|  |  |
| --- | --- |
|  |  |

**THE RSM CLASSIC**

November 15 – 21, 2021

**Key Messages**

**2021-specific:**

* 2021 marks the 12th year of The RSM Classic, a PGA TOUR event RSM has sponsored since the tournament began in 2010.
* To date, the RSM US Foundation and the Davis Love Foundation have raised more than $22.2 million through The RSM Classic to help children and families in need.
* We’re looking forward to announcing this year’s RSM Birdies Fore Love total on **Thurs., Nov. 18,** from Sea Island via a news release and a public service announcement on the Golf Channel.

**Tournament Overview:**

* The 2021 RSM Classic is played on two courses at beautiful Sea Island Golf Club in Georgia’s Golden Isles: Seaside and Plantation.
* The RSM Classic is the first PGA TOUR event to be played on the legendary Sea Island, Georgia golf courses, Seaside, a Par 70; 7,055-yard course, and Plantation, a Par 72, 7,060 yards.
* RSM’s title sponsorship provides an ideal platform to further the firm’s brand building during tournament week and throughout the year through ongoing events with Team RSM members and ongoing charitable Birdies Fore Love efforts with local and national nonprofits.
* The game of golf plays an important role in building the RSM brand and in raising awareness of our firm’s core values—respect, integrity, teamwork, excellence and stewardship.
* The Tournament will be broadcast around the world in accordance with the PGA TOUR’s international broadcast agreements (more than 200 countries), and Matt Adams’ Fairways of Life show will be broadcast remotely during tournament week. In addition, The RSM Classic will be available on PGA TOUR Live.
* Tune in to The RSM Classic via the Golf Channel Thurs., Nov. 18 through Sun., Nov. 21, and promote the tournament and related activities via your personal social media channels using #RSMClassic and #RSMClassicCares.

**Team RSM**

* As part of its overall golf platform, RSM sponsors professional golfers who are part of the PGA TOUR, LPGA, European TOUR and Ladies European TOUR
* These golfers embody the firm’s brand and core values. Team members include:
* PGA TOUR: Abraham Ancer, Zach Johnson, Chris Kirk, Davis Love III and Dru Love
* LPGA: Maria Fassi and Megan Khang
* European TOUR: Hinrich Arkenau and Andy Sullivan
* Ladies European TOUR: Alice Hewson

**RSM:**

* RSM is the leading provider of audit, tax and consulting services focused on the middle market with 43,000 people in 120 countries, including 13,000 people in 87 U.S. cities and four locations in Canada.
* RSM’s vision is to be the first-choice advisor for middle market business leaders.
* The middle market is a critical part of the U.S. economy, accounting for approximately 40 percent of the nation’s Gross Domestic Product (GDP), and providing one-third of its jobs.
* A unified global brand reinforces RSM’s focus on being the first-choice advisor to middle market business leaders by providing consistent global services, regardless of where in the world our clients are located.
* Like a caddie behind a successful golfer, RSM helps middle market businesses navigate the complex global business and regulatory environment so they can succeed.
* Just like golfers who want to win, middle market companies perform better when they have a strong advisor who “knows their game,” and can help them “read the course.”
* RSM’s people understand that the real power of any relationship comes through understanding, which leads to trust and relationships based on integrity.
* RSM and the game of golf share many of the same core values, including respect, integrity, teamwork, excellence and stewardship.

**A World-class Client Event:**

* The RSM Classic has become a tradition—for our firm and for our clients—and Sea Island provides a world-class venue for building strong relationships with key clients each year.

**Charitable:**

* The charitable component of The RSM Classic is significant. Charitable beneficiaries include Special Olympics, the Boys and Girls Club of Southeast Georgia and other local and national charitable organizations.
* Since The RSM Classic began in 2010, the tournament and its Birdies Fore Love program have raised more than $22.2 million for deserving charitable organizations.
* The inaugural RSM Classic in 2010 resulted in a total of $200,000 being donated to these organizations.
* In 2011, that total grew to $350,000.
* The 2012 tournament added another $431,000, bringing the grand total raised for charitable organizations to nearly $1 million.
* The 2013 RSM Classic raised more than $880,000 for charitable organizations, $430,000 of which was raised by RSM employees and clients through Birdies Fore Love.
* In 2014, the tournament raised $936,000, bringing the total five-year charitable contribution of the tournament to more than $2.7 million.
* In 2015, The RSM Classic raised $2,048,199 for children- and family-focused charitable organizations, bringing the grand total raised by the tournament since its inception to more than $4.8 million.
* In 2016, the tournament raised more than $2.2 million.
* In 2017, the tournament added another $2.8 million to the grand total raised for deserving charitable organizations.
* The 2018 tournament added another $3.6 million, bringing the nine-year total to more than $13.5 million.
* The 2019 tournament raised more than $4.6 million, bringing the 10-year total to more than $17.6 million.
* In 2020, despite the global pandemic and with no onsite fans, The RSM Classic raised another $4.6 million, bringing the grand total raised through the tournament since its inception to $22.2 million.
* Each year, RSM offices commit to raising funds for charitable organizations aligned with the missions of the RSM US Foundation and the Davis Love Foundation, host organization of The RSM Classic through Birdies Fore Love. These efforts are supported by matching donations from the RSM US Foundation.
* In 2018, RSM introduced the RSM Birdies Fore Love On-Course Competition—a partnership with the PGA TOUR that takes place over the fall PGA TOUR events.
* Through RSM Birdies Fore Love, the top three players who accumulate the most birdies (or better) concluding with The RSM Classic, will be awarded with $300,000, $150,000 and $50,000, respectively, for charitable donations to the children- and family-focused charitable organizations of their choice. Each weekly BFL winner will also receive $50,000 for his charity of choice, bringing the program total to $1M
* Birdies or better at this year’s RSM Classic will count double toward the overall count.
* Winning players are encouraged to designated funds to charity organizations dedicated to building tomorrow’s middle market leaders through programs that support education, as well as organizations committed to improving the lives of youth through a focus on hunger, housing and health.
* In the case of ties, the player with the most birdies or better in a single tournament will win.
* We’re looking forward to announcing this year’s RSM Birdies Fore Love total on (Thurs., Nov. 18)**,** from Sea Island via a news release, and hope you’ll tune in to the Golf Channel **Thurs., Nov. 18** again on **Sat., Nov. 20** to watch our Public Service Announcement.

**The Venue:**

* Sea Island, Georgia has been an exclusive luxury resort destination since 1928. **Sea Island’s** devotion to golf spans more than 90 years – a history that encompasses such luminaries of the game as Bobby Jones, Walter Travis, Harry S. Colt, and Davis Love III.
* Sea Island is the only resort in the world to achieve four Forbes Five-Stars 13 years in a row.
* Rated No. 1 in the U.S. among the “World’s 50 Best Golf Hotels” by Golf Digest Index, Sea Island Golf Club offers three exceptional 18-hole championship courses.
* The Seaside Course, is a links course graced by majestic ocean vistas in the tradition of St. Andrews.
* The Plantation Course winds enticingly through marsh and forest, and was renovated by Davis Love III, his brother Mark and the team at Love Golf Design in 2019, while the Retreat Course offers a uniquely dramatic and challenging design cultivated by Davis Love III and his brother Mark Love, executive director of The RSM Classic.  Seaside and Plantation are both used during the competitive rounds of The RSM Classic.
* The Davis Love Foundation was thrilled to have the opportunity to renovate the Plantation course in 2018, taking elements from both the original Plantation nine holes and historical elements of the property itself to create a timeless course that can be enjoyed by golfers of all levels, while being maintained at modern standards.

**Economic Impact:**

* With players, PGA TOUR tournament officials, golf manufacturers, participating broadcast networks, and spectators have the potential to generate millions of dollars for the local economy over tournament week (i.e., in the form of room nights, meals, entertainment, merchandise, transportation, etc.).

**Tournament Organization:**

* The Davis Love Foundation is the tournament host organization and PGA TOUR Member Davis Love III is tournament host.