**Content Advisory: Black Desert Championship**

**Overview**

**Date:** October 10-13, 2024

**Course:** Black Desert Resort

**Location:** Ivins, UT

**Defending Champion:** N/A

**Storytelling Messaging**

*\*Refer to the region as Southern Utah, not Greater Zion (use Ivins when referring to the city, not St. George)*

1. **The Return to Utah:** The Black Desert Championship marks the PGA TOUR’s first event in Utah since 1963 and will be contested at the brand-new Black Desert Resort located in the city of Ivins in Southern Utah. The Black Desert Championship is one of two first-year tournaments on the PGA TOUR in 2024 (Myrtle Beach Classic) and the third of eight events in the FedExCup Fall that will determine eligibility for the 2025 PGA TOUR Season. Prior to the TOUR’s last visit at the 1963 Utah Open Invitational won by Tommy Jacobs at Salt Lake City Country Club, there were six additional TOUR events held in Utah beginning with the 1930 Utah Open won by World Golf Hall of Fame member Harry “Lighthouse” Cooper.
2. **FedExCup Fall Continues:** Through two tournaments, the FedExCup Fall has already seen players redefine their 2025 season with victories. **Patton Kizzire**, who began the FedExCup Fall outside the top 125 in the standings at No. 132, won the Procore Championship for his first title on TOUR in more than six years to vault to No. 70 and earn a two-year exemption on TOUR. At last week’s Sanderson Farms Championship, **Kevin Yu** outlasted Beau Hossler in a playoff for his first career TOUR title and moved inside the Aon Next 10 at No. 60 in search of two Signature Event starts in 2025.
	* Four players in the field are currently inside Nos. 51-60 in the FedExCup Fall; Nos. 51-60 in the final FedExCup Fall standings at the conclusion of The RSM Classic will serve as the Aon Next 10 for the AT&T Pebble Beach Pro-Am and The Genesis Invitational:
		+ No. 53 Seamus Power
		+ No. 54 Patrick Rodgers
		+ No. 57 Harris English
		+ No. 58 Nick Taylor
		+ *No. 62* *Ben Griffin*
		+ *No. 63*  *Erik van Rooyen*
3. **Utahns in the field:**
	* **Jay Don Blake** – The 65-year-old St. George, Utah native will make his 500th career PGA TOUR start as a sponsor exemption. Winner of the 1991 Farmers Insurance Open, Blake is making his first start on TOUR since the 2018 ISCO Championship.
	* **Zac Blair** – Former BYU Cougar first joined the PGA TOUR at the beginning of the 2014-15 season and spent one season back on the Korn Ferry Tour (2019) before returning to the PGA TOUR in 2019-20. The Ogden, Utah native owns two career runner-up finishes, most recently at the 2024 ISCO Championship.
	* **Patrick Fishburn** – Grew up in Ogden alongside Blair, with the two later becoming teammates at BYU in 2011-12. Fishburn is a 2024 PGA TOUR rookie and has four top-10s this season, including a solo-third at the Procore Championship and a T4 at the Zurich Classic of New Orleans where he teamed up with Blair.
4. **Black Desert Resort:** A one-of-a-kind golf destination nestled among ancient black lava fields and vibrant vermillion cliffs, Black Desert Resort will provide the backdrop to become one of the most scenic stops on the PGA TOUR. Set to have its Grand Opening in Spring of 2025, the resort is currently accepting preview bookings through the Grand Opening. The resort provides convenient access to several well-known destinations in Southern Utah including Zion National Park, Snow Canyon State Park and Red Cliffs Reserve.
5. **Golf Course:** The par-72 Black Desert Resort Golf Course was designed by Phil Smith and the late Tom Weiskopf, which was the final design of the World Golf Hall of Fame member. In just its second year (opened in May 2023), Black Desert will also host the LPGA Tour in May of 2025, making it one of only two courses (Tiburón Golf Club’s Gold Course) to host a PGA TOUR and LPGA Tour event in the same year (Grant Thornton Invitational, CME Group Tour Championship).
	* Holes 4-7 will not accommodate foot traffic due to the challenging terrain surrounding the stretch of holes.

**Digital Content Plan**

**Notable On-Site Activations**

**Monday**

* **Location:** Sand Hollow Golf Resort, Hurricane, UT
* **Qualifiers:** Chandler Blanchet, Chris Korte, John Sand, David Bradshaw

**Tuesday**

**Pressers**

**Drone**

* **Details:** Scenic elements of course (video + photos)

**Tournament Signage & Course Beauties**

**CEO Message Taping**

**Wednesday**

**Pressers**

**Drone**

* **Details:** Scenic elements of course (video + photos)

**Tournament Signage & Course Beauties**

**Good Good Collab**

* **Details:** Malosi Togisala meet and great

**Fan Zone B-Roll**

* **Details:** Black Desert activation, Greater Zion activation map, Tuacahn costumes, and amphitheater backdrop

**Early Week TBD**

**The CUT**

* **Details:** Sitdown with Taylor Montgomery to discuss double shoulder injury and his comeback from that. Sitdown with Taylor Montgomery to discuss double shoulder injury and his comeback from that

**Rules Corner**

* **Details:** Black Desert superintendent speaking to what makes the venue so unique

**Kihei Akina WITB**

**Seamus Power Interview**

**Thursday-Sunday**

**Jay Don Blake Tee Shot (Thur)**

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

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

**The CUT (Thur & Sat)**

**Cut Line Coverage (Fri)**

**Check Presentation (Fri)**

**Birdies Fore Love (Sat-Sun)**

**Pre-Produced Content**

* GFX: Korean players in the field (PGATOUR\_Korea)
* Video: Introduction of Korean players (PGATOUR\_Korea)

**Upcoming Notable Birthdays**

* October 9, 1996 – Trace Crowe
* October 11, 1989 – Michelle Wie
* October 11, 1973 – Greg Chalmers

**Inside the Field: International Players**

(\*Field as of Sunday October 6th at 18:18 ET)

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| **Argentina:** Emiliano Grillo, Alejandro Tosti**Australia:** Aaron Baddley**Belgium:** Adrien Dumont de Chassart**Canada:** Roger Sloan, Adam Svensson, Nick Taylor, Mike Weir**China:** Carl Yuan**Chinese Taipei:** CT Pan, Kevin Yu |
| **Colombia**: Nico Echavarria, Camilo Villegas |
| **England:** Harry Hall, David Skinns, Callum Tarren, Ben Taylor**Finland:** Sami Valimaki**France:** Paul Barjon, Martin Trainer  |
| **Germany:** Stephan Jaeger,Matti Schmid**Ireland:** Seamus Power**Japan:** Ryo Hisatsune |
| **Mexico:** Raul Pereda**New Zealand:** Ryan Fox, Tim Wilkinson**Philippines:** Rico Hoey**Puerto Rico:** Rafael Campos**Scotland:**  Martin Laird |
| **South Africa:** Garrick Higgo, Erik van Rooyen**South Korea:** S.H. Kim, K.H. Lee, SY Noh**Sweden:** Alexander Bjork, Henrik Norlander |