and marketing experience to the brand's custom-content business, which is entering its third year of triple-digit growth
- ▶ Five-time GWAA award winner; a former Condé Nast Brand Marketer of the Year; and a current nominee for the 2022 Women in Content Marketing Awards

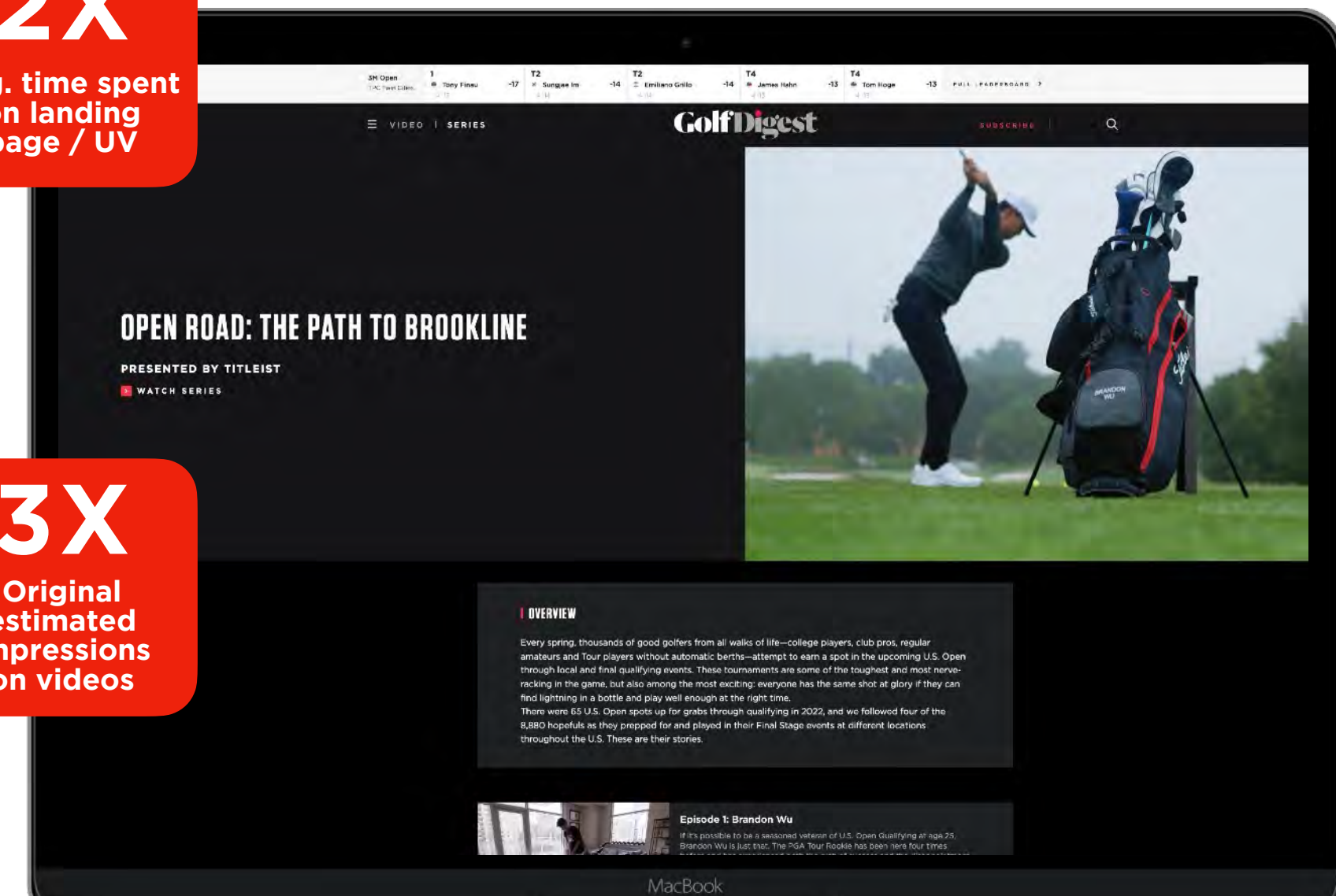
JAY KOSSOFF
EXECUTIVE PRODUCER

- ▶ Kossoff joined Golf Digest in 2020 as our custom content and tour-player productions
- ▶ An award-winning and Emmy-nominated showrunner, executive producer, director and storyteller, his experience includes 20+ years at NBC Sports Group's Golf Channel, where he served as Vice President & Executive Producer of Original Productions
- ▶ As part of the GC launch team, Kossoff was in charge of documentary, travel, reality, competition, talk, branded-content and short/long-format specials. (Notably, he co-created, executive-produced, and was the showrunner for the popular Big Break series, which was on the air for 23 seasons.)

2X

Avg. time spent on landing page / UV

TITLEIST CASESTUDY

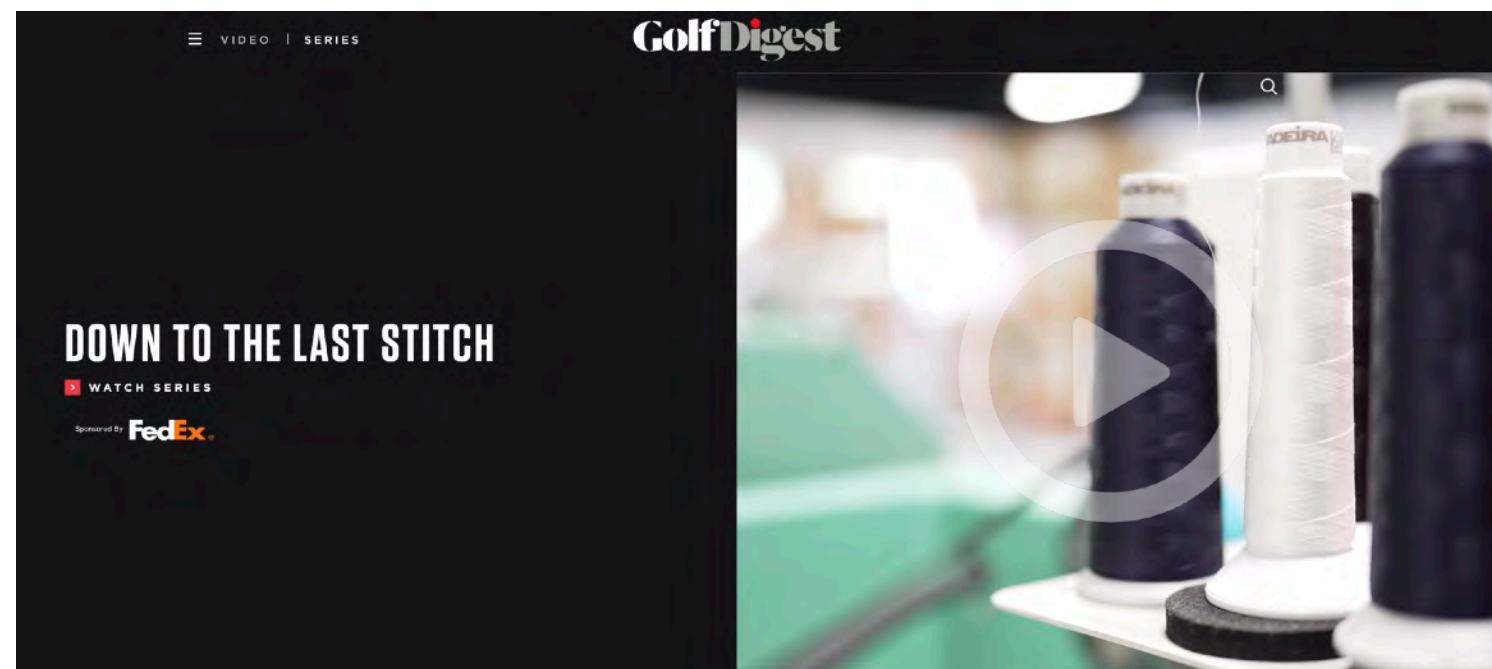


3X

Original estimated impressions on videos

GOLF DIGEST BRANDED CONTENT PRODUCTION STUDIO | CASE STUDIES

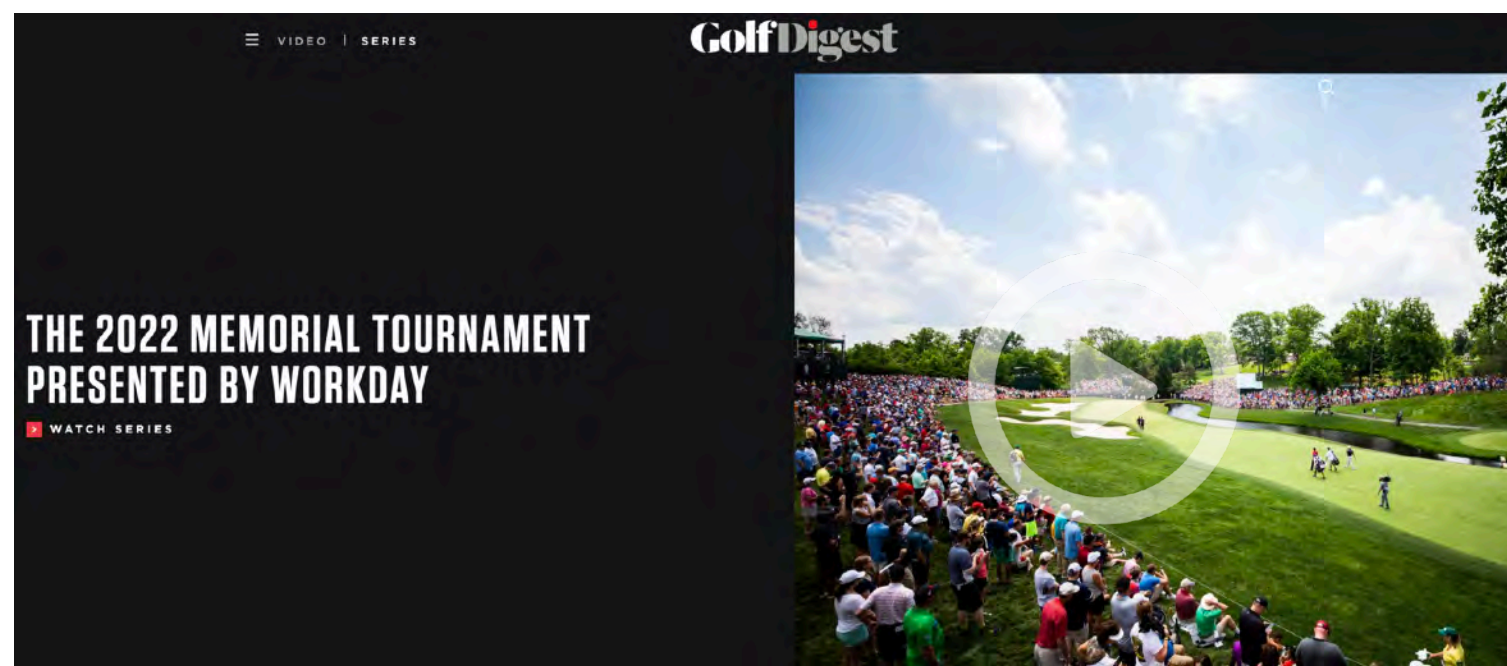
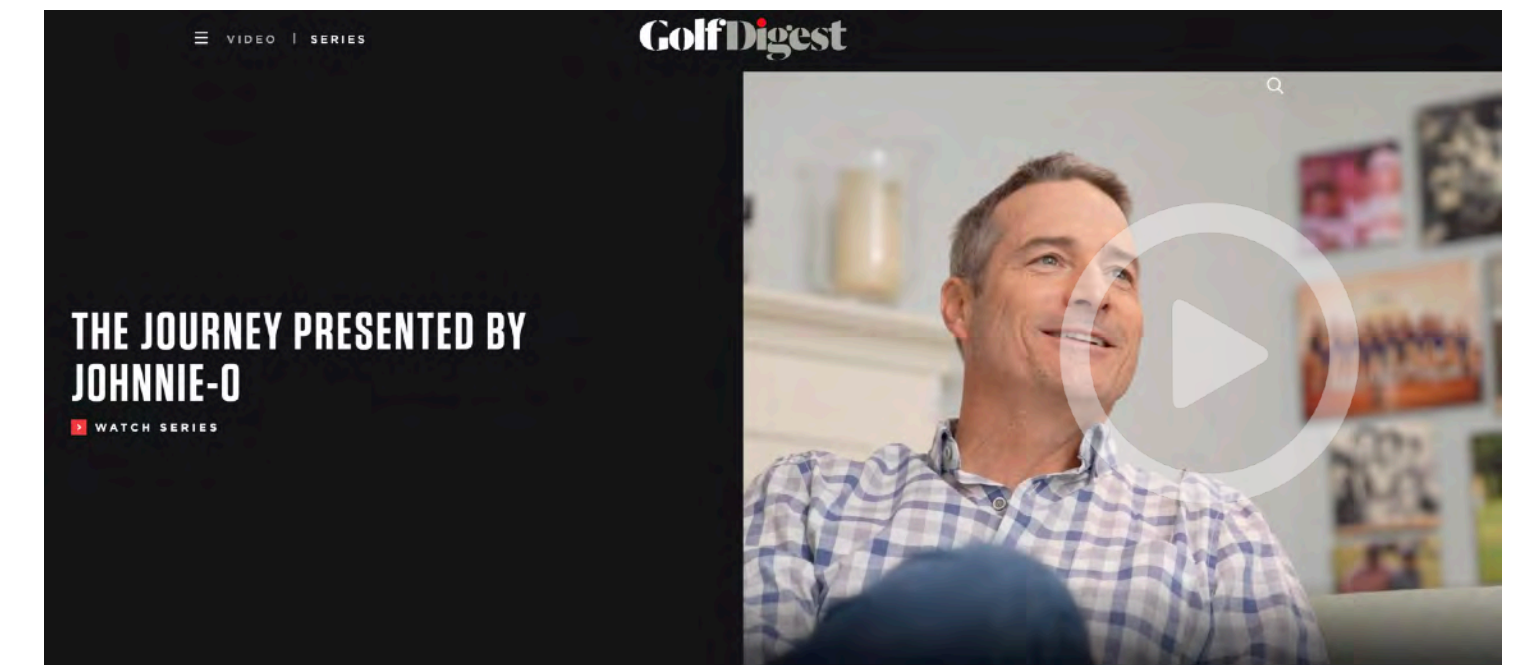
Down to the Last Stitch 



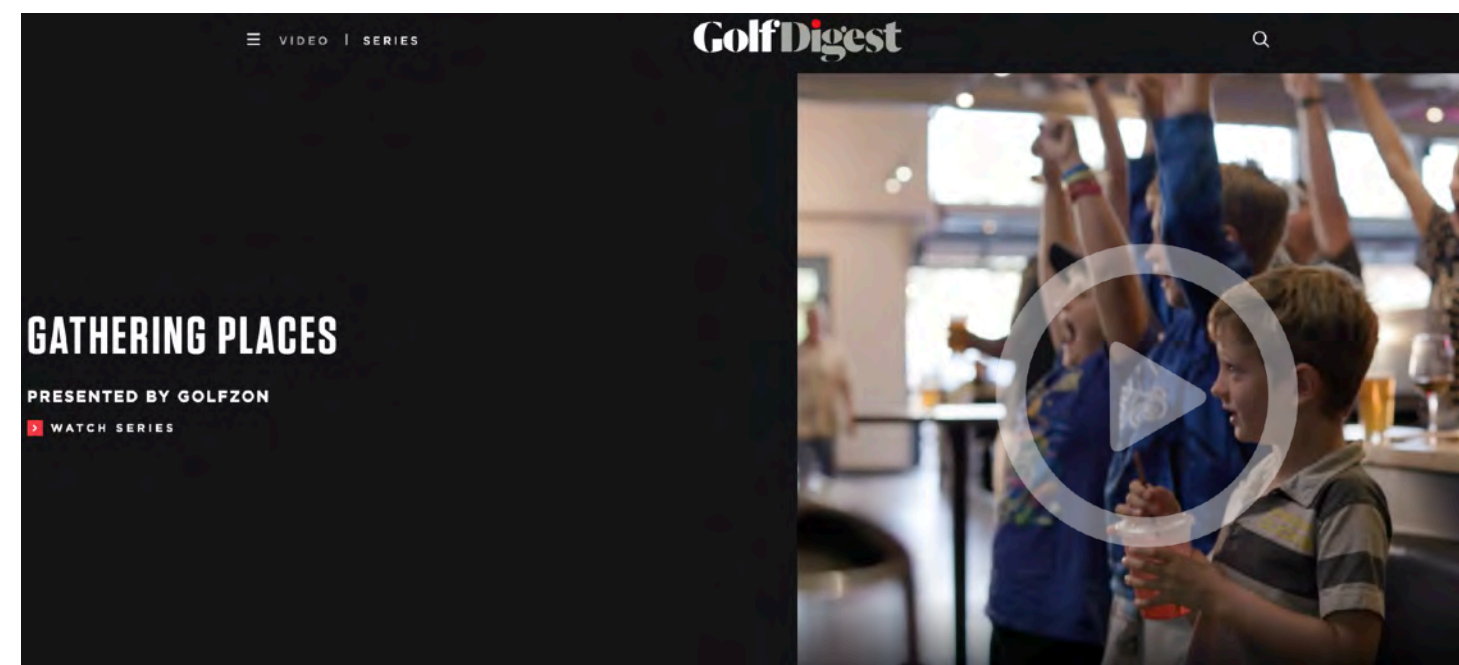
An Even Playing Field 



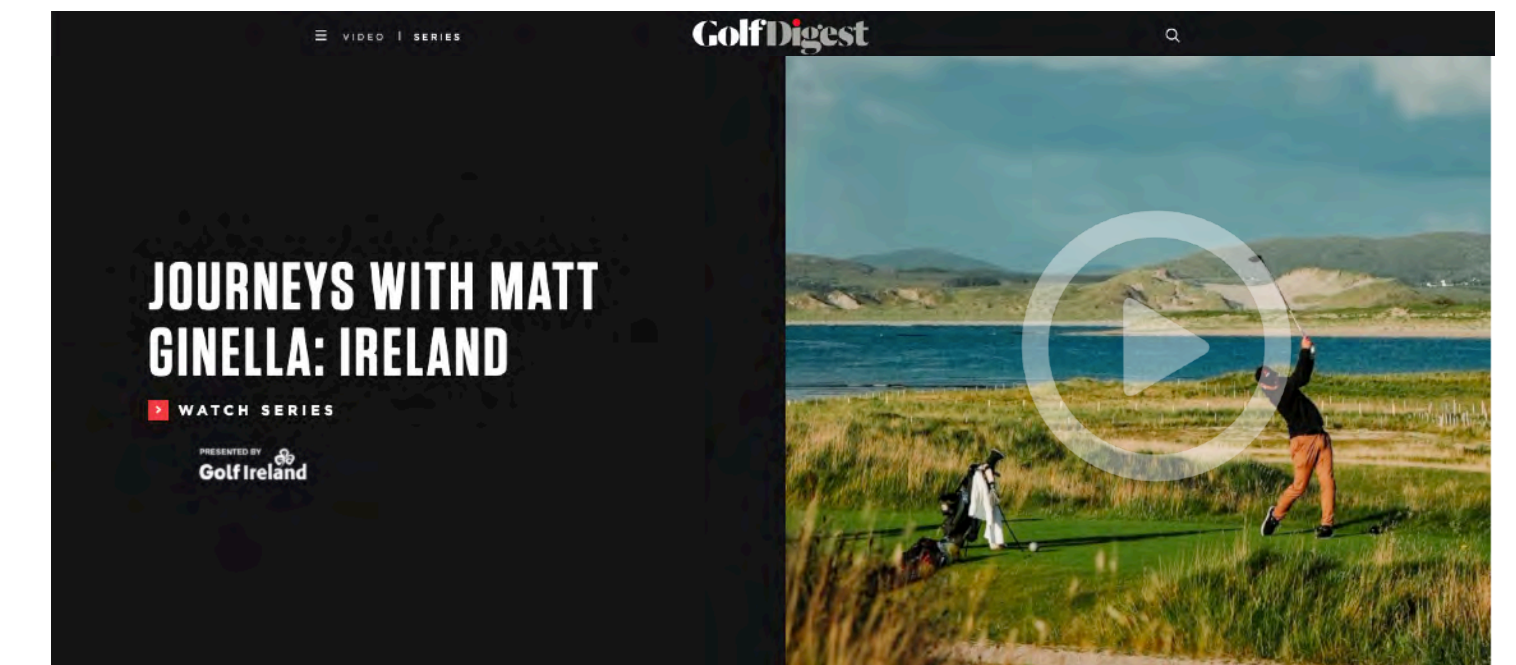
The Journey 



The Memorial Tournament 

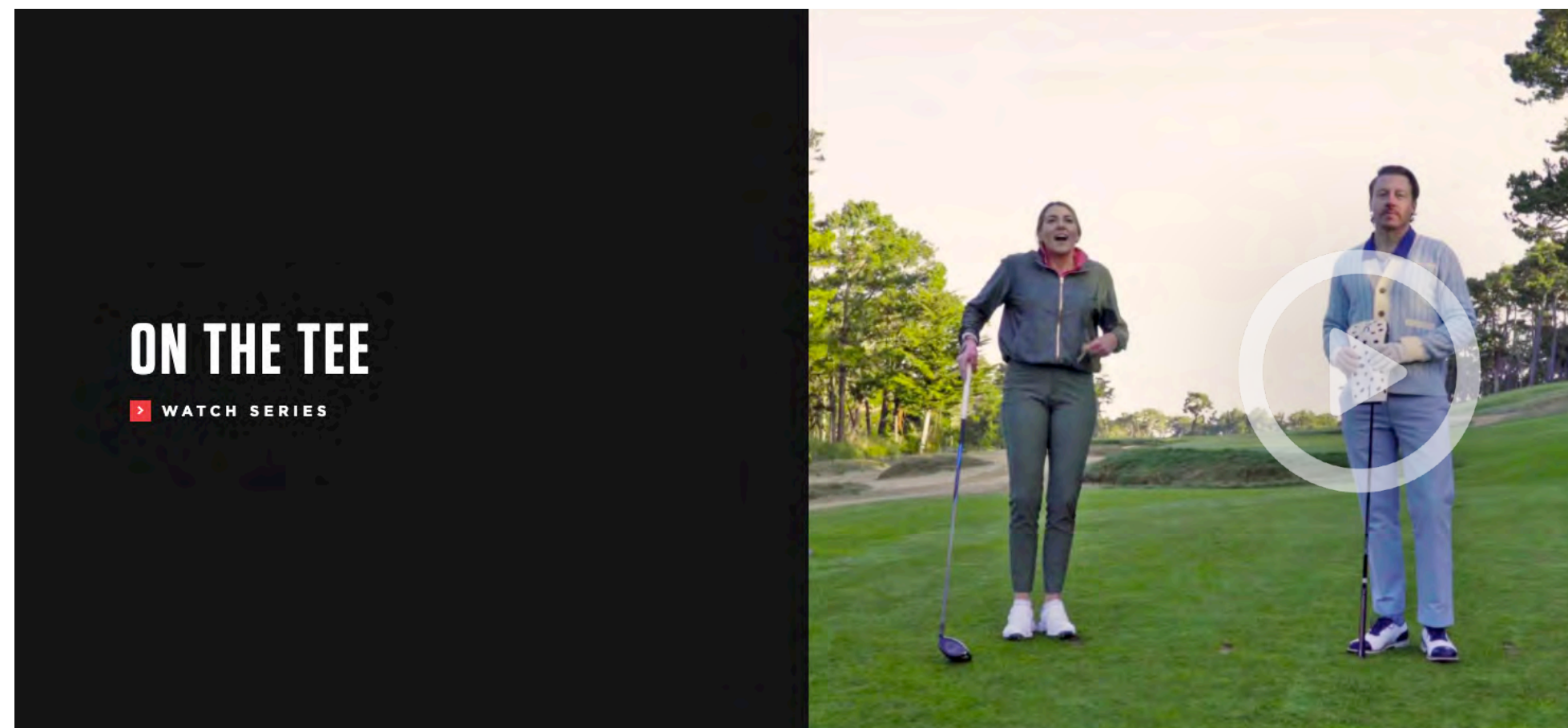


Gathering Places 



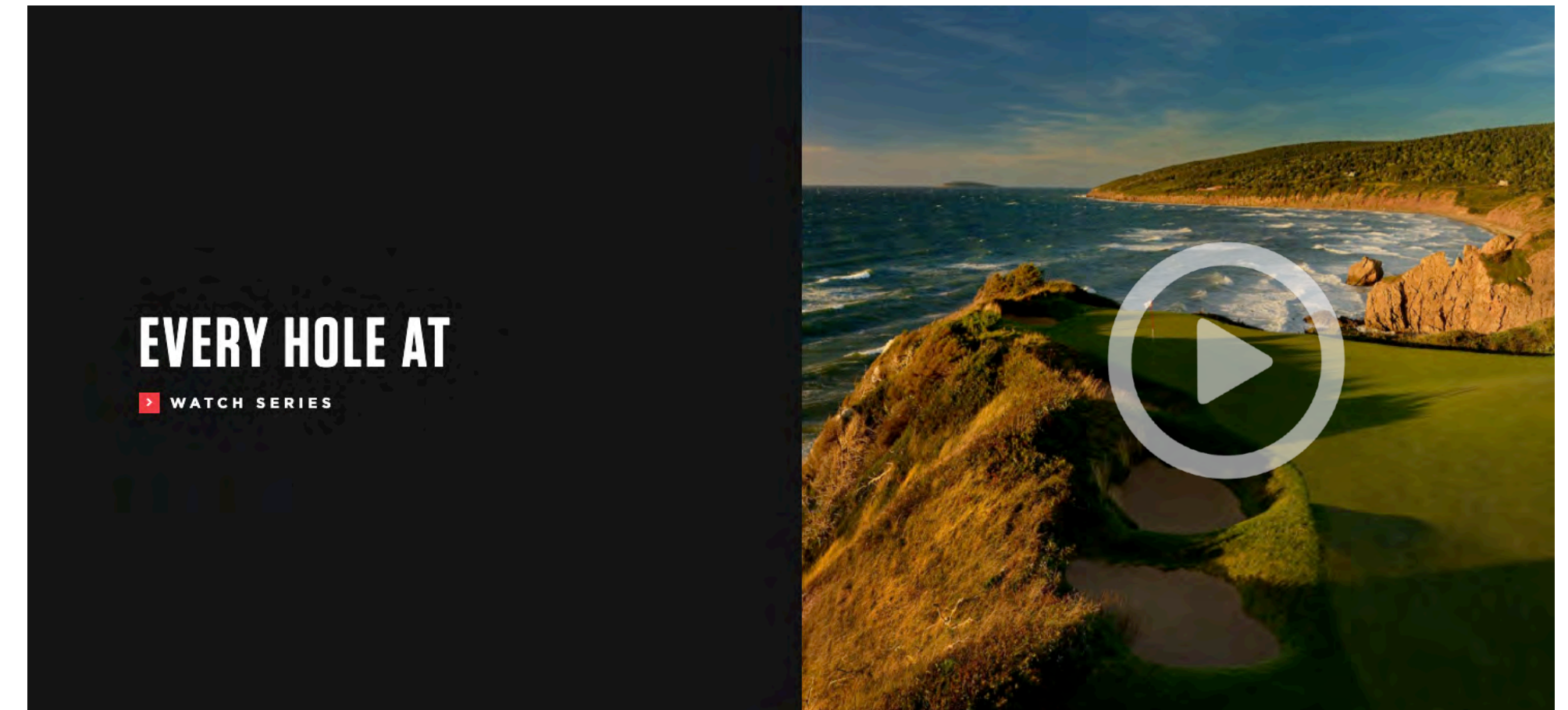
Ireland Tourism - Journeys with Matt Ginella

MARQUEE VIDEO FRANCHISES



On The Tee - Golf Digest's On the Tee video series features Golf Digest producer, Hally Leadbetter, as she visits with celebrity talent and they play golf together. Their conversations are free-flowing and range from a variety of on and off-course topics. Join us as we're a fly on the wall during these intimate conversations between Hally and the A-List talent.

EPISODE LINE-UP: Jim Nantz, Kygo, Macklemore, Nick Saban, Reggie Bush, Peter Berg + Drew Brees (2 in 1) and Justin Herbert, Sebastian Maniscalco, Cedric the Entertainer...with many more to come



Every Hole At — In Golf Digest's top performing editorial video franchise, Every Hole At, our editors provide a hole-by-hole narration of flyover tours featuring the worlds most famous and hard to access golf courses. Click [HERE](#) to watch one of our most popular episodes featuring the famed Cypress Point Golf Club narrated by our dear friend Jim Nantz, the voice of golf.

EXPERIENTIAL | CONSUMER EVENTS



ACTIVATION + PREMIUM OPPORTUNITIES



OUTINGS

Tap into Discovery Golf's vast network of golf course relationships, TPC access, tickets and hospitality across the country to secure exclusive tee times for your VIPs.

INTIMATE EVENTS

Create an exclusive night to remember with WBD Golf.

- ▶ Golf Digest curated panel: A facilitated Q&A session between a Golf Digest editor and golf professional. The topic or theme of the panel would be based on your brand and business.
- ▶ Guest speaker series from a Tour professional or teaching instructor and how it correlates to your businesses objectives.

CUSTOM SWEEPSTAKES

Produce best-in-class creative with Discovery Golf's award-winning content production capabilities. We shoot golf 24/7/365 and can help bring your brands thematic into the Golf World seamlessly.

EDITORIAL EXPERTISE

Access to our editorial team and /or executive team for panels, consulting services and more.

HOSPITALITY

Be our guest at marquee events throughout the golf season. Inclusive of VIP accommodations and premium tournament merchandise.

INSIDE THE ROPES AT PEBBLE BEACH



With a combination of history, passion, and craftsmanship, Pebble Beach Golf is renowned around the world as one of the most stunning golf courses to play. With **three Top 50 public courses canvassing the spectacular coastline** that wraps around California's Monterey Peninsula, golf at Pebble Beach resorts is truly an unforgettable experience. And, not only is **Pebble Beach the no. 1 public course in America**, it's also the **no. 1 Golf Resort in America** — with world-class accommodations, fantastic restaurants, and five star hospitality.

That's why, in 2023, Golf Digest is teaming up with Pebble Beach to introduce an exclusive three day outing, where attendees are invited to experience the golf trip of their dreams along with VIP dining and accommodations. **Brands have the opportunity to serve as an Official Sponsor of this premiere activation with bespoke integrations and signage throughout the event.**

Details

Where: Pebble Beach Resort; Pebble Beach, CA

When: Multi day outing; 2/27/23 - 3/2/23

Who: 100 golfers & non-golfers

What: 3 days of golf, dining, and custom experiences on-site

GD WOMAN CLASSIC



WHAT: A three-day best ball format tournament focused on growing the sport with Women golfers at Bandon Dunes

WHERE: Bandon Dunes Golf Resort (Bandon, OR)

WHEN: May 7-10, 2023

WHO: 20 Teams of 2 (teams must include at least one female golfer)

ITINIERARY:

- ▶ Day 1 - Welcome/Registration at 4:30pm @ Preserve
- ▶ Day 2 - 18 Holes @ Sheep Ranch & Buffet Dinner in Garden Room
- ▶ Day 3 - 18 Holes @ Old Mac & Punchbowl/Raffle
- ▶ Day 4 - 18 Holes @ Bandon Dunes & Awards Lunch Buffet

U.S. AM TOUR



What it is:

- ▶ A nationwide series of amateur golf tournaments open to anyone that wishes to compete on the local, regional, and ultimately national level.
- ▶ Events utilize gross scoring as players compete in different flights only against players of similar ability. From the Championship Flight (3.9 handicap or less) to the Tiger Flight (20 handicaps and above), and every flight in between

Reach / Scale:

- ▶ Over 7,000 members across 45 markets in 31 states
- ▶ 40,000+ rounds in 2022
- ▶ 725 tournaments in 2022; 31 of those are Majors and National tournaments

THANK YOU

