**Content Advisory: ZOZO CHAMPIONSHIP**

**Overview**

**Date:** October 24-27, 2024

**Course:** Accordia Golf Narashino Country Club

**Location:** Chiba, JPN

**Defending Champion:** Collin Morikawa

**Storytelling Messaging**

1. **Japan’s only PGA TOUR event:** The 2024 ZOZO CHAMPIONSHIP – the only PGA TOUR event contested in Japan – marks the sixth playing of the event (established in 2019). In the inaugural edition at ACCORDIA GOLF Narashino Country Club in Chiba, Japan, Tiger Woods equaled Sam Snead’s long-standing record of 82 career PGA TOUR titles. Patrick Cantlay won the 2020 tournament when it moved to Sherwood Country Club in Thousand Oaks, California during the COVID-19 pandemic while Hideki Matsuyama claimed a five-stroke triumph when the event returned to Japan in 2021, the same year he became the first Asian player to win the Masters Tournament. Keegan Bradley ended a four-year winless drought with his one-stroke victory in 2022 while Collin Morikawa claimed a popular six-stroke victory – the largest margin of victory in tournament history – last October.
2. **FedExCup Fall:** The ZOZO CHAMPIONSHIP, which features a 78-man field and no 36-hole cut, is the fifth of eight events in the FedExCup Fall that finalizes top 125 eligibility and additional playing opportunities for the 2025 PGA TOUR Season. Nos. 1-50 in the FedExCup standings through the TOUR Championship are locked in their positions, while Nos. 51 and beyond carry their FedExCup points over and accumulate through The RSM Classic. Nos. 51-60 through the FedExCup Fall will qualify for two Signature Events in 2025 (AT&T Pebble Beach Pro-Am and The Genesis Invitational) via the Aon Next 10
	* Five players in the field are currently inside Nos. 51-60 in the FedExCup Fall standings:
		+ No. 53 Seamus Power
		+ No. 54 Patrick Rodgers
		+ No. 55 Maverick McNealy
		+ No. 58 Nick Taylor
		+ No. 60 Kevin Yu
3. **Stellar Field:** The field for the ZOZO CHAMPIONSHIP once again features the PGA TOUR’s top stars, including three who are currently ranked inside the top 10 of the Official World Golf Ranking: two-time major winner in 2024 **Xander Schauffele** (No. 2),defending champion **Collin Morikawa** (No. 4) and **Hideki Matsuyama** (No. 7), who most recently won the FedEx St. Jude Championship as the first Japanese player to win a FedExCup Playoffs event, bringing his career TOUR wins to 10 – the most by a player from Asia.
	* 12 players who finished inside the top 50 in the 2024 FedExCup standings are in the field: **Collin Morikawa**/2, **Sahith Theegala**/3, **Xander Schauffele**/T4, **Sungjae Im**/7, **Hideki Matsuyama**/T9, **Justin Thomas**/T14, **Tom Hoge**/T29, **Si Woo Kim**/32, **Will Zalatoris**/38, **Max Homa**/46, **Max Greyserman**/48, **Eric Cole**/50
4. **Highlighting the JGTO:** The ZOZO CHAMPIONSHIP annually provides opportunities for top players from the Japan Golf Tour Organization (JGTO) to compete against the PGA TOUR’s best in their home nation. Of the 17 Japanese players in the field at the ZOZO CHAMPIONSHIP, 14 currently compete on the JGTO, which co-sanctions the ZOZO CHAMPIONSHIP. The 14 JGTO players gained entry via the following categories:
	* **Top-8 players from money list**: Kensei Hirata (No. 1), Takumi Kanaya (No. 2), Ryosuke Kinoshita (No. 3), Shugo Imahira (No. 4), Yuto Katsuragawa (No. 5), Yuta Sugiura (No. 6), Ren Yonezawa (No. 7), Takashi Ogiso (No. 8)
	* **Winner of BMW Japan Golf Tour Championship Mori Building Cup**: Hiroshi Iwata
	* **5 JGTO sponsor exemptions**: Taisei Shimizu, Ryo Ishikawa, Naoyuki Kataoka, Kaito Onishi, Takahiro Hataji

The other three Japanese players are Hideki Matsuyama, Ryo Hisatsune (qualified via their position in the FedExCup) and Satoshi Kodaira (restricted sponsor exemption).

1. **PGA TOUR’s newest Japanese member**: Kaito (KYE-toh) Onishi, who was born in Chiba, Japan, earned his PGA TOUR card for the first time via the 2024 Korn Ferry Tour, becoming the fourth Korn Ferry Tour graduate from Japan, following Ryuji Imada (Class of 2004), Ryo Ishikawa (Class of 2013 – Finals) and Hiroshi Iwata (Class of 2015 – Finals). Onishi will make his sixth career PGA TOUR start, and his fourth in the ZOZO Championship, site of his TOUR debut in 2022.
2. **Toughest Holes:** Three holes at ACCORDIA GOLF Narashino Country Club were ranked among the top 20 toughest holes on TOUR in 2023:
	* No. 4 (Par 4, 505 yards) – second toughest
	* No. 9 (Par 4, 486 yards) – 11th toughest
	* No. 12 (Par 4, 490 yards) – 17th toughest

All 18 holes at Narashino feature two greens each to cater for the summer and winter seasons, with the par-3 fifth hole being the only hole that will utilize both greens during the competition.

1. **Junior Escorts:** In an effort to create an experience similar to international soccer, the ZOZO CHAMPIONSHIP will continue to feature junior escorts for the final three groupings on both Saturday and Sunday. This initiative not only creates greater interaction between the sport’s top players and the next generation but also fulfills the dreams of aspiring young athletes, serving as a reminder to the players that they are role models for these children who look up to them.

**Digital Content Plan**

**Notable On-Site Activations**

**Monday**

**Branded Content: TaylorMade**

* **Details:** Ryo Hisatsune WITB

**Kaito Onishi Content**

**Putting Tic-Tac-Toe**

* **Details:** Justin Thomas and Max Homa to play tic-tac-toe on practice putting green

**Tuesday**

**Pressers**

**Drone**

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

**Branded Content: TaylorMade**

* **Details:** Collin Morikawa short game tutorial/ caddie game. Rickie Fowler TP5

**Xander Schauffele & Ping-yi Schauffele Content**

**Player Arrivals**

**Wednesday**

**Pressers**

**Drone**

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

**Early Week TBD**

**Branded Content – TaylorMade**

* **Details:** Play a hole, b-roll, shot tracers, course quirks, course beauty, authentic moments etc. with TM players

**ZOZO Rapid Fire**

* **Details:** ZOZO team will capture rapid fire questions with Justin Thomas and Max Homa

**Hardest Hole Walk-and-Talk**

* **Details:** 4th hole played as the hardest hole on the PGA TOUR in 2023. Do a walk-and-talk with either Gary Woodland or Max Homa to discuss strategy for playing the hole

**Japanese Social Content**

* **Details:** Follow player’s practice round and capture content on 4th hole (hardest hole on PGA TOUR in 2023)
* **Details:** Spend a day with Agronomy staff
* **Details:** Have players show their ball maker or headcover
* **Details:** Players commenting on course and what they think is the hardest hole
* **Details:** Fan Content (Where did you come from, who are you rooting for, etc)
* **Details:** Fan Content (Kid interviews)
* **Details:** Have players talk about their favorite emojis, food, etc
* **Details:** Quiz about the 4th hole

**TBD Korean Content**

**Thursday** **-Sunday**

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

**Joel Dahmen & Natsuko Shigemoto Reunion (TBD late week)**

* **Details:** Joel Dahmen will reunite with Natsuko one year after he began chemotherapy

**Olympic Heros (TBD late week)**

* **Details:** Tentatively plan to host several Tokyo and Paris Olympic medalists

**Influencer Content (TBD late week)**

* **Details:** Will host several local influencers on-site during the week

**First Tee Clinic (Sat)**

* **Details:** Joel Dahmen will participate in the clinic with First Tee participants

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

**Pre-Produced Content**

* GFX: History of ZOZO Carousel (PGATOUR\_Japan)
* GFX: Course Guide (PGATOUR\_Japan)
* GFX: Japanese players in the field (PGATOUR\_Japan)
* GFX: Japanese players best finishes in Top 10 (PGATOUR\_Japan)
* Hideki Matsuyama win 2021 Highlights (PGATOUR\_Japan)
* Japanese Players Best Shots at ZOZO (PGATOUR\_Japan)
* Japanese Players Best Shots on PGA TOUR 2024 (PGATOUR\_Japan)
* ZOZO Trivia (PGATOUR\_Japan)
* #TOURVault 2022: Hideki Matsuyama birdie on 8th (PGATOUR\_Japan)
* #TOURVault 2023: Hideki Matsuyama 14th hole with Adam Scott comment (PGATOUR\_Japan)
* #TOURVault 2019: Sungjae Im T3 Highlights (PGATOUR\_Korea)
* #TOURVault 2020: Sungjae Im almost holes-out (PGATOUR\_Korea)
* #TOURVault 2022: Tom Kim approach with spin (PGATOUR\_Korea)
* ON SITE: Sungjae Im stand up interview (PGATOUR\_Korea)
* ON SITE: Si Woo Kim stand up interview (PGATOUR\_Korea)
* ON SITE: K.H. Lee stand up interview (PGATOUR\_Korea)

**Upcoming Notable Birthdays**

* October 25, 1993 – Xander Schauffele
* October 21, 1996 – Alex Smalley

**Inside the Field: International Players**

(\*Field as of Sunday October 20th at 14:55 ET)

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| **Australia:**  Min Woo Lee, |
| **Canada:** Ben Silverman, Adam Svensson, Nick Taylor |
| **Chinese Taipei:** CT Pan,Kevin Yu**Colombia**: Nico Echavarria, |
| **England:** Harry Hall, David Skinns**Finland:** Sami Valimaki**France:** Victor Perez |
| **Ireland:** Seamus Power**Japan:** Takahiro Hataji, Kensei Hirata, Ryo Hisatsune, Shugo Imahira, Ryo Ishikawa, Hiroshi Iwata,Takumi Kanaya, Naoyuki Kataoka, Yuto Katsuragawa, Ryosuke Kinoshita, Satoshi Kodaira, Hideki Matsuyama, Takashi Ogiso, Kaito Onishi, Taisei Shimizu, Yuta Sugiura, Ren Yonezaw**New Zealand:** Ryan Fox**Philippines:** Rico Hoey |
| **South Korea:** Sungjae Im, S.H. Kim, Si Woo Kim, K.H. Lee |
| **Venezuela:** Jhonattan Vegas |