

Content Advisory: The RSM Classic

Overview

Date: November 16-19, 2023

Course: Sea Island Golf Club (Seaside Course)

Location: St. Simons Island, GA

Defending Champion: Adam Svensson

Storytelling Messaging

1. **Season End:** The 2022-23 PGA TOUR Season comes to a conclusion this week at The RSM Classic in St. Simons Island, Georgia, marking the final event of the FedExCup Fall. For the first time, the top 125 for the following PGA TOUR season will be finalized at The RSM Classic, among other competitive consequences set to be determined at week's end – including The Next 10, DP World Tour Top 10, and PGA TOUR Player of the Year and Rookie of the Year nominations.

- **Winner's Benefits:** The RSM Classic is the seventh and final official PGA TOUR event of the FedExCup Fall, with all seven featuring winner's benefits – a two-year PGA TOUR exemption, 500 FedExCup points, and invitations to The Sentry, THE PLAYERS Championship, Masters Tournament and PGA Championship in 2024. The purse is \$8.4 million (\$1,512,000 to the winner)

- **The Next 10:** New in 2024, The Next 10 is an eligibility pathway to earn access into Signature Events (outside of The Sentry), recognizing the top 10 players, not otherwise exempt, from the FedExCup standings. Nos. 51-60 in the final FedExCup Fall standings at the conclusion of The RSM Classic will serve as The Next 10 for the AT&T Pebble Beach Pro-Am and The Genesis Invitational. The current Next 10 includes (**bold = in the field**):

No. 51 Beau Hossler

No. 52 **Matt Kuchar**

No. 53 **Mackenzie Hughes**

No. 54 **Ben Griffin**

No. 55 **Taylor Montgomery**

No. 56 **Nick Hardy**

No. 57 **Alex Smalley**

No. 58 **Luke List**

No. 59 **J.J. Spaun**

No. 60 **Sam Ryder**

- **DP World Tour:** Concurrently, the DP World Tour Championship, the final event in the 2023 Race to Dubai, will be played Thursday-Sunday at Jumeirah Golf Estates in Dubai. As part of the Strategic Alliance with the PGA TOUR and DP World Tour, the top 10 players, not otherwise exempt, in the final 2023 Race to Dubai Rankings will earn PGA TOUR cards for the first time, earning dual membership on both Tours in 2024.

No. 1 Adrian Meronk

No. 2 Ryan Fox

- No. 3 Victor Perez
- No. 4 Thorbjørn Olesen
- No. 5 Alexander Björk
- No. 6 Sami Valimaki
- No. 7 Robert MacIntyre
- No. 8 Jorge Campillo
- No. 9 Ryo Hisatsune
- No. 10 Rasmus Hojgaard

2. **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 FedExCup Fall receiving \$300,000 to donate to a children- or family-focused charitable organization of his choice. For each of the seven events, the single player who accumulates the most birdies or better will receive \$50,000 to the charity of their choice. Individual fall winners include Sahith Theegala (Fortinet Championship), Zecheng Dou (Sanderson Farms Championship), Tom Kim (Shriners Children's Open), ZOZO CHAMPIONSHIP (Collin Morikawa), World Wide Technology Championship (Justin Suh), Butterfield Bermuda Championship (Camilo Villegas)

RSM Birdies Fore Love leaderboard: (**bold** = *in the field*):

- 108, **Luke List**
- 105, **Akshay Bhatia**
- 99, **Vince Whaley**
- 97, Beau Hossler
- 95, **Sam Ryder**
- 94, **Nick Hardy**
- 93, **Peter Malnati**
- 92, **Troy Merritt**
- 89, Erik van Rooyen
- 89, **Eric Cole**

During The RSM Classic, birdies or better will count for two points towards a player's aggregate total.

3. **Home Game:** Fourteen of the 15 active PGA TOUR members who live in the Sea Island area are all in the field, including tournament host Davis Love III and rookie Davis Thompson, son of tournament director Todd Thompson.

- Jonathan Byrd
- Harris English
- Will Gordon
- Ben Griffin
- Brian Harman
- Zach Johnson
- Patton Kizzire
- Matt Kuchar
- Davis Love III
- Keith Mitchell
- Andrew Novak

J.T. Poston
Greyson Sigg
Davis Thompson

4. **Davis Love the Steward:** In 2010, Davis Love III and the Davis Love Foundation partnered with the PGA TOUR to become the host organization of The RSM Classic, with Love serving as the tournament host ever since. With stewardship being a joint priority for the tournament and Team RSM, the plan is to highlight Love's longstanding impact on the Sea Island community including the RSM Birdies Fore Love on-course competition, The RSM Classic Charity Putting Challenge on Wednesday (pairs a Boys & Girls Club member, a Special Olympics athlete and a PGA TOUR player in a friendly putting competition) and this year's Power of Love announcement on Thursday (will include an increase to the more than \$36 million raised to date).

- In addition, the PGA TOUR Wives Association, who celebrated their 35th anniversary in 2023, once again partnered with The RSM Classic for the 11th Annual Wiffle Ball Game Tuesday at 4:45 p.m. The event features PGA TOUR players and their spouses along with local youths from the Boys & Girls Club of Southeast Georgia. For the second year in a row, members of the Savannah Bananas will be participating in the game. On behalf of the PGA TOUR Wives Association, the RSM Classic, and Davis Love Foundation, the event will begin with a \$25,000 check presentation to the Boys & Girls Club of Southeast Georgia, contributing to the organization's playground initiative.

5. **Team RSM:** This year marks the 14th anniversary of The RSM Classic, a PGA TOUR event RSM has sponsored since the tournament began in 2010. Since The RSM Classic began in 2010, the tournament and its Power of Love program have raised \$36 million for deserving charitable organizations. 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. These efforts are supported by matching donations from the RSM US Foundation. Employee champions in each of RSM's local offices across the nation coordinate fun activities to encourage participation and to help meet our firm's fundraising goals.

- 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. **Team RSM Ambassadors** include:
 - PGA TOUR: Chris Kirk, Davis Love III, Zach Johnson, and Kyle Westmoreland. All four players are committed to play in the 2023 RSM Classic.
 - LPGA: Maria Fassi and Megan Khang
 - DP World TOUR: Hinrich Arkenau
 - Ladies European TOUR: Alice Hewson

6. **Golf Course:** Both the Seaside and Plantation Courses are entering fall in good condition, as recent cooler temperatures have slowed bermudagrass and Paspalum growth. Identical to previous years, the fairways and tees on both courses were

overseeded in October. In addition, Seaside's rough and approaches have been overseeded. Neither course will have the TifEagle bermudagrass putting surfaces overseeded. Due to the discrepancy between the ages of the courses, it is anticipated the Plantation Course greens will be slightly firmer than the older Seaside Course greens. The weather moving forward will dictate how much of the overseeding is present for the event. Regardless, the base population of bermudagrass and/or Paspalum will provide normal playing conditions. Changes to the Plantation Course include collar enlargement along the front of No. 2 green and the front, right of No. 8 green, and the introduction of a sand-based waste area in the right rough at No. 13.

- Greenspeed will be in the 13' range for Seaside and in the 12½' range for Plantation, depending on the wind.
- The fairways will be mowed just below ½", and the tees and approaches will be mowed just below ¼".
- The intermediate rough on Seaside will be mowed at 0.850", and the primary rough will be maintained between 1½" and 2". The non overseeded Plantation rough will be mowed at 1½"

Digital Content Plan

Notable On-Site Activations

Monday

Monday qualifying

- **Location:** Brunswick CC, Brunswick, GA
- **Qualifiers:** Jacob Solomon, Rafael Campos, Matt Atkins, Curtis Thompson

Mia's Miracles Dinner

- Capture b-roll of start of event, Villegas' mingling with guests, signage, etc

Tuesday

2023 PGA TOUR Courage Award Presentation

- Chris Kirk will be surprised with the award during his 3pm presser. Fellow UGA alums and Sea Island friends will be there to surprise him

The Wiffle Ball Classic

- Annual event that raises funds for local charities through a friendly and spirited competition between PGA TOUR players and their wives via the PGA TOUR Wives Association. The Savannah Bananas will once again participate in the event. Players that have signed up so far: Ryan Brehm, Eric COle, Justin Lower, Chris Kirk, Hank Lebioda, Austin Smother, Harry Higgs, Trevor Werbylo, David Lingmerth, Trevor Cone, Peter Malnati

Wednesday

The Turn Series

- Embedded with players during their practice rounds and pro-am

Savannah Bananas in Pro-am

The RSM Charity Putting Challenge

- Pairs Boys & Girls club member, a Special Olympics athlete and PGA TOUR player in a friendly putting competition.

Early Week TBD

Adam Svensson Defending Champion Content

- Adam Svensson fly on the wall content and BTS as defending champion

FedExCup Bubble Interview with International Players

- Kevin Yu, CT Pan, Stephan Jaeger, Thomas Detry, Aaron Rai, MJ Daffue and Callum Tarren

Stewart Cink Interview on Christo Lamprecht

Brian Harman Q-School Conversation

Davis Love III Fly on the Wall Content

Thursday -Sunday

Jacob Tilton Sponsor Exemption

- Pro at Ansley Golf Club, Jacob Tilton, clinched the 2023 Georgia Player of the Year award to earn a spot in the 2023 RSM Classic

The Turn Series

- Embedded with players throughout their rounds

Make-A-Wish VIP Tour with Josh

- Will be Honorary Observer with TBD Group. Capture being announced on first tee and walking off. Also to capture finish

ShotLink Training Shoot

- Capture footage of new ShotLink Hybrid Power System, developed during the 2023 calendar year to replace the existing on-course power system used for ShotLink scoring

Birdies Fore Love

Pre-Produced Content

- Branded: Mayo – Shot of the Week
- Max Homa's Birthday
- ON SITE: Ask players holiday questions
- ON SITE: Mia's miracles dinner
- ON SITE: Chris Kirk surprise! Courage award
- ON SITE: Adam Svensson content
- ON SITE: Wiffle Ball Wives Classic
- ON SITE: Charity putting challenge Speedway
- ON SITE: Make-A-Wish Honorary Observer 17yo
- Swing Theory: Sahith Theegala
- #TOURVault 2017: Jim Furyk lips out two approach shots in the same round
- #TOURVault 2019: Kevin Kisner long eagle putt
- #TOURVault 2020: Robert Streb's near hole-out en route to winning in playoff
- #TOURVault 2021: Webb Simpson's ridiculous ace
- #TOURVault 2021: Wyndham Clark makes second ace in three weeks
- Graphic: PGA TOUR Champions season wrap up ([PGA TOUR Korea](#))
- Get to Know series ([PGA TOUR Korea video](#))

Upcoming Notable Birthdays

- November 16, 1959 – Corey Pavin
- November 18, 1962 – Bart Bryant
- November 18, 1987 – Kyle Stanley
- November 19, 1990 – Max Homa

Inside the Field: International Players

(*Field as of Tuesday, November 14 at 10:50 am ET)

Argentina: Tano Goya, Augusto Núñez,

Australia: Aaron Baddeley, Harrison Endycott, Cameron Percy

Austria: Mattias Schwab

Belgium: Thomas Detry

Brazil: Fred Biondi

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

China: Zecheng Dou, Carl Yuan

Chinese Taipei: C.T. Pan, Kevin Yu

Colombia: Nico Echavarria, Camilo Villegas

Denmark: Nicolai Hojgaard,

England: Aaron Rai, Callum Tarren, Ben Taylor

France: Martin Trainer

Germany: Stephan Jaeger, Matti Schmid

Ireland: Pdraig Harrington

Italy: Francesco Molinari

Japan: Satoshi Kodaira

Puerto Rico: Rafael Campos

Scotland: Russell Knox, Martin Laird

South Africa: MJ Daffue, Dylan Frittelli,

South Korea: Sung Kang, Si Woo Kim, K.H. Lee, S.Y. Noh,

Sweden: Ludvig Aberg, Jonas Blixt, David Lingmerth, Alex Noren, Henrik Norlander