

# Content Advisory: John Deere Classic

## Overview

**Date:** July 4 - 7, 2024

**Course:** TPC Deere Run

**Location:** Silvis, IL USA

**Defending Champion:** Sepp Straka

## Storytelling Messaging

- We Run for All:** John Deere is celebrating its 25<sup>th</sup> anniversary as title sponsor of the John Deere Classic, placing them second on the list of longest-running title sponsors on the PGA TOUR behind AT&T. Its “We Run for All” tagline is a commitment to touching lives from all different backgrounds and walks of life within the community, with more than 500 local charities benefitting from a record \$14.1 million generated from the 2023 tournament. At the PGA TOUR’s 2023 Tournament Meetings, the John Deere Classic was awarded “Most Engaged Community” for the eighth time since 2008, which considers spectator attendance, volunteer support and how well the community is weaved into the overall flavor of the tournament.
- July 4:** For the second consecutive year, the John Deere Classic will be held during the July 4 holiday (Thursday). The tournament is going above and beyond to recognize military members on-site (active, retired, vets, and first responders) through private hospitality and Folds of Honor Friday, a new TOUR initiative that awards 13 scholarships in Iowa and Illinois. During Folds of Honor Friday, 99-year-old D-Day paratrooper survivor Henry Langrehr (LANG-er) from Clinton, Iowa will be honored on site.
- Field:** Highlights include two-time winner **Jordan Spieth**, one of two players with multiple victories in the event since 2000 (Steve Stricker/2009, 2010, 2011). Spieth returns to the John Deere Classic for the first time since 2015 when he won his second of two titles. In 2013, Spieth claimed his first PGA TOUR title as a 19-year-old to become the youngest player to win on TOUR since 1931. Spieth enters the week at No. 59 in the FedExCup with five weeks remaining in the Regular Season.
  - Straka in Silvis:** Defending champion **Sepp Straka** captured his second career TOUR title in 2023 following a final-round 62. Straka carded a 1-over 73 to sit T133 after the opening round, the lowest position for a PGA TOUR winner on record since 1983. He was also the first player since 1992 to post an over-par score at the John Deere Classic and go on to win.
  - Day’s Back:** 13-time TOUR winner **Jason Day** will make his first start at the John Deere Classic since 2011, where he owns a pair of T15 finishes in five previous appearances at TPC Deere Run, (2009, 2010).
  - Johnson Right at Home:** 2012 winner **Zach Johnson** will make his 22<sup>nd</sup> career start at the John Deere Classic, four more than any player on TOUR since 2002 (Jonathan Byrd, 18). Including his win, Johnson owns seven career top-five finishes at TPC Deere Run.

4. **Golf Course:** An unreasonably warm, late winter coupled with timely spring rainfall has TPC Deere Run growing fervently ahead of the soon-to-be-arriving heat and humidity customary to the Quad Cities area. The primary rough has benefitted from ample early-season moisture and is situated to provide penal playing conditions. Since the 2023 tournament, the fairways on Nos. 1, 6, 11 and 15 were narrowed by 6-8 feet in the landing areas.
5. **Open Qualifying Series:** The John Deere Classic is part of The Open Qualifying Series (OQS) where two spots will be available into the 152<sup>nd</sup> Open at Royal Troon. The top player, not otherwise exempt, who makes the cut at the John Deere Classic will earn an exemption. In the event of a tie for a qualifying place, the player with the higher ranking in the OWGR at the beginning of the week will earn the spot.

## Digital Content Plan

### Notable On-Site Activations

#### Monday

##### Monday qualifying

- **Location:** Pinnacle CC, Milan, IL
- **Qualifiers:** Joshua Creel, Chase Johnson, Blake Hathcoat, and Anders Larson (a)

#### Tuesday

##### Pressers

##### Drone

- **Details:** PGA TOUR LIVE featured holes: 3, 12, 14, 16; Scenic elements of course (video + photos)

##### The Big Dig

- **Details:** Sepp Straka will be attending along with other players and their families

##### Talk of the TOUR Podcast

- **Details:** Requested players - Zach Johnson, Jake Knapp, or ADDC

#### Wednesday

##### Pressers

##### Drone

- **Details:** PGA TOUR LIVE featured holes: 3, 12, 14, 16; Scenic elements of course (video + photos)

##### Pro-Am Opportunistic Content

- **Details:** Keegan Murray (NBA) and AJ Dillion (NFL) will be playing

##### Youth Clinic

- **Details:** Harry Higgs and Wesley Bryan join NBA player Keegan Murray

#### Early Week TBD

### **ADDC Content**

- **Details:** Futurecaster and U of Illinois product

### **Luke Clanton Content**

- **Details:** Fly on the wall “get to know” content during Tuesday practice round for 2-3 holes

### **PGA TOUR Live Spanish Stream Interviews**

- **Details:** Christina Young to coordinate interviews with TBD players

### **Rules Official Interview for Korean Partners**

- **Details:** Colin Brown will reach out with questions and timing/ who will be interviewed

### **Jason Day First Start since 2011**

- **Details:** 5-10 mins to look through some photos and other throwback content

### **Equipment Content “Then & Now”**

- **Details:** Regular speed down the line driver swings of Jason Day and Jordan Spieth. Slo-mo tight shots of clubs for Day and Spieth.

## **Thursday-Sunday**

### **Tournament B-Roll (Thur-Sun)**

### **Flash Interviews & Winner Presser (Thur-Sun)**

### **D-Day Paratrooper & Survivor Henry Langrehr (Sat)**

- The 99-year-old D-Day paratrooper survivor will be honored on site.

### **Pre-Produced Content**

- Top 25 all-time shots at John Deere Classic
- #TOURVault 2019: Hosung Choi follow through ([PGATOUR\\_Korea](#))
- #TOURVault 2019: Sungjae Im par 4 one on ([PGATOUR\\_Korea](#))
- #TOURVault 2021: KJ Choi fairway bunker shot ([PGATOUR\\_Korea](#))
- #TOURVault 2023: Ben An broomstick long putts ([PGATOUR\\_Korea](#))
- Winners' highlights ([PGATOUR\\_Korea](#))
- Best PGA TOUR LIVE Spanish Feed moments from Rocket Mortgage compilation ([PGATOUR\\_ESP](#))
- GFX: PGA TOUR LIVE Spanish Feed ([PGATOUR\\_ESP](#))
- Hype video to promote PGA TOUR LIVE Spanish Feed ([PGATOUR\\_ESP](#))
- GFX: Spanish players tee times ([PGATOUR\\_ESP](#))
- #TOURVault Yuto Katsuragawa long putt at 9<sup>th</sup> hole ([PGATOUR\\_Japan](#))

### **Upcoming Notable Birthdays**

- July 4, 1996 – Sam Stevens
- July 5, 1987 – Chesson Hadley

## Inside the Field: International Players

(\*Field as of Sunday June 30 at 11:01 EDT)

**Argentina:** Alejandro Tosti

**Australia:** Jason Day, Harrison Endycott

**Austria:** Sepp Straka

**Belgium:** Adrien Dumont de Chassart

**Canada:** Ben Silverman, Roger Sloan, Adam Svensson

**China:** Zechang Dou, Carl Yuan

**Chinese Taipei:** CT Pan, Kevin Yu

**Colombia:** Nico Echavarria, Camilo Villegas

**Denmark:** Thorbjorn Olesen

**England:** Harry Hall, Aaron Rai, David Skinnis, Callum Tarren, Ben Taylor

**Finland:** Sami Valimaki

**France:** Paul Barjon, Martin Trainer

**Ireland:** Seamus Power

**Japan:** Ryo Hisatsune

**Mexico:** Raul Pereda

**Philippines:** Rico Hoey

**Puerto Rico:** Rafa Campos

**Scotland:** Russell Knox, Martin Laird

**South Africa:** Dylan Frittelli, Garrick Higgo

**South Korea:** Sungjae Im, SH Kim, KH Lee, S.Y. Noh

**Spain:** Jorge Campillo

**Sweden:** Henrik Norlander

**Venezuela:** Jhonattan Vegas