

Content Advisory: The RSM Classic

Overview

Date: November 17-20, 2022

Course: Sea Island Golf Club (Seaside, Plantation)

Location: St. Simons Island, GA

Storytelling Narratives

(*narratives are themes used internally to create content around.)

RSM Birdies Fore Love

- The annual RSM Birdies Fore Love competition concludes this week at The RSM Classic, with the player making the most birdies (or better) throughout the fall portion of the schedule receiving \$300,000 to donate to a children- or family-focused charitable organization of his choice (\$150,000 for second, \$50,000 for third). Weekly winners throughout the fall this season have included Sahith Theegala (twice), Patrick Cantlay and Tommy Fleetwood, among others, and Cadence Bank Houston Open winner Tony Finau most recently. [Link to the RSM Birdies Fore Love leaderboard](#)

Fall and the FedExCup

- Four of the last six winners of the TOUR Championship have captured an event during the fall en route to the FedExCup title: Rory McIlroy (2022 FedExCup champion/2021 THE CJ CUP in South Carolina); Patrick Cantlay (2021 FedExCup champion/2020 ZOZO Championship); Justin Rose (2018 FedExCup champion/2017 WGC-HBSC Champions); and Justin Thomas (2017 FedExCup champion/2016 CIMB Classic). In addition, six of the nine winners in the fall of 2021 qualified for the 2022 TOUR Championship.

Digital Content Plan

On-Site Activations

Monday

Coverage of Monday qualifier

- **Details:** Akshay Bhatia (62), Bryson Nimmer (63), Brett Drewitt (65) and Conner Godsey (65) earned spots in The RSM Classic field.

Ride along with David Lingmerth

- **Details:** A Ponte Vedra Beach resident David Lingmerth to drive up to Sea Island while discussing his return to the PGA TOUR through the Korn Ferry Tour Finals, family and his maiden PGA TOUR win at the 2015 Memorial Tournament.

Tuesday

Walk and talk with Mackenzie Hughes

- **Details:** A Canadian star to discuss how his life has transformed both professionally and personally, since his rookie win at the 2016 RSM Classic to his recent victory at the 2022 Sanderson Farms Championship.

Closest-to-pin contest on No. 10

- **Details:** Closest-to-pin contest on par 4, No. 10 featuring some of the Presidents Cup USA and INTL Team members.

[PGA TOUR Training](#)

- **Details:** Workout routine with Brent Grant, Vincent Norrman, Thomas Detry at the Sea Island Performance Center.

Wiffle Ball Classic

- **Details:** The event features a friendly competition between the PGA TOUR players, their wives and the students from local elementary school who earn a playing spot through their “Positive Behavior Initiative and Support” program. Savannah Bananas will be a part of the charity initiative to raise funds for [Blessings In a Backpack](#).

Davis Love III on the Speedway Putting Course

- **Details:** Davis to discuss [the Speedway](#), The Lodge’s 18-hole putting course designed by Mark Love and Davis Love III. Drone footage to supplement the interview.

#TOURBound players

- **Details:** Sit-down interviews to build profiles for the international #TOURBound players. Footage will be archived for future use and distribution on the relevant PGA TOUR social channels, editorial platforms and to international partners.

Wednesday

Birdies Fore Love: Addison and Kyle Westmoreland

- **Details:** Addison will be hosted on-site at Sea Island Golf Club for a behind-the-scenes experience that will include spending time with the RSM ambassador Kyle Westmoreland during the Pro-Am, tours of ShotLink and the media center, and more. Additionally, she participated in the RSM charity message filming the Thursday of advance week at the Sea Island Performance Center, where her mom and one of her coaches, Chrissy Felton, were also interviewed. This will be used to complement the on-site portion and bring the story full circle.
- **Background on Addison:** Addison Seban is a First Tee – Golden Isles participant. She comes from a single-mom family and has been involved with the chapter for many years. Addison is starting high school and is now volunteering with the chapter, which helped purchase clubs for her. Addison also makes and sells candles to help pay for her golf expenses.

RSM Charity Putting Challenge

- **Details:** RSM will host their annual Charity Putting Challenge at the Speedway Putting Course at Sea Island, where 12 teams will compete in a friendly putting challenge to raise funds for the Golden Isles community. Teams are made up of a PGA TOUR professional, a member of the Boys & Girls Club and a Special Olympics athlete, while RSM executives will serve as official scorekeepers. PGA TOUR Commissioner Jay Monahan will participate as a caddie.

Pre-Produced Videos

- First Tee celebrates its 25th anniversary
- Tadd Fujikawa pickleball feature
- Davis Thompson feature
- PGA TOUR University: Get to know Ludvig Aberg
- Swing theory: Collin Morikawa
- Happy one year, Scottie Scheffler and Ted Scott!
- All-time top 10 shots at The RSM Classic
- Birthday (November 19, 1990): Max Homa's best soundbites of his career
- Tournament preview ([Chinese](#) video)
- S.H. Kim's Tiger wedge ([Korean](#) video)

Miscellaneous

Upcoming Notable Birthdays

- November 19, 1990 – Max Homa
- November 21, 1952 – Gary Koch
- November 23, 1990 – Mackenzie Hughes
- December 1, 1939 – Lee Trevino
- December 7, 1977 – Luke Donald
- December 7, 1986 – Billy Horschel
- December 8, 1980 – Brandt Snedeker
- December 13, 1988 – Rickie Fowler
- December 29, 1925 – Pete Dye
- December 30, 1975 – Tiger Woods

Inside the Field: International Players

(*Field as of Monday, November 14 at 6:20pm ET)

Argentina: Tano Goya, Augusto Núñez

Australia: Aaron Baddeley, Jason Day, Brett Drewitt, Harrison Endycott, Cameron Percy

Austria: Matthias Schwab, Sepp Straka

Canada: Michael Gligic, Mackenzie Hughes, Taylor Pendrith, Adam Svensson

China: Zecheng Dou, Carl Yuan

Chinese Taipei: Kevin Yu

Colombia: Nico Echavarria, Camilo Villegas

England: Harry Hall, Aaron Rai, Justin Rose, Callum Tarren, Ben Taylor, Matt Wallace,
Danny Willett

France: Martin Trainer

Germany: Stephan Jaeger, Matti Schmid

Ireland: Seamus Power

Italy: Francesco Molinari

New Zealand: Danny Lee

Scotland: Russell Knox

Slovakia: Rory Sabbatini

South Africa: Dean Burmester, MJ Daffue, Dylan Frittelli, Garrick Higgo

South Korea: Byeong Hun An, S.H. Kim

Sweden: David Lingmerth, Henrik Norlander, Vincent Norrman