**“SINCERELY, ARNOLD PALMER” NETWORK SPECIAL SCRIPT**

**INTERNATIONAL VERSION**

**TEASE SCRIPT:**

***MUSIC***

*Davis Love III: “To get a letter from Arnold Palmer you know the stationery when you see it. You know it’s going to be special.”*

*Bernard Langer: “Every time I would get a personal letter from Arnold Palmer. It was personally signed by him. That’s very meaningful.”*

**VO: THEY ARE A SYMBOL OF THE WAY HE CARRIED HIMSELF…**

*Jordan Spieth “He was somebody we should all strive to be like.”*

**VO: …HIS LEGACY, IN HIS OWN WORDS…**

*Davis Love III: “To get a letter from him, it’s something you can keep, with his signature. I’ll always treasure them.”*

**VO: …A LETTER SIGNED BY A KING, FROM THE HEART…**

*Mark O’Meara: “Sincerely, Arnold. Doesn’t say much more. That’s what the king does.”*

*(OUT)*

*GO TO OPENING GFX*

***PGA TOUR ORIGINALS “SINCERELY ARNOLD PALMER”***

**MEET ARNOLD PALMER FEATURE**

***NATS: CHEERS***

**VO: …ARNOLD PALMER WAS CALLED THE KING…YET HE MADE EVERYONE FEEL LIKE ROYALTY**

***NATS: CHEERS***

**VO:… HE CHANGED GOLF AS A CHAMPION…**

***NATS: CHEERS***

**VO:…AND TOOK IT TO T*HE NEXT LEVEL ON* AN INTERNATIONAL STAGE…**

***NATS ANNC: “THIS ONE IS HEADED FOR THE HOLE TO GIVE PALMER A 276 SCORE THAT SETS A NEW RECORD. IT’S THE BEST IN THE 102 YEAR HISTORY OF THE BRITISH OPEN.”***

**VO:…BUT IT WAS HIS SIGNATURE AND WHAT IT STOOD FOR THAT SET HIM APART.**

*RORY MCILROY: “He always lit up a room. He always made people feel important and looked them in the eye. He was a really special man.”*

**VO:….HIS CHARACTER AND CHARISMA MADE HIM A GLOBAL ICON…**

***NATS: “Are you kidding me? Look at this! I’m not sure Arnold can believe it. There is only one roar like a Palmer roar.”***

**VO:….HE HAD STYLE…AND SWAGGER**

**VO:…HE WAS AN INFLUENCER….WHO LOVED ADVENTURE…**

***NATS: SWING***

**VO: ….AND TOOK THE GAME TO NEW PLACES …**

*SCOTTIE SCHEFFLER: “The way he treated the fans, Arnie’s Army. He taught me a little bit to always acknowledge the people who give you support. He always did such a good job with that.”*

**VO: THE SON OF A GREENSKEEPER HE NEVER FORGOT ROOTS AND WHERE HE CAME FROM...**

**VO….HIS LEGACY IS NOT ONLY ABOUT HIS WINS…BUT THE IMPACT HE MADE IN PEOPLE’S LIVES…**

**ANNIKA FEATURE SCRIPT**

***MUSIC***

**VO: ANNIKA SORENSTAM (PRONOUNCED: SORE-EN-STAM) CHANGED THE FACE OF GOLF, PAVING THE WAY FOR WOMEN…**

**VO…SHE ALSO HAD A SPECIAL BOND WITH THE KING…**

ANNIKA SORENSTAM: “I would say that Arnold Palmer had an impact on me both professionally and personally.”

ANNIKA SORENSTAM “I think it's so important to remember how you can make other people feel. And he made me feel good.”

ANNIKA SORENSTAM: “People looked up to him, but he treated you equally as nicely. I'll never forget that. It was just a nice feeling to admire somebody, but then still feel so respected back.”

ANNIKA SORENSTAM: “Everybody was pulling him left and right. But when we talked, he listened. He looked you in the eye and it was like, wow, it felt like I was the most important person at that time. He just had that ability to connect with people.”

ANNIKA SORENSTAM: “To me growing up in Sweden he was the not just American star, but he was, you know, a world wide idol. And all of a sudden you think of little me from Stockholm and then just, you know, having lunch or spending time with him is just pretty incredible.”

**VO: IN 2003, THE KING SENT ANNIKA A LETTER, SUPPORTING HER DECISION TO PLAY IN A PGA TOUR EVENT.**

ANNIKA SORENSTAM: “He was curious why I wanted to play or compete against the men, and I tried to explain the reasoning, which was, you know, I'm number one in the world. I want to get better, I want to learn from the best. And I think this would be a great challenge.”

ANNIKA SORENSTAM “I went to the mailbox and checked out my, you know, my mail for the day. there was an umbrella. I just kind of opened the letter and it was all about supporting me, you know, at the Colonial and, you know, wish me good luck. And if there's anything he needed, I needed just kind of reach out. And obviously signed by Arnold Palmer.”

ANNIKA SORENSTAM: “We know what it takes to write a letter. Right, that, you know, to sit down there and get a pen, get a paper and kind of plot down your thoughts. And he did that. And that to me meant a lot. I never forget that. And I just think, you know, those certain things in your life where it hits you or you just realize that that was important. But it also sent a message that, you know, he's not too good for anybody. He just wants to help others.”

ANNIKA SORENSTAM: “That was kind of like, okay, we have more in common than fairways and greens, right?”

*ANNIKA*

*What about that one?*

*MCGEE, WILL*

*Got to go.*

*ANNIKA*

*Oh, I think you hit the edge. IT did.*

**VO: IN 2011, ANNIKA WAS TREATED AT A HOSPITAL NAMED FOR PALMER WHEN SHE WAS PREGNANT WITH HER SON…**

ANNIKA SORENSTAM: “I've been touring the hospital before, but I never thought that we would be one of the families.”

ANNIKA SORENSTAM: “They couldn't stop my contractions. So Will was born at, you know, 27 weeks, which is really, really early. So we spent a lot of time in the hospital.”

ANNIKA SORENSTAM: “WILL was a tough, tough little guy, as a matter of fact.”

ANNIKA SORENSTAM “That's why we named him Will. I turned to Mike and I said, Hey, we should name him Will because he needs the willpower to survive.”

ANNIKA SORENSTAM: “He's a tough little cookie.”

ANNIKA SORENSTAM: “I really feel like it's kind of come full circle. You know, this thinking of my time with Arnold Palmer, the things that obviously I admired him for his golf, but I think I admired him more for what he did off the course. Looking at Will I admire him for his you know, his short game and his determination and his competitiveness.”

*ANNC: “Annika Sorenstam and her son Will McGee”*

ANNIKA SORENSTAM “This is one to us is obviously very special. You get the king here and then you get our prince.”

ANNIKA SORENSTAM: “They were just having a casual little chat. I think Will is enjoying the sweater”

ANNIKA SORENSTAM: “I think that's another reason why his lessons have meant so much, because I want to be able to say thank you. I want to be able to, you know, do something good that he did in different ways, whether it's through the Monica Foundation or maybe just a community or through my kids that eventually hopefully would take some of their lessons into the next generation.”

ANNIKA SORENSTAM: “You probably wonder who this man was. But I think now looking back at it, it's kind of a cool memory. But, you know, Arnold Palmer was very special and we feel like you're special.”

**CAMERON YOUNG FEATURE SCRIPT**

**VO: THANKS TO SEVEN TOP TENS INCLUDING FIVE RUNNER UP FINISHES LAST SEASON,**

**CAMERON YOUNG RECEIVED THE 2022 ARNOLD PALMER AWARD FOR ROOKIE OF THE YEAR. BUT THAT’S JUST ONE OF MANY CONNECTIONS HE HAS WITH THE KING.**

**HE HAS BEEN WALKING IN ARNIE’S FOOTSTEPS SINCE HE WAS A KID.**

CAMERON YOUNG: I feel like I've been a lot of the same places. I went to Wake Forest, the place where he's got the only statue on campus. And my family spent a lot of time in Orlando. And Bay Hill is the place that felt very big and very special to me.

CAMERON YOUNG: We used to go to Orlando in the winter. So that was really the first tournament that that I ever went to as a kid to go to the Bay Hill, obviously this is where Arnold Palmer made his home and where he's the king.

CAMERON YOUNG: To get to play in that I got to play last year. It really takes you back. We used to ride our bikes over there and go watch the tournament. And I just remember watching all these guys that were so good. And it's just funny to think that it's me at this point, I still don't really look at myself that way.

CAMERON YOUNG: it's just really cool. I mean, to get to play on the PGA Tour and then to get to play in an event named after Mr. Palmer is very special. As great of a player as he was, I think a lot of his legacy is how he treated people. And, you know, one of the things that he did was, you know, sign his name legibly, a very small thing. He answered, answered all the letters people wrote him. He signed everything. He signed it in a way that you could tell who it was.

CAMERON YOUNG: And I actually sent him a Masters flag, I think in 2007. My dad got to officiate the Masters and I sent him a flag to sign and he returned it. I mean, stuff like that makes an impression on the kid.

CAMERON YOUNG: And for me, you know, the chance to do that for somebody, I don't know if I'm going to have the impact he did, but to think that even just the little interactions you have with fans and kids that come out to tournaments on a daily basis, that you might have some kind of impact like that, I think is really kind of what it's all about and what he paved the way for us to do. I obviously went to Wake Forest and when I committed to play there, he sent me a letter and it's still framed and in our house in Florida and just basically congratulating me on my choice to go to Wake Forest and congratulate me on a good junior career.

CAMERON YOUNG: And I still remember opening it and it's something that's very special to me. And, you know, there's so many stories like that around. But the fact that he took time to write the letter and sign it and send it to me is really unbelievable.

CAMERON YOUNG: I think any time you get to do anything related to Arnold in any way, it's very special. You know, this is a tour that he played a crucial role in building. And obviously, my connection to Wake Forest and being fortunate enough to win his award last year is really special. with any connection to him, you're doing something right.

CAMERON YOUNG: I don't think I can quite live up to his name, but as much as I can, I just would like to kind of follow in his footsteps as far as how he treated people and the reputation that he had.

**ARNIE’S ARMY SCRIPT**

NAT ANNC: The familiar face of Arnold Palmer.

BILLY ANDRADE: “In all of sports, there's that one person that transcends the game

NAT ANNC: One time please for the crowd!

BILLY ANDRADE: To make it cool or to make it popular. He’s the guy that really brought the game to the people. When TV first started. It was him.”

NAT ANNC: Dazzling, unbelievable, unmatched.

SCOTTIE SCHEFFLER: He really embraced everything that goes with being a professional.

NOTAH BEGAY III: He gave people someone to cheer for. And he was in every man's person that appealed to so many people in the world that could identify with just kind of his go for broke attitude, which a lot of players on tour have modeled their game after.

BILLY ANDRADE: He was as cool as it gets. You know, I think a cool I think a Clint Eastwood in movies. And when I think of cool, I think the Arnold Palmer too for sure.

NOTAH BEGAY III: They don’t do it anymore, but he was puffing on the cigarettes (laugh), had the chest hair poking out of his shirt, there was no par 5 he wouldn’t go for in two. It’s tough to come by now so fun for the golf fan to watch.

BERNHARD LANGER: I remember I was a very young man when I first time played with him and he could see Yeah, I was a bit nervous and a bit in awe. And he just has, you know, just play your own game. Don't worry about anything else.

FRED COUPLES: Every time I saw him he’d give me a kiss on the cheek. There are only a few people…my mother did that and a few other people but it just it made my day.

ERNIE ELS: “Every event I would win he would write me a letter wherever I was, I don’t even know how he got my address all the time! Because we moved around a lot…// he always seemed to find me in the world and I’d pick up that letter.”

RYAN PALMER: He sent me a letter after I won Disney in ’04. My first PGA TOUR win. What stood out the most is his detail in the event. How I played, and the shots that I hit. He actually watched that.

FREDDY COUPLES: I think I have about maybe 20 to 22 letters and they’re in a safe spot.”

BILLY ANDRADE: He made me feel like it was just about he and I. But every green that we walked up to was a standing ovation. And it was for it was for him. And, those kind of memories is something that no little kid from Rhode Island would ever forget.

COLLIN MORIKAWA: “Dear Arnold”

ERNIE ELS “Dear Arnold”

SHANE LOWRY: “Dear Arnold”

SCOTTIE SCHEFFLER: Dear Arnie “/we’re always trying to emulate what you did for the game.

COLLIN MORIKAWA: You’ve done amazing things not only for the people right behind you but for generations to come.

RYAN PALMER: “I probably wouldn’t be here if it wasn’t for you”

SHANE LOWRY: “I certainly wouldn’t have the life I have without what you’ve done.

ERNIE ELS: “Thank you for letting me be your friend.”

BILLY HORSCHEL: “I wish I got to spend more time with you, and ask you a few questions”

FREDDY COUPLES: “Thank you for everything that you’ve done for golf and all the letters you’ve written me after I’ve won tournaments. I wish I would have won a hell of a lot more of them. Sincerely, Fred Couples.

Sincerely Scottie Scheffler

Sincerely,

Sincerely,

Sincerely,

Sincerely,

Sincerely, Billy Horschel

Bernhard Langer

Shane Lowry

Notah Begay IIISincerely cuz, Ryan Palmer

**REJOIN SCRIPT**

**VO: WELCOME BACK TO PGA TOUR ORIGINALS SINCERELY ARNOLD PALMER.**

**ARNOLD’S LETTER FEATURE**

ERIN LINDBLAD: People don't write letters anymore. So, for somebody like Arnold Palmer, to spend time to write a letter, I mean, I'm kind of speechless with that.

LARS LINDBLAD: For some reason, our story was special enough to him to take the time out to write a letter personally to us.

ERIN LINDBLAD: I was 30 weeks pregnant, and I knew that something was wrong, and knew that we needed to go to Winnie Palmer,

LARS LINDBLAD: that's hospital that specifically for you know, both mothers and the children. I don't think we thought initially that there was a big problem yet.

LARS LINDBLAD: When I heard the word sepsis, I definitely was nervous. Sepsis is not an uncommon thing that can happen in pregnant women, and that you can tank very quickly. So, they acted fast. They knew what they were doing. It was scary but I remember being completely at ease with everything there. I ended up spending about a week in ICU, somehow managed to turn the corner by everything that they had done and was released at 31 weeks pregnant.

ERIN NATS: I'm headed home, yay!

LARS LINDBLAD: I have no doubt that the hospital saved my life. I mean, I tell people that all the time. And Palmer was born, and he was perfect.

LARS LINDBLAD: To go through something that was as hard as they went through and as bad as they went through to come through that and be that healthy and to have this baby boy was just amazing.

ERIN LINDBLAD: Because they saved my life. We wanted to name him something to remember all that they had done for us. And so, we decided on Palmer.

LARS LINDBLAD: It's almost like he lives with an appreciation for what was done for him. He's just such a happy go lucky kid. Just sweet. Happy. Yeah. loves people. Just like Arnold Palmer did.

NATS: Group hug.

LARS LINDBLAD: Here's an example of something that he had done off the course that just had such a big impact on somebody's life.

ERIN LINDBLAD: We received just this beautiful letter written from Mr. Palmer to my Palmer.

Dear Palmer, you were born at the Winnie Palmer Hospital for Women and Babies. And the staff there took very good care of you and your mom. I was pleased to hear of your family's positive experience. We are very proud of the hospital and all the people who work there. I am honored that your parents named you after me. And I can tell that they are both very proud of you. I know that you will grow up to be a fine man. And I hope an excellent golfer. Best of luck to you. Sincerely Arnold Palmer.

LARS LINDBLAD: Surreal.

It's been a really cool way for us to explain to him the type of person that Arnold Palmer was and what a special thing is that he's named after somebody like that, that had done all the work that he did.

LARS NATS: So, Palmer, this is this is a letter from Arnold Palmer, your name.

PALMER NATS: He wrote that?

LARS NATS: Yeah, he signed that right there. And, you know, he signed that. This letter signed to you and says Dear Palmer. We love you. Love you.

**VO: PALMER'S TRUE LEGACY WAS THE IMPACT HE HAD ON THE LIVES OF OTHERS…**

**LIVES TOUCHED, AND LIVES SAVED. OF ALL THE LETTERS WRITTEN THROUGH THE MANY DECADES, THIS ONE TO HIS NAMESAKE IS BELIEVED TO BE ONE OF HIS LAST.**

**THE KING’S LEGACY SCRIPT**

**VO: ARNOLD PALMER WAS ONE OF THOSE RARE HUMAN BEINGS WHO COMES AROUND ONCE IN A LIFETIME.**

**VO: HE WAS AMERICAN ROYALTY… A KING. A MONIKER THAT HE HIMSELF HAD OFTEN SAID WAS TOO LOFTY A STATURE.**

RORY MCILROY “I don't think anyone could argue that he was the greatest ambassador that this game ever had. The way he was with people. The way he grew the game. I mean he was incredible.”

NAT ANNC: “Arnold Palmer!”

**VO: THOSE LUCKY ENOUGH TO HAVE WITNESSED HIS GREATNESS…**

SAM SAUNDERS: “His legacy certainly is carrying on very well, he definitely made a lasting impact on not just the fans and the media and the world of golf, but he left it on the players as well.”

**VO: THOSE LUCKY ENOUGH TO HAVE BENEFITTED FROM HIS GOOD WILL…**

RICKIE FOWLER: “He was a special man. The amount of charity work that he was able to do and having an impact around the world outside of golf, was pretty special.”

**VO: THOSE LUCKY ENOUGH TO HAVE RECEIVED A LETTER …**

BERNHARD LANGER: “There’s not many people or anyone else who does that.”

DAVIS LOVE III: I”t’s just incredible how many players and people he touched in his career.”

WEBB SIMPSON: “I always connect Mr. Palmer and people when I think about him. Just being humble, just being one of the people. The impact he had just by example was huge and still affecting players today.”

**VO: ALL SPEAK TO HIS GRACE… AND A LEGACY THAT WILL INSPIRE FOR GENERATIONS TO COME.**

RORY MCILROY: “He's a great role model for anyone that's playing the tour now a days, that's very important going forward.”

**VO: ONE WEEK A YEAR, AT PALMER’S HOME AWAY FROM HOME IN THE HEART OF THE SUNSHINE STATE, IS OUR CHANCE TO SAY THANK YOU, ARNIE, SINCERELY.**

**API LOOK AHEAD SCRIPT**

A*NNC: It’s another pilgrimage to the kingdom and Arnold Palmer’s Bay Hill Club and Lodge is primed and ready, just the way Arnie liked it.*

**VO: THE KING’S LEGACY AND IMPACT WILL BE ON FULL DISPLAY AT THIS YEAR’S ARNOLD PALMER INVITATIONAL.**

**VO…WHERE THOUSANDS OF SPECTATORS WILL WATCH THE PGA TOUR’S BEST PLAYERS BATTLE IT OUT AT BAY HILL.**

*ANNC: Always welcomed inside his kingdom.*

**VO: AND WALK IN THE FOOTSTEPS OF THE KING.**

ANNC: The real, bigger than life legend, whose impact and legacy will forever resonate, especially at Bay Hill.

**VO: SCOTTIE SCHEFFLER (PRONOUNCED: CHEF-LER) WILL DEFEND HIS TITLE AGAINST THE TOP PLAYERS IN THE WORLD, ALL HOPING TO RAISE THE TROPHY… IN HONOR OF A KING…WHOSE NAME IS INGRAINED IN THE GAME. SIGNED SINCERELY, ARNOLD PALMER.**

*ANNC: Embrace the enduring spirit of the man whose love and respect for the game will never be forgotten.*