**PGA TOUR 2018 Mr. Palmer's Legacy**

**Tease + Show Animation**

PALMER SOT: “In my association with golf. I'm pretty proud with what is happened.”

**AN ICONIC FIGURE RESTS STOICLY IN SOLITUDE.**

GARCIA SOT: “What does it mean…”

WOODLAND SOT: “To be immortalized…”

KAYMER SOT: “With a statue?”

SAUNDER SOT: “You left an impact that one in a billion ever do.”

**A SENSE OF A STORIED LEGACY PROMINENTLY RESONATES FROM ITS ENCHANTING PRESENCE.**

PALMER SOT: “The game of golf gets bigger and bigger even now.”

GARCIA SOT: “His aura is still going to be around us.”

WOODLAND SOT: “Arnold Palmer's name, It's everlasting.”

**SERVING AS A REMINDER OF AN UNDERDOG'S IMPACT ON THE GAME IN EVERY WAY IMAGINABLE.**

MCILROY SOT: “We owe a lot for what he's done for our game.”

SNEDEKER SOT: “I don't think anybody will ever have the same qualities that he had but we can all take one piece of him with us and try to carry that on.”

ANNC: “Palmer showed nerves of steel and a wheel of granite.”

RAHM SOT: "I like to describe myself as fearless.”

PALMER SOT: “I hope I've helped the game of golf around the world.”

STENSON SOT: “His legacy is something to really admire.”

PALMER SOT: “I have a feeling for people, treat them like you would like to be treated.”

SIMPSON SOT: “The impact he had still effected players today.”

SCHAUFFELE SOT: “He showed us how a gentleman should act.”

PALMER SOT: "It's an ideal way to do your life to be able to make a living.”

SAUNDERS SOT: “I am lucky enough to be the guy to carry on this great legacy.”

FOWLER SOT: “Mr. Palmer really helped pave the way for the game.”

SPIETH SOT: “He deserves 100 times more than anything we've been able to do for him because he's given us that much more.”

PALMER SOT: “I feel very fortunate that I've had the opportunity to do what I've done in the game of golf.”

**WELCOME TO PGA TOUR 2018: MR. PALMER'S LEGACY…**

**Standup 1 Open**

GOOD AFTERNOON, I'M TODD LEWIS.

WE'RE HERE AT ARNOLD PALMER'S BAY HILL CLUB AND LODGE… AND AS WE STAND AMIDST THE ICONIC 18TH GREEN, WE REFLECT ON A LEGACY THAT YIELDED AN EVEN GREATER INFLUENCE - ONE THAT IS STILL SEEN IN A MYRIAD OF WAYS ON THE PGA TOUR, THANKS TO THE MAN WHO BLAZED A TRAIL IN THE GAME OF GOLF.

**Show Setup (Underdog and International Influence)**

ANNC: “Arnie's Army is hanging off every stroke of their hero Arnold Palmer.”

**THE GO FOR BROKE STYLE…**

SNEDEKER SOT: “He has always believe every shot he hit he could pull off to 100%.”

**THE CHARISMA…**

NAT: “I'm Arnold Palmer.”

**…BUSINESS INTELLECT…**

MILLER SOT: “Sports marketing really started with Arnold Palmer.”

**…AND ABILITY TO WIN - 62 DRAMATIC TIMES ON THE PGA TOUR.**

WATSON SOT: “I loved the way Arnie came from behind I think that was the big thing.”

**ALL PIVOTAL PARTS OF THE MAN WHOSE LEGACY IS FOREVER FELT IN THE GOLF WORLD.**

WOODS SOT: "He's gonna be remembered for his ambassadorship of our sport. How he was able to take golf at that time that it was now just coming on TV to the masses.”

**BUT BEFORE HE WAS ONE OF THE KINGS OF SPORT, HE WAS AN UNDERDOG FROM SMALL-TOWN LATROBE, PENNSYLVANIA.**

SAUNDERS SOT: "It really starts with where he was born and how he was raised. Living in a little community of Latrobe, and during The Depression and appreciating what he had, even though they had little. And he never forgot that."

PALMER SOT: "It made me just work a lot harder to accomplish what I wanted to accomplish. Golf has been a labor of love, and I don't want anybody to ever think that it hasn't been for me."

**THOSE ACCOMPLISHMENTS EXTENDED FAR BEYOND THE WIN COLUMN.**

PLAYER SOT: "If it wasn't for him we wouldn't be sitting here today. He contributed to the game immensely around the world."

**…NOT JUST REACHING FANS OF THE GAME, BUT ITS STUDENTS. THE BRIGHTEST ON TOUR TODAY - FROM ALL CORNERS OF THE GLOBE - FELT HIS IMPACT AND THE OPPORTUNITIES GIVEN TO PURSUE THEIR TALENTS.**

GARCIA NAT: “This is where I grew up.”

SERGIO SOT: “What Arnie did was very simple, he was just being himself. He helped the game grow globally so much.”

PALMER NAT: “Very nice to see you.”

LANGER SOT: “People embraced him around the world and he brought the game of golf to the masses and set a great example for all of us to follow.”

RAHM SOT: “He was the greatest ambassador in any sport. It would be hard to beat someone like Arnold Palmer so I think anything we do is not going to be up to the person he was."

**Art Card The Underdog**

NO COPY

**Jon Rahm Profile**

ANNC: "Jon Rahm is now a 2-time winner on the PGA TOUR."

RAHM SOT: "I'm extremely proud, I mean those are the things that you dream of. We're talking years down the road. Cause I'm aware of how long it takes to get there. It's hard to believe sometimes."

**IN JUST HIS 2ND FULL SEASON ON THE PGA TOUR, JON RAHM HAS QUICKLY ESTABLISHED HIMSELF AS ONE OF THE PREMIER PLAYERS IN THE GAME.**

ANNC: "Rahm can hit all kinds of shots. He just does so many things well."

WOODLAND SOT: "He's not lacking anywhere. He's got confidence, he's got everything from the driver through the bag all the way down to putter he's as good as it gets."

ANNC: "This guy does not back down, especially when he gets near the lead."

JOHNSON SOT: "He's a really good player. He's had a huge amount of success. I've played with him a lot, and he's gonna be a good player for a long time."

**THE 23-YEAR OLD'S RAPID ASCENT IS EVEN MORE IMPRESSIVE WHEN YOU CONSIDER THE UNLIKELY PATH HE HAS TAKEN TO STARDOM.**

RAHM SOT: "I still think of myself as that guy from a little town, Barrika, Spain, where there's 1,200 people. Not too long ago there were more cows than people."

RODRIGUEZ SOT: "We all started playing golf. It was something we did as a family. We started playing on weekends and because he was little he had to come."

RAHM SOT: "A 200-yard driving range, a concrete artificial green and a bunker and that's it. That's all you got. And I had a lot of fun. That's where I developed all of my ability."

CELLES SOT: "I remember the moment when Jon came in with his parents. It was clear that Jon was a good player. He already stood out."

**THANKS TO HIS EMERGING TALENT, AND A BIT OF GOOD FORTUNE, RAHM'S UNDERDOG JOURNEY CONTINUED AT ARIZONA STATE UNIVERSITY.**

RAHM SOT: "I didn't have any other school and this guy working for the Spanish Golf Federation told them, 'Hey listen there's this kid that wants to go, give him a chance.' I hadn't played in the States I wasn't known but I was good, and I was like, yeah why not."

**HE WOULD GO ON TO WIN 11 TIMES DURING HIS 4 YEARS IN TEMPE AND WAS THE TOP-RANKED AMATEUR IN THE WORLD WHEN HE TURNED PRO IN 2016.**

ANNC: "He just seems like he might advance to number one at some point in his career."

**RAHM'S METEORIC RISE FROM HUMBLE BEGINNINGS RESEMBLE THE EARLY CAREER PATH OF THE GREAT ARNOLD PALMER. AS DID HIS CHARISMA AND SWASHBUCKLING STYLE OF PLAY.**

WOODS SOT: "His game was very aggressive. He just went at it. It looked like he was going to try and break the club every time he took it back and he had the wild finish."

BERGER SOT: "He has the mentality of an aggressive golfer. And he's got the game for it. He hits it long, he hits it straight. And he doesn't really do anything too poorly, so that's a good combination to play well."

ANNC: "That was aggressive. Well done."

**THIS SEASON RAHM RANKS 7TH IN GOING FOR THE GREEN, TAKING AIM AT PAR-5'S OVER 80-PERCENT OF THE TIME - A STRATEGY THAT'S BEEN SUCCESSFUL.**

**IN THE 58 TIMES RAHM HAS GONE FOR THE GREEN IN 2, HE'S A COMBINED 32 STROKES UNDER PAR, BUT THE 14 TIMES HE HAS LAYED UP HAVE YIELDED JUST A 2-OVER PAR TOTAL.**

RAHM SOT: "I like to describe myself as fearless. I'm going to take that aggressive play more often than not. Whatever decision I make, I'm going to be 100% committed and not be scared of taking it."

**THEIR SIMILAR AGGRESSIVE STYLES HAVE MADE THEM DANGEROUS IN THE FINAL ROUND. PALMER CAME FROM BEHIND FOR 23 OF HIS 62 CAREER WINS ON TOUR. WHILE BOTH OF RAHM'S PGA TOUR VICTORIES HAVE BEEN MULTI-STROKE COMEBACKS.**

ANNC: “Spectacular shot.”

**INCLUDING A MAGICAL FINISH AT TORREY PINES LAST SEASON.**

ANNC: "How about making it, yes! Incredible!"

EDORTA RAHM SOT: "We were 10 meters away from him. It was amazing. I mean, there are no words for that moment, to see the round that he did. That was awesome. That's it, I can't explain it."

RAHM SOT: "I'm just glad it happened the way it happened coming out of nowhere and surprising everybody."

**BUT JON RAHM'S DAYS OF SNEAKING UP ON ANYONE ARE LIKELY OVER.**

**HE HAS TRANSFORMED FROM A SMALL-TOWN UNKNOWN INTO THE 4TH FASTEST PLAYER TO EVER CRACK THE TOP 3 IN THE OFFICIAL WORLD GOLF RANKING.**

RAHM SOT: "When I was a 13, 14-year-old starting to become good and saw all those guys on TV and said 'I want to be there. I want to be one of those guys.' I want to win tournaments. And to have accomplished it as fast as I have, it really is amazing."

**Bump 1 (Fans, Webb, Stenson, Business, Saunders, A**

**STILL TO COME ON PGA TOUR 2018: MR. PALMER'S LEGACY…**

**WHILE REACHING MAJOR HEIGHTS BEYOND THE BOARDER, PALMER INSPIRED A NEW WAVE OF COMPETITORS.**

STENSON SOT: "His legacy is obviously huge and something to really admire."

**AND HIS LEGACY LIVES ON AFTER REFINING ALL ASPECTS OF GOLF.**

MCILROY SOT: "He's a real role model for anyone playing the TOUR."

**ALL WHILE EPITOMIZING THE GENTLEMAN IDEAL….**

SIMPSON SOT: “He exemplified that very well, which is being humble and just being one of the people.”

**AS THOSE WHO KNOW MR. PALMER BEST, WORK TO HONOR HIM AT A PLACE HIS PRESENCE REMAINS.**

SAUNDERS SOT: “With the Arnold Palmer invitational and Arnie’s Army foundation we have an opportunity to carry that legacy on.”

**AP Big 3 & Rivalries Mini-Rivalries Mini**

**THEY COMBINED FOR 159 PGA TOUR VICTORIES DURING THEIR STORIED CAREERS. EACH BRINGING THEIR OWN FIERY BRAND OF BRAVADO TO THE TEE. 'THE BIG THREE' - ARNOLD, JACK, AND GARY.**

PALMER SOT: "It was a partnership between the 3 of us and we were very competitive. We played against each other and we played very hard, but the bottom line was it was something that we enjoyed doing.”

PLAYER SOT: "The 3 of us traveling around the world playing against each other competing. It was a very special time in my career.”

NICKLAUS SOT: "Even though we competed and wanted to beat each other's brains out, we still respected the other one, we still loved to have fun, we loved to kid around. And if we lost we always stuck our hand out and said congratulations."

**NOW THE NEXT GENERATION OF COMPETITORS IS PICKING UP THAT BATON. WALKING THE FAIRWAYS AS RIVALS WHILE USING THEIR DEEP BOND OF FRIENDSHIP AS MOTIVATION.**

FOWLER SOT: “I've always enjoyed being around players playing well, guys that can push me.”

THOMAS SOT: “We kind of feed off each other, push off each other and learn from each other and just want to beat each other's brains in honestly.”

ANNC: “We see more sportsmanship in this sport than ever before.”

SPIETH SOT: “We work hard together. When you see guys go through lifetime accomplishments or goals like that after you've been a pretty big part of it with each other. You feel like you wanna be there for him at the end.”

THOMAS NATS: “Appreciate it, thank you guys for sticking around.”

THOMAS SOT: “If you can enjoy a moment like that with one of your friends, then it shows them that you care. That's what Mr. Palmer did, he was a great ambassador for the game, he was great player, and all us out here honor him every single week that we go out and tee it up.”

**Art Card The Evolving Army**

**THE IMPACT OF THE BIG 3 IS JUST ONE OF THE MANY WAYS MR. PALMER'S POPULARITY RESONATED WITH THE FANS.**

**The Fan Experience**

ANNC: “I'd like to thank all the people at the tournament and the galleries are certainly very wonderful.”

**WHAT BEGAN AS A FAN MOVEMENT IN THE 1960'S - GREW INTO WHAT WE KNOW TODAY AS ARNIE'S ARMY.**

PALMER SOT: “They were on the ropes at times around the edges of the fairway and people saw them and they were cheering for me. they would hold up signs and, ‘we're Arnie's Army.’”

PARKER SOT: “Golf has always been seen as a quiet gentlemen's type game. And here is a blue collared worker coming in who represents us.”

**THAT GROWING FAN BASE NO DOUBT A RESULT OF A NATION OBSESSED WITH THE LATEST CRAZE - THE TELEVISION - A PLATFORM THAT GAVE ARNOLD PALMER THE OPPORTUNITY TO REACH FANS ACROSS THE WORLD.**

NICKLAUS SOT: “Here you've got this very vibrant personality, swashbuckling guy, he embraced the crowd.”

**THE LARGE CROWDS WE SEE AT EVENTS TODAY-- RELFECTIVE OF THE FANS FONDESS FOR THEIR HERO.**

MCILROY SOT: “If it wasn't for Arnie and all that he's done, we wouldn't be out here playing in front of so many people or on people's TV screens. The way he interacts with fans how generous he is with his time he's a real role model for anyone playing the tour.”

FOWLER SOT: “The fan engagement and the amount of people who are fans of the game, Arnie set the stage for that to happen.”

**AS ARNIE'S ARMY GROWS THROUGH GENERATIONS OF FANS, HIS LEGACY ALSO LIVES ON THROUGH TODAY'S PGA TOUR PLAYERS - WHETHER IT'S TAKING THE TIME TO SIGN AN AUTOGRAPH…**

THOMAS SOT: “I honor Mr. Palmer every time I play golf, every time I sign my signature and I make it legible that people can read it. When I try to acknowledge the fans. That's what Mr. Palmer did.”

**OR SENDING A HAND-WRITTEN NOTE…**

BRADY NATS: “Hi Brady, I hope you are keeping well. I just want to thank you for coming to watch me at the TOUR Championship and I believe you were able to get the ball I threw into the spectators after my Eagle on 16.”

**JUST AS RORY MCILROY DID FOR A YOUNG FAN AFTER HIS 2016 TRIUMPH AT EAST LAKE.**

LINA SOT: “Mr. Palmer was one for writing notes. I think that Rory was motivated to live up to those standards Rory didn't do that for any kind of fame or anything like that he did it to give back to the game that’s given so much to him.”

SOT BRADY: “When I can't figure something out, I keep thinking of his note and thinking that he said, try your best, that's what's most important.”

MCILROY SOT: “Arnold Palmer was the greatest ambassador this game has ever had. To write a letter to Brady and just tell him to keep going and to and you know if that kid looks up to me and thinks I'm a role model I want to set a great example for him. He'll remember that forever and it's a pretty cool feeling to be able to do that.”

**Bump 2 (Business, Simpson)**

**STILL AHEAD…**

PALMER NAT: "You don't have to spend extra money to get extra miles."

**A MAGNETIC PRESENCE DRAWING THE WORLD TO THE GAME OF GOLF LAYED A FOUNDATION FOR PLAYERS BEYOND THE COURSE.**

MCDOWELL SOT: "A bunch of athletes have gotten involved in various business endeavors around the world."

**ALL WHILE USING HIS INFLUENCE TO INSTILL VALUES SHINING THROUGH OTHERS TODAY.**

SIMPSON SOT: “I’ve been given a gift to play golf and how can I do that well but also be home and be present.”

**Rejoin**

**WELCOME BACK TO PGA TOUR 2018: MR. PALMER'S LEGACY…**

**Standup 2**

GOLF HAS ALWAYS BEEN A GENTLEMAN'S GAME, BUT NO ONE EMBODIED THAT CHARACTERISTIC MORE THAN MR. PALMER. IT'S AN ATTRIBUTE HE HOPED WOULD LIVE ON IN TODAY'S GAME… AND IT HAS, THANKS TO MANY PLAYERS ON TOUR LIKE WEBB SIMPSON. A RECIPIENT OF THE ARNOLD PALMER SCHOLARSHIP AT HIS ALMA MATER OF WAKE FOREST, IT WAS THERE WHERE SIMPSON LEARNED SOME OF LIFE'S FINER LESSONS, THANKS TO THE EXAMPLE SET BY MR. PALMER.

**Art Card The Gentleman**

NO COPY

**Webb Simpson Profile**

PALMER SOT: “I'm pretty proud of what's happened to my game. The players in it have conducted themselves generally as gentlemen and I think that makes the game wonderful.”

SIMPSON SOT: “To be a gentleman, you have to be humble and I think he exemplified that really well. I always connect Mr. Palmer and people when I think about him.”

**ARNOLD PALMER'S LIKEABLE AND GENTLEMANLY DEMEANOR SEEMED TO CONNECT WITH EVERYONE… AND AMONG THE MANY TO FEEL THIS IMPACT WAS WEBB SIMPSON.**

SIMPSON SOT: “I was 16 years old at the Wake Forest Pro-Am. My dad brought me up with a friend and I got to meet him there. He made you feel like he moved his whole schedule around to be with you, which is a great quality. That was kind of where I realized man, this guy's, he’s a massive figure in this game and how cool would it be to play at his school and then to get a scholarship.”

**SIMPSON MADE THAT DREAM A REALITY IN 2004, AS HE JOINED A FRATERNITY OF PLAYERS TO FOLLOW IN MR. PALMER'S FOOTSTEPS AT WAKE FOREST, THROUGH A SCHOLARSHIP IN HIS NAME.**

ANDRADE SOT: “I was on the Arnold Palmer scholarship there and I had a very close relationship with him and had a lot of good, just unbelievable memories being around him.”

HAAS SOT: “If I talk about Wake Forest and I played golf there, it's amazing how many people say, oh Arnold Palmer went there. Wake Forest gets a lot of use out of his name and that does a lot for the University.”

SIMPSON SOT: “Only a few players I can think of could really carry that weight. Not only would I be playing at a dream golf school, but to play under the Arnold Palmer Scholarship. I mean, I could have never dreamt that up as a kid.”

**A THREE-TIME ALL AMERICAN WITH THE DEMON DEACONS, SIMPSON TURNED PRO IN 2008. WITHIN FOUR SEASONS, HE WAS A MULTIPLE-TIME PGA TOUR WINNER - AND A MAJOR CHAMPION.**

ANNC: “What a way to finish, Webb Simpson!”

**BUT LIKE MR. PALMER, HE REMAINED GROUNDED AMID SUCCESS - HUMBLE IN BOTH VICTORY AND DEFEAT, WITH A CONSISTENT FOCUS ON FAMILY.**

SIMPSON SOT: “I love playing on the PGA TOUR but I realize every time I come home and I'm with the kids, that's what it's all about. Golf is great but I get way more enjoyment out of being a dad and being a husband.”

SIMPSON NATS: “Here she goes, Winnie's about to grow super tall. Taller than everybody, sitting on her brother's head.”

DOWD SIMPSON SOT: “Webb is one of the best golfers in the world. He has been gifted with that talent and it’s wonderful. But I think his priorities lie first with his family and then golf. More than anything, what makes me happy is who he is as a man.”

SIMPSON NATS: “Where we going? To the beach! To the beach?”

**ALONG WITH HIS ROLE AS A FAMILY MAN, SIMPSON'S CHARACTER AWAY FROM THE GAME HAS LED HIM TO BECOME AN AMBASSADOR FOR GOOD.**

NATS WEBB: “What's up buddy, how are you? Are you ready for a picture? Here we go.”

DOWD SIMPSON SOT: “He's very kind and thoughtful and considerate. He is a Southern gentleman with boyish charm. I think that perfectly depicts him.”

**THROUGH HIS ACTIONS ON AND OFF THE COURSE, SIMPSON DEPICTS THE MODERN GENTLEMAN IN ALL PHASES OF LIFE - A CONNECTION TO MR. PALMER THAT STILL FLOURISHES TODAY.**

SIMPSON SOT: “All the things he's done for the game and for young people should have an effect on all of us. And it should encourage us all to really be thinking, as much as this game has given us, what can we give and what can we do to help.”

**Bump 3 (Saunders, Stenson)**

**STILL TO COME ON PGA TOUR 2018: MR. PALMER'S LEGACY…**

**THE STRENGTH OF MR. PALMER'S CHARACTER IS AN HEIRLOOM PRESENT TODAY…**

SAUNDERS SOT: “He definitely made a lasting impact on not just the fans, but he left it on players as well.”

**BUT FIRST…**

**A LOOK AT ARNOLD PALMER'S GLOBAL IMPACT FROM COMPETING ON ONE OF THE MOST HISTORIC STAGES IN GOLF.**

STENSON SOT: "To lift that trophy is a boyhood dream come true.”

**Arnie's Army SOT Inbump**

GARCIA SOT: “I’m a member of..”

ANDRADE SOT: “Arnie’s Army.”

KAYMER SOT: “I’m a member.”

LEWIS SOT: “I’m a member.”

HENLEY SOT: I’m a member.”

LANGER SOT: “Of Arnie’s Army.”

MICKELSON SOT: “Arnold had the charisma that drew people to the game.”

WALDORF SOT: “Anyone who is a golfer is, in some way, a part of Arnie's Army.”

CARTER SOT: “He was the ambassador not only for golf but for human, mankind.”

THOMAS SOT: “I honor Mr. Palmer every time I sign my signature and I make it legible so people can read it.”

JOHNSON SOT: “I’m a member of Arnie’s Army.”

FUNK SOT: “I’m a member.”

RICE SOT: “I’m a member.”

CARTER SOT: “Of Arnie’s Army.”

SIMPSON SOT: “I’m a member of Arnie’s Army.”

**Standup 3**

STILL GOING STRONG TODAY, "ARNIE'S ARMY" GAINED WORLDWIDE NOTORIETY IN HIS PLAYING DAYS - THANKS TO NUMEROUS INTERNATIONAL VICTORIES SPANNING MEXICO, CANADA, AUSTRALIA, AND MORE.

BUT HIS PARTICIPATION IN ONE SPECIFIC EVENT TURNED THE TIDE ON HOW GOLF WAS RECEIVED GLOBALLY - THANKS IN PART, TO ANOTHER OF HIS GREATEST PASSIONS.

**AP Flying & Open Championship Resurgence**

PALMER NAT: “Ground, flytation, one alpha pie. Ready to taxi.’

PALMER SOT: “I've been flying for over 50 years and I've accumulated over 20,000 hours.”

ANNC: “That's the jet going back to Latrobe. He'll be out there in about 4 hours.”

**ALTHOUGH IT WAS GREAT WAY TO STREAMLINE HIS BUSY LIFESTYLE OF GOLF ICON, FAMILY MAN, AND ENTREPRENUER - ARNOLD PALMER'S LOVE FOR AVIATION WAS ALSO A CHERISHED PASSION.**

MEYER SOT: “In aviation we call the guy that they have a good stick have good hands, Arnie would clearly fit that description a very very very good pilot.”

NAT: “His name is Arnold Palmer and he is taking a break for his golf to fly his business jet around the world.”

**HIS AVIATION APTITUDE WAS NEVER MORE EVIDENT THAN IN 1976, WHEN HE SET A RECORD FOR CIRCUMNAVIGATING THE GLOBE IN A LEARJET IN LESS THAN 58 HOURS.**

NAT: “The door is open, ladies and gentlemen how about a round of applause for the crew of 200 Yankee.”

SAUNDERS SOT: “My father enjoyed his life everything from connecting with the fans to Aviation. They were all things that he had truly a talent for and he truly got pleasure out of it.”

**PALMER'S LOVE FOR TRAVEL WAS ALSO EVIDENT EARLY IN HIS CAREER - WHEN HE MADE IT HIS MISSION TO REVITALIZE THE OLDEST CHAMPIONSHIP IN GOLF.**

PALMER SOT: “My father always said to me that to be great and to be recognized as a great golfer, you had to win internationally. So, The Open Championship became one of my targets early on.”

GIFFIN SOT: “In those days the British Open was losing a lot of interest. It cost them more to go over and play than they could even win even finishing the top five.”

**SO ARNOLD PALMER MADE HIS OPEN CHAMPIONSHIP DEBUT AT THE HOME OF GOLF IN 1960. AFTER A RUNNER-UP FINISH, IT WAS THE FIRST TIME HIS SWASHBUCKLING STYLE WAS TRULY HIGHLIGHTED ON A WORLDWIDE FRONT.**

**THOUGH HE CAME UP JUST SHORT, THE GAME OF GOLF WON - HIS 2 STRAIGHT OPEN CHAMPIONSHIP WINS THE FOLLOWING YEARS BLAZED A TRAIL FOR AMERICAN PARTICIPATION IN THE DECADES TO COME, BUT IT ALSO EXTENDED FAR BEYOND THAT.**

PARKER SOT: “Everything about him elevated the game itself not just in the United States, but globally. When Arnold went everybody took notice and suddenly the Open Championship was re-invigorated for any aspiring golfer in the world.”

PALMER SOT: “You never know for sure how those things are gonna be reacted to and of course as golf grows internationally, it becomes more and more important."

**Art Card Open Invitation**

**ARNOLD PALMER'S TRAVELS AND TRIUMPHS ARE NOT ONLY AN EXAMPLE OF HOW HE IMPACTED A RELIC OF THE GAME - BUT GOLF'S GLOBAL MOVEMENT AS WELL.**

**Henrik Stenson International Profile**

STENSON SOT: “To lift that trophy is a boyhood dream come true. I started playing as a 12-year old. I guess since that day I wanted to get my hands on it.”

**A CHILDHOOD DREAM - A VISION - SPAWNING FROM AN UNLIKELY PLACE. 41 YEARS AGO - SWEDEN WASN'T NEARLY PRODUCING THE FAMILIAR FACES WE'VE GROWN ACCUSTOMED TO IN THE MODERN GAME.**

STENSON SOT: “It certainly changed in terms of numbers. Just when I started that’s when we had big golfing boom, a lot of new people came into the sport.”

INGEMAR STENSON SOT: “He played soccer and land hockey and then something happened when he was 11.”

ERIKKSON SOT: “We asked Henrik if he would like to come to the driving range. So I took them. I think that's my biggest contribution to world golf.”

STENSON SOT: “I whacked a couple of 5 irons and must of hit 1 or 2 out of the middle cause it felt good and I came home and asked my parents for a golf club.”

INGMAR STENSON SOT: “I wasn't so involved with the game, so I didn't understood that from the first year. But, when he was 14, 15, I started to understand that he could be rather good at it.”

**AS HENRIK STENSON MOVED UP IN THE GAME - THE FAMILY MOVED A FEW HOURS SOUTH - TO GO ALL IN ON HIS PASSION AND THE OPPORTUNITY TO TAKE IT TO THE NEXT LEVEL.**

INGMAR STENSON SOT: “He knew it's better courses, longer season, more competition here.”

INGMAR NATS: “When we came down here he was 15 years and his mom took him here every day after school and he was here at the driving range and putting green and bunkers for about 5-6 hours every day.”

ULRIKA STENSON SOT: “He was lucky enough to find his true passion. I don't think when he started that he thought that he was gonna be this great at it.”

STENSON SOT: “That's when I really started to compete and I got better and I made it to the National Amateur team and started traveling outside of Sweden and compete in different tournaments all over the world.”

**THE WORLD TRAVELING AS AN AMATEUR CARRIED OVER TO WHEN HE TURNED PROFESSIONAL IN 1999 - AS HE AMASSED 11 WINS ACROSS THE GLOBE IN HIS FIRST DECADE ON THE MAJOR CIRCUITS.**

ANNC: “The first swede to win THE PLAYERS Championship.”

**HE SAW A LATE SURGE IN HIS CAREER ON TOUR IN TWENTY THIRTEEN…**

ANNC: “What a performance from Henrick Stenson. He wins the FedExCup title.”

**…AND ADDED 8 MORE WORLDWIDE WINS HEADING INTO JULY OF 2016.**

STENSON SOT: “I had won some nice tournaments in Europe, I had won some nice tournaments over here, FedExCup, Race to Dubai, World Cup so it was one thing that was missing.”

**AT THE 2016 OPEN CHAMPIONSHIP, STENSON USED THE EXPERIENCE OF 41 MAJOR STARTS - WHEN HE HELD A 1 SHOT LEAD OVER PHIL MICKELSON ENTERING THE FINAL ROUND AT ROYAL TROON.**

STENSON SOT: “To go up against a player of his caliber and then you know whatever you have you gotta throw that at him and I think that brings the best out of my game.”

**IT CULMINATED IN A MEMORABLE DUEL - AND A BOYHOOD DREAM COMING TO FRUITION.**

STENSON SOT: “It feels like the icing on the cake. Really happy to get that one and to feel so many people back home in Sweden, being so happy for it to happen.”

ULRIKA STENSON SOT: “He accomplished that one thing that always has been number one on his list. That he set his mind on when he was a kid.”

INGMAR STENSON SOT: “It was so emotional and you can see now, also, so well of course I'm satisfied and I cried again.”

**WHILE IT WAS A LANDMARK WIN FOR THE STENSON FAMILY - IT WAS FELT ALL ACROSS HIS HOMELAND - AS SWEDEN CELEBRATED ITS FIRST MALE MAJOR CHAMPION.**

**REMEMBERING HIS ROOTS - STENSON IS NOW TAKING ON A ROLE OF INSPIRING OTHERS - SIMILAR TO WHAT MR. PALMER DID FOR HIM AND SO MANY ACROSS THE WORLD.**

STENSON SOT: “I'm in a position now where I hope I can inspire the next generation. I had some great players coming out of Sweden when I was a junior and I hope to inspire more juniors to take up the game and wanna try and become successful.”

**Bug to Break**

NO COPY

**AP Endorsements Inbump**

PALMER NATS: "When I was a kid working this old gas pump, I never thought I'd be back here telling you that Pennzoil sells gasoline."

NORMAN SOT: "He showcased golf as being a sport that can come through the TV screen.

COMMERCIAL NATS: "Mr. Palmer! Mr. Palmer! Wait a minute. What is Arnold Palmer doing in a Japanese commercial?"

NORMAN SOT: “He changed the way the game of golf was perceived with corporate America."

PALMER NATS: "People joke about businessmen spending a lot of time on the golf course. Well, I'm a golfer who spends a lot of time on business."

**Art Card Business Class**

NO COPY

**Business Feature**

MILLER SOT: “Golf is a good place to be a in business. The endorsements and sports marketing has become awfully big.”

NATS: “Sound on, rolling camera and mark. Ready take one. And action Rickie.”

FOWLER NATS: “Guys having fun?”

PALMER SOT: “Winning a golf tournament and having a successful business is somewhat similar.”

MCCORMACK SOT: “Arnold had the absolute magical charisma. It drew people to golf, drew people to him, drew commercial companies to him, everybody wanted to be involved with Arnold Palmer.”

**WITH THE HELP OF HIS LONGTIME FRIEND AND AGENT, MARK MCCORMACK - ARNOLD PALMER ENTERPRISES WAS ESTABLISHED IN 1961 - A BRAND WHICH HAS GROWN WORLDWIDE - AND INTO COUNTLESS OTHER ENDEAVORS.**

PALMER NATS: “And cluster a bunch of sand traps here, and on that side we'll do a couple more.”

JOHNSTON SOT: “The Arnold Palmer name, whether it's on a hospital, whether it's on a golf tournament, whether it’s on a museum, has to be consistent with the values it started with.”

**THE BUSINESS TRAIL MR. PALMER BLAZED HAS SPREAD THROUGH THE GENERATIONS…**

MCDOWELL SOT: “A bunch of athletes have kind of gotten involved in various business endeavors around the world.”

**…FALLING UNDER EACH BRANCH OF HIS UMBRELLA - FROM BUSINESS OWNERSHIP…**

MCDOWELL SOT: “When I compare golf to business I really try to take what I've learned in the game of golf and apply it to business life as well.”

**TO DEVELOPING A GLOBAL BRAND…**

SPIETH NATS: "Hey guys we’re out here in the middle of Tokyo."

SPIETH SOT: “I'm very interested in this business side of things. And interested to see what’s coming in the future. With all those challenges, you kind of learn and grow. And then when you start to succeed out of them it is a pretty satisfying experience.”

**AND PLAYERS PURSING COURSE DESIGN…**

TIGER SOT: "You can make a golf course that, that can be catered to all playing levels. If we're able to get a, a great site then it's our responsibility to then deliver a, a golf course.”

**BEING THE FIRST TO ENDORSE AN ICONIC BRAND AT THE GAME'S TOP LEVEL.**

VARNER SOT: “Everything I'm wearing, every endorsement, I mean I can thank him, I think everyone on TOUR could so I think it's pretty special.”

**AND LAYING A FOUNDATION WITH A SELFLESS ENDEAVOR TO MAKE SURE THOSE IN NEED ARE TAKEN CARE OF.**

DAY SOT: “It's bigger than us, being able to give a family an opportunity to really get back on their feet if they need to and really help them going forward.”

**THE EXAMPLE OF MR. PALMER'S BUSINESS FOOTPRINT ARE PLENTIFUL IN TODAY'S GAME - EACH FOLLOWING HIS BLUEPRINT ARE APPRECIATIVE OF THE ENTREPRENEURIAL PATH HE PAVED.**

SPIETH SOT: “He transformed the sport. I mean he really took into a completely different level. He became somebody that all of us should really strive to be like.”

**Bump 4 (Saunders)**

**UP NEXT…**

**SAM SAUNDERS IS A PGA TOUR MAINSTAY SEEKING TO BREAKTHROUGH – AND BUILD UPON THE LEGACY FORGED BY HIS GRANDFATHER.**

SAUNDERS SOT: “I’m proud of my heritage but I am also focused on playing for me and that’s what he did.”

**Rejoin**

**WELCOME BACK TO PGA TOUR 2018: MR. PALMER'S LEGACY…**

**Arnie Family Inbump**

SAUNDERS SOT: “He has never forgotten where he came from. He has never forgotten the people that helped him get there. And forever, he continued to appreciate that.”

**WHILE ARNOLD PALMER SPENT MUCH OF HIS TIME ON HIS MANY ENDEAVORS, HE MADE SURE TO MAKE TIME FOR WHAT WAS MOST IMPORTANT - HIS FAMILY.**

PALMER SOT: "It's an ideal way to do your life to be able to make a living and enjoy my family.”

SAUNDERS SOT: “What I've learned and thinking about all the things my Granddad said to me, he would want me to focus on golf and family.”

SAUNDERS NAT: “Ahh nice.”

**Standup 4**

A LEGACY IS REMEMBERED IN MANY WAYS - BUT PERHAPS THE GREATEST IS HOW IT'S CARRIED ON BY FAMILY.

GOLF FANS HAVE GOTTEN TO KNOW SAM SAUNDERS OVER THE YEARS, AS HE GREW UP FOLLOWING IN THE FOOTSTEPS OF HIS GRANDFATHER, ARNOLD PALMER. NOW SAUNDERS IS PLAYING FULL TIME ON THE PGA TOUR, AND HE CONTINUES TO KEEP THE MEMORIES OF HIS GRANDFATHER CLOSE AT HEART, WHILE CARVING OUT HIS OWN PATH IN THE GAME.

**Art Card Family Ties**

NO COPY

**Sam Saunders Feature**

SAUNDERS SOT: “It was something that I'll remember forever. I said it's not a driver you're just gonna slice that into the water. And he said give me the driver and then obviously hits this little low hook off of a burnt out lie.”

ANNC: “Look at this shot.”

SAUNDERS SOT: “I love seeing that video now because I love watching the smile on his face.”

**THE MEMORIES OF TIME SPENT WITH HIS GRANDFATHER LIVE IN ABUNDANCE…**

PALMER SOT: "Way to go, Sam!"

SAUNDERS SOT: "Many times when he's helping me out on the course we focus more on the mental aspect of my game than we do how my swing is."

**BUT NOW, SAM SAUNDERS IS READY TO TAKE YET ANOTHER BIG STEP IN HIS CAREER.**

SAUNDERS SOT: “He would just tell me, it's time to start winning. You're not out here to be a feel good story, it's time to go get it done.”

STROUD SOT: “I'm sure he probably struggled trying to say, I'm Sam Saunders, and yeah, that's my grandfather but now, he's established himself as a really good PGA Tour player.”

**IN 2014, SAUNDERS MOVED TO COLORADO…**

NATS – “Off to school we go!”

**…IN AN EFFORT TO TAKE CONTROL OF HIS OWN GAME, AND LIFE.**

SAUNDERS SOT: “I have been referred to the grandson my entire life which I'm certainly proud of but I don't think people really understand that I'm at a different point in my life right now.”

**BUT SHORTLY AFTER HIS GRANDFATHER'S PASSING IN 2016, SAUNDERS MOVED BACK TO FLORIDA, ARMED WITH A NEW PERSPECTIVE.**

SAUNDERS SOT: “I don't think I'll ever escape the so-called shadow, because it's a huge one. It's the biggest one there ever was in golf but it's something I've accepted.”

**THAT WAS NEVER MORE EVIDENT THAN JUST 3 DAYS AFTER THE ANNIVERSARY OF HIS GRANDFATHER'S PASSING…**

ANNC: “59, what an incredible round.”

**SHOOTING THE 7TH SUB 60 ROUND IN WEB.COM TOUR HISTORY IN THE OPENING ROUND OF THE SEASON FINALE.**

SAUNDERS SOT: “I was playing away from my natural gifts and my natural abilities so I've started to just kind of just let it rip. And, a 59 came of that.”

**THAT AGGRESSIVE MINDSET IS ONE OF THE SEVERAL TENDENCIES THAT STUCK - ALONG WITH A SIMILARITY THAT'S OFTEN TIMES REFLECTED IN HIS SWING.**

SAUNDERS SOT: “The one that reminds me of my grand dad is sometimes when I'm trying to hit a cut shot, I'll find myself doing the Arnold Palmer finish, where that club's twirling over my head and then holding it off.”

**WHILE THE SIMILAR SWING MAY BE UNINTENTIONAL…**

SAUNDERS NATS: “It's something I enjoy doing it's kind of fun to work on."

**TINKERING WITH HIS CLUBS IS A DESIGNED WAY OF REMEMBERING HIS GRANDFATHER'S TEACHINGS.**

PALMER NATS: "My grips coming off of it."

SAUNDERS SOT: “I wanted to be like him. I watched him peeling the leather off of his grips and putting tape on there. And I didn't know what he was doing, but it looked cool.”

**ON THE COURSE, SAUNDERS KEEPS A FAIR BALANCE OF HIS OWN GOALS, WHILE STILL LOOKING TO CARRY ON AN INCREDIBLE LEGACY – SAM HAS ALREADY POSTED 2 TOP 25 FINISHES THIS SEASON AND IS 16TH ON THE PGA TOUR IN BIRDIE AVERAGE**

SIMPSON SOT: “It's fun to see him, mature as a player and I love the way he carries himself on the golf course and I know how much he loves Grandad and wants to make him proud.”

SAUNDERS SOT: “I am lucky enough to be the guy to carry on this great legacy. I don't wanna try to make cuts so that I can keep my card for next year. I wanna try to win golf tournaments.”

**AND WITH THE ARNOLD PALMER INVITATIONAL AROUND THE CORNER, SAUNDERS PREPARES FOR HIS 9TH START AT BAY HILL - WHILE ALSO TAKING PART IN A NEWER ROLE AS AN AMBASSADOR.**

SAUNDERS SOT: “I'm proud of my heritage. I'm proud of the fact that I grew up watching him do what he does. And with the Arnold Palmer Invitational and Arnie's Army Foundation, we have an opportunity to carry that legacy on.”

**Bump 5 (API Legacy)**

**COMING UP ON PGA TOUR 2018: MR. PALMER'S LEGACY…**

DOYLE SOT: "There is a spirit that's going to live through the tournament."

**IN TWO WEEKS, THE EVENT HE BUILT WILL CONTINUE TO HONOR THE LIFE OF ARNOLD PALMER.**

CHAPPELL SOT: "He will always have a presence at Bay Hill."

**Art Card**

NO COPY

**API Legacy**

ANNC: “He's got it, oh look at that.”

ANNC: “Again at Bay Hill.”

TIGER NATS: “How 'bout that huh!”

**BLOSSOMING OUT OF THE OLD FLORIDA CITRUS OPEN OF THE 1960S, THE ARNOLD PALMER INVITATIONAL PRESENTED BY MASTERCARD FOUND ITS HOME AT BAY HILL IN 1979…**

**AND ARNOLD PALMER WAS THERE EVERY STEP OF THE WAY… NURTURING ITS GROWTH, WITH HIS EFFERVESCENT SMILE AND WARM HANDSHAKE.**

LEISHMAN SOT: “I've seen all the guys win before me, and he's been in there to greet them walking off the green. And I'm gonna say that was kind of emotional that he wasn't there when I did walk off. But it made it even more special to be the first one afterwards, after his passing and something I'll remember forever.”

**WITH THE PASSING OF A LEGEND, NEW TRADITIONS EMERGED. LAST SEASON, BEFORE THE START OF THE 2017 ARNOLD PALMER INVITATIONAL, THE WORLD OF GOLF GATHERED TO HONOR PALMER WITH A SIMPLE GESTURE**

NAT SWINGS

**SIGNALING TO EVERYONE THAT BAY HILL WILL ALWAYS BE HOME TO A LEGEND.**

SCHWARTZEL: “They did a very good job of remembering what he was all about. I just remember seeing his golf cart on 18 every day. You still felt like he's actually there.

CHAPPELL SOT: “Obviously he will always have a presence at Bay Hill and in the golf world I think the event has carried on his name in a way that he would be proud of.”

MARCI DOYLE: “There is a spirt that's going to live on here and his legacy is going to go on through the tournament. And remind us what we're doing this for, which is about the foundation, and what he stood for.”

**PALMER'S GENEROUS SPIRIT WAS THE DRIVING FORCE BEHIND THE ESTABLISHMENT OF THE VERY FIRST DEDICATED CHILDREN'S HOSPITAL IN CENTRAL FLORIDA BACK IN 1989.**

**AND TODAY HIS LEGACY OF PHILANTHROPY LIVES ON THROUGH THE ARNIE'S ARMY CHARITABLE FOUNDATION…WHICH SUPPORTS THE ARNOLD PALMER MEDICAL CENTER.**

SAUNDERS SOT: “He realized how well he could impact things that would have meaning beyond his career in golf.”

MCDOWELL SOT: “Living here in Orlando and having my child at the Winnie Palmer hospital, you’re very acutely aware of what Mr. Palmer has done for charitable foundations here and all over the world.”

**FOR OVER 25 YEARS THE ARNOLD PALMER HOSPITAL FOR CHILDREN AND THE WINNIE PALMER HOSPITAL FOR WOMEN AND BABIES HAVE HELPED COUNTLESS FAMILIES ACROSS THE UNITED STATES AND THE WORLD - AND WILL CONTINUE TO DO SO IN THE MEMORY AND HONOR OF MR. PALMER.**

SAUNDERS SOT: “There is a tremendous amount of work to be done. To really look at how my father achieved his successes and be able to mirror his caring and his reach and in return it would grow and be of mutual benefit to all the people we hope to connect here.”

**Standup 5 Close**

IN JUST 2 WEEKS TIME, MR. PALMER'S PRESENCE WILL BE FELT HERE IN ORLANDO WITH HIS TOURNAMENT. BUT HIS LEGACY CAN'T JUST BE SUMMED UP BY ONE MOMENT OR ONE LOCATION - IT CONTINUES TO LIVE ON ALL AROUND US, AT EVERY STOP ON TOUR HERE IN THE U.S. AND INTERNATIONALLY - AND WITH EVERY ENDORSEMENT, AUTOGRAPH, AND GENUINE ACT OF KINDNESS.

I'M TODD LEWIS - AND THANKS FOR WATCHING PGA TOUR 2018: MR. PALMER'S LEGACY…

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