

Content Advisory: THE CJ CUP Byron Nelson

Overview

Date: May 02- 05, 2024

Course: TPC Craig Ranch

Location: McKinney, TX USA

Defending Champion: Jason Day

Storytelling Messaging

- 1. Mr. Nelson's Legacy Lives On:** THE CJ CUP Byron Nelson honors the legacy of the tournament namesake, Byron Nelson, a 52-time PGA TOUR winner who won a record 18 tournaments (11 straight) in 1945 and considered one of the greatest players of all time. Nelson lent his name to what was previously known as the Dallas Open in 1968 and was instrumental in the tournament's continued growth until his passing in 2006. Nelson and his wife, Peggy, would famously position themselves off the 18th green to greet every player as they finished their round on Sunday. Nelson's legacy will be honored on site this week in two unique ways:
 - a. "The Ranch" is the fitting nickname of the enclosed par-3 17th hole at TPC Craig Ranch after Nelson elected to retire at 34 years old to spend more time working on his ranch. The par-3 15th hole will also feature a silhouette of Byron Nelson on the surrounding corporate hospitality structures.
- 2. CJ Group's Evolved Partnership:** The CJ Group signed a 10-year contract in September to become the title sponsor of THE CJ CUP Byron Nelson and further amplify the progress being made by the Salesmanship Club in the Dallas-area community while honoring the legacy of Mr. Nelson. The partnership is a continuation and evolution of the CJ Group's investment in the PGA TOUR, having supported the TOUR since 2017 when it hosted Korea's first PGA TOUR event at The Club at Nine Bridges on Jeju Island, South Korea. The event was played in the United States from 2020-2022. On-site at TPC Craig Ranch, CJ will emphasize their continuous focus on providing a healthy and fun experience for children both physically and mentally by hosting their Bridge Kids Program, a Wednesday clinic near the Practice Range that features local First Tee participants and TOUR players, including CJ ambassador Byeong Hun An and native Texan Ryan Palmer.
- 3. Competitions Corner:**
 - a. **Day Defends:** 13-time PGA TOUR winner **Jason Day** snapped a winless streak of 105 starts since the 2018 Wells Fargo Championship with his victory in 2023. Day, who won his maiden TOUR title at THE CJ CUP Byron Nelson in 2010, became the seventh player in tournament history with multiple titles.
 - b. **Tied to Texas:**
 - i. Dallas native **Jordan Spieth** will make his 12th appearance at THE CJ CUP Byron Nelson after having to withdraw on Monday of tournament week in 2023 with a wrist injury. His best career finish is a runner-up to K.H. Lee at TPC Craig Ranch in 2022.
 - ii. Spieth will be joined by fellow Texas Longhorns and twin brothers **Parker Coody** and **Pierceson Coody**, with the pair of PGA TOUR rookies making

their second tournament appearances (2023). The Coodys' grandfather, 1971 Masters champion Charles Coody, won the 1964 CJ CUP Byron Nelson.

iii. A graduate of Byron Nelson High School located 40 miles southwest of TPC Craig Ranch, PGA TOUR rookie **Hayden Springer**, who resides in Trophy Club, Texas, and played at TCU, will make his tournament debut after earning his TOUR card via PGA TOUR Q-School presented by Korn Ferry. Springer and his wife, Emma, lost their oldest daughter, Sage, in November at the age of 3 after being prenatally diagnosed with Trisomy 18, a severe developmental disorder stemming from an extra chromosome.

c. **CJ ambassadors:** CJ's robust player ambassador program is headlined by **Sungjae Im** and two-time winner of THE CJ CUP Byron Nelson **K.H. Lee**, who claimed the first two editions of the event at TPC Craig Ranch in 2021 and 2022. Im and Lee will be joined by four-time PGA TOUR winner **Si Woo Kim**, who will make his fourth career appearance after finishing T2 in 2023 as well as 16-year-old **Kris Kim**, who received a sponsor exemption to compete in his PGA TOUR debut. Kim, who lives in England but is of Korean descent, won the 2023 Boys' Amateur (The R&A's junior competition) and was a member of the victorious 2023 European Junior Ryder Cup Team.

d. **Zach's 500th:** 12-time PGA TOUR winner **Zach Johnson** will make his 500th career TOUR start at THE CJ CUP Byron Nelson and is the third player to reach the milestone this season (Ryan Palmer/Cognizant Classic in The Palm Beaches; Charley Hoffman/Valero Texas Open).

e. **Aon Swing 5 / Aon Next 10:** THE CJ CUP Byron Nelson is the last of three tournaments that count toward the Aon Swing 5 for the Wells Fargo Championship (Corales Puntacana Championship, Zurich Classic of New Orleans, THE CJ CUP Byron Nelson) as well as the Aon Next 10. **Chad Ramey** (No. 2/167.16 pts) and **Martin Trainer** (No. 4/162.5 pts) moved into the Aon Swing 5 with their runner-up result at the Zurich Classic of New Orleans and seek their first Signature Event appearances, while **Shane Lowry** moved to No. 3 in the Aon Next 10 and will compete in the final three Signature Events of the 2024 season by virtue of his victory.

4. **Mental Health Awareness Month:** The tournament will once again support Mental Health Awareness Month (May) through several on-site initiatives. Players will be encouraged to wear green ribbons throughout the week and to wear green apparel on Saturday for the tournament's "Green Out." In addition to the "Green Out," players will have the opportunity to participate in the Caddie Bib Program on Saturday, where they can choose a phrase that describes how they nurture their own mental health and have it placed on the back of their caddie bib (i.e. call mom, listen to music, meditate, eat well, etc.).

a. **Momentous Institute:** In line with its commitment to raising awareness for mental health, THE CJ CUP Byron Nelson has raised more than \$168 million for its primary charitable beneficiary, the **Momentous Institute**, which was founded by the Salesmanship Club in 1920 and exists to build and repair social and emotional health with children, families and communities through educational and therapeutic programs. Several of the program's students will be on site during the Wednesday pro-am to caddie one hole for PGA TOUR players.

5. **Golf Course:** TPC Craig Ranch hosts THE CJ CUP Byron Nelson for the third time, with the course's bentgrass greens in good condition for the tournament and expected green speed to be near 11' 6" depending on weather and wind conditions.

6. **The G4D Tour:** The world's best golfers with a disability will showcase their talent in conjunction with a PGA TOUR event for the first time at THE CJ CUP Byron Nelson. Set to take place on Monday and Tuesday, April 29-30, at TPC Craig Ranch, the G4D Tour event will feature the top eight men and two women in the gross World Rankings for Golfers with a Disability (WR4GD), who will go head-to-head in a stroke-play format. The Strategic Alliance between the PGA TOUR and DP World Tour provided the framework for the G4D Tour to play its first-ever event in conjunction with a PGA TOUR tournament.

Digital Content Plan

Notable On-Site Activations

Monday

G4D Tournament

Monday qualifying

- **Location:** Tierra Verde Golf Club
- **Qualifiers:** KK Limbhasut, Max McGreevy, Brad Hopfinger, Quade Cummins

Tuesday

Pressers

Drone

- **Details:** PGA TOUR LIVE featured holes: 4, 7, 14, 17; Scenic elements of course (video + photos)

G4D Tournament

The CUT w/ Alice Kang

Branded Content

- **Details:** "Battle of BBQ: Texas vs. Korean" with Ben An

PGA HOPE X Tom Whitney

- **Details:** PGA HOPE ambassador Will Stockholm will caddie for Whitney for 9 holes. Mic up both and follow for 2-3 holes

Hayden Springer Interview

Kris Kim Content

- **Details:** CJ ambassador who won the 2023 Boys' Amateur and received a sponsor exemption. He is from England and of Korean descent and was one of six automatic qualifiers for the victorious 2023 European Junior Ryder Cup Team

Presidents Cup INTL Team Dinner

Wednesday

Pressers

Drone

- **Details:** PGA TOUR LIVE featured holes: 4, 7, 14, 17; Scenic elements of course (video + photos)

The CUT w/ Alice Kang

Bridge Kids Clinic with Ben An and Ryan Palmer

Momentum Institute Ambassador Frank Caddying in Pro-Am

- **Details:** Will either be paired with Jason Day or Keith Mitchell.

Early Week TBD

Korean & International Content

- **Details:** CJ Ambassadors on Korean food. Japanese player interviews.

Trace Crowe Futurecasting Interview

- **Details:** Sit down interview and rapid-fire questions

Zach Johnson 500th Start

Thursday-Sunday

Tournament B-Roll (Thur-Sun)

Flash Interviews & Winner Presser (Thur-Sun)

Players & Caddies wearing Green Ribbons

KH Lee delivers Bibigo lunch boxes

Caddies with Custom Mental Health Bibs

- **Details:** Caddies will wear custom green bibs showcasing players' selected nameplates on how they stay mentally strong.

Pre-Produced Content

- Winner extended highlights
- Swing Theory: John Daly
- Scottie Scheffler's Debut at Byron Nelson in 2014
- Swing Theory: Vijay Singh
- Rory McIlroy and Shane Lowry celebration after Zurich Win

- Rory McIlroy 25 wins
- #TOURVault 2021: KH Lee chips on green ([PGATOUR_Korea](#))
- #TOURVault 2021: KH Lee winning moments ([PGATOUR_Korea](#))
- #TOURVault 2022: KH Lee winning moments ([PGATOUR_Korea](#))
- #TOURVault 2023: Si Woo Kim's best shots ([PGATOUR_Korea](#))
- #TOURVault: All time Korean players win at Byron Nelson ([PGATOUR_Korea](#))
- I am Golfer – Patrick Cantlay ([PGATOUR_Korea](#))
- KH Lee visiting the cowboy hat store ([PGATOUR_Korea](#))

Upcoming Notable Birthdays

- April 29, 1947 - Johnny Miller
- April 29, 1993 – Justin Thomas
- May 1, 1993 – Sepp Straka
- May 4, 1989 – Rory McIlroy

Inside the Field: International Players

(*Field as of Tuesday, April 30 at 09:33 EDT)

Argentina: Alejandro Tosti

Australia: Aaron Baddeley, Jason Day, Harrison Endycott, Min Woo Lee, Adam Scott

Belgium: Thomas Detry, Adrien Dumont de Chassart

Canada: Mackenzie Hughes, Taylor Pendrith, Ben Silverman, Roger Sloan

China: Zecheng Dou, Carl Yuan

Chinese Taipei: C.T. Pan, Kevin Yu

Colombia: Nico Echavarria, Camilo Villegas

Denmark: Thorbjørn Olesen

England: Harry Hall, Kris Kim, Aaron Rai, David Skinnis, Callum Tarren, Ben Taylor, Matt Wallace

Finland: Sami Valimaki

France: Paul Barjon, Martin Trainer

Germany: Stephan Jaeger, Matti Schmid

Ireland: Seamus Power

Japan: Ryo Hisatsune, Taiga Semikawa

Mexico: Raul Pereda

New Zealand: Ryan Fox

Philippines: Rico Hoey

Puerto Rico: Rafa Campos

Scotland: Martin Laird, Robert MacIntyre

South Africa: Garrick Higgo

South Korea: Ben An, Sungjae Im, Sung Kang, SH Kim, Si Woo Kim, Tom Kim, KH Lee

Spain: Jorge Campillo

Sweden: Alexander Bjork, Alex Noren, Henrik Norlander, Vincent Norrman, David Nyfjall

Thailand: KK Limbhasut

Venezuela: Jhonattan Vegas