



PGA TOUR



PGA TOUR MISSION

“By showcasing golf’s greatest players, we engage, inspire and positively impact our fans, partners and communities worldwide.”





PGA TOUR, INC.

501(c)(6) Membership Organization

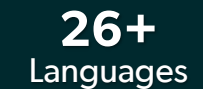
260 ATHLETES | REPRESENTING 29 COUNTRIES & TERRITORIES | EVERY WEEK ON A GLOBAL STAGE

GLOBAL PATHWAY



CHAMPIONS





19 STREAMING PARTNERS ACROSS THE WORLD

CHARITY



PGA TOUR
Total \$3.64B+





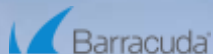
3M

accenture

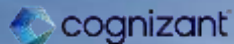


AT&T

Barbasol



BERMUDA
TOURISM AUTHORITY



COMCAST
BUSINESS



FedEx

FORTINET

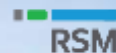


Morgan Stanley

Optum



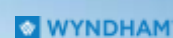
ROCKET
Mortgage



SONY



valspar



BLUE-CHIP PARTNER FAMILY

TITLE SPONSORS

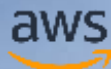
22 Partners with 10+ years of Title Sponsorship



AON



AVIS



BRIDGESTONE

BUSHMILLS

CAREY



Coca-Cola

COMCAST
BUSINESS



DISCOVER
South America

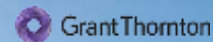


FedEx

FORTUNE

gettyimages

GolfDigest



LOCALIQ



MEIOMI

MAESTRO
DOBEL
TEQUILA



Michel
ULTRA



NETJETS

NOBULL

OMNI HOTELS & RESORTS



qualtrics^{XM}

ROCKET
Mortgage



TRAVELERS

TRUGREEN



valspar



WHOOOP

BLUE-CHIP PARTNER FAMILY

OFFICIAL MARKETING PARTNERS

24 Partners with 10+ years of Sponsorship

MOST VALUABLE AUDIENCE IN SPORTS



PGA TOUR AUDIENCE SUMMARY

Most Valuable Audience In Sports (All Ages)

Indices (vs. U.S. Pop) ¹	PGA TOUR	MLB	NBA	NFL
Post-Grad Degree	119	111	109	110
B2B Decision Maker	126	124	120	119
Top Management	141	125	123	122
Corporate Executive	125	116	114	116
HH Income \$350K+	142	124	128	115
HH Net Worth \$1M+	165	127	105	118

PGA TOUR FANS ARE LOYAL



38% More likely to Buy Brands that Athlete Uses/Wears

44% More Likely to Buy from Brand if they sponsor my favorite League

225% More likely to Recommend Brand to Other Specifically Due to Involvement with League

MRI Simmons Sports Fan Study (July 2023)



"The **C-SUITE** pays attention to golf.

There's no better sport to reach CEOs, CFOs, CHROs, CPOs.

***If you want to get to the decision-makers,
golf is a great way to do it."***



Aneel Bhusri
Co-Founder, Co-CEO,
Chairman

TITLE SPONSORSHIP

Event Ownership Delivers Value Across the Organization.



ON-SITE BRAND IMMERSION | EXTENSIVE MEDIA | UNMATCHED EXPERIENCES | COMMUNITY LEADERSHIP

OFFICIAL MARKETING PARTNERSHIP

SEASON-LONG | EXCLUSIVE | CUSTOMIZABLE | FLEXIBLE



IP RIGHTS &
OFFICIAL
DESIGNATION

BRAND
BUILDING
MEDIA ASSETS

PLAYER
BRAND
AMBASSADORS

VIP
HOSTING
EXPERIENCES

CHARITY &
COMMUNITY
IMPACT

ACTIVATION

PGA TOUR PARTNER BENEFITS



Optimize your partnership by leveraging the PGA TOUR's internal expertise and strategic partnership assets

ACCOUNT TEAM

Single point of contact to help navigate TOUR partnership and benefits

PARTNER NETWORKING

Invitations to Annual TOUR Partner Functions

TPC MEMBERSHIP

Corporate Membership at TPC Sawgrass

TOURNAMENT ACCESS

Access to all PGA TOUR, PGA TOUR Champions and Korn Ferry Tour Events for Employees, Clients, and Guests

PARTNER PRICING

At Championship Management Events, PGA TOUR Entertainment, Owned & Operated TPCs, and Competition Imagery

THANK YOU

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PGA TOUR International

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