

# PGA TOUR BROADCASTER MANUAL

'25





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# ***PGA TOUR OVERVIEW***



# PROFESSIONAL GOLF INDUSTRY OVERVIEW



**THE GOVERNING LEAGUE OF PROFESSIONAL MEN'S GOLF**  
150+ PROFESSIONAL GOLF EVENTS ACROSS FOUR TOURS:



## OTHER ENTITIES:



Organization made up of PGA Teaching Professionals who work daily to grow interest and participation in the game of golf and organizes the PGA Championship major as well as the bi-annual Ryder Cup.



Administers the rules of golf in conjunction with the USGA and organizes the Open Championship (aka British Open) major.



Governs amateur play and the rules of the game. Organizes 13 national championships annually, including the U.S. Open major.



Responsible for running Augusta National Golf Club and organizes the major tournament, The Masters.



Governing body of professional women's golf and partner with Ladies European Tour in joint venture to grow women's game in Europe. Not part of PGA TOUR.

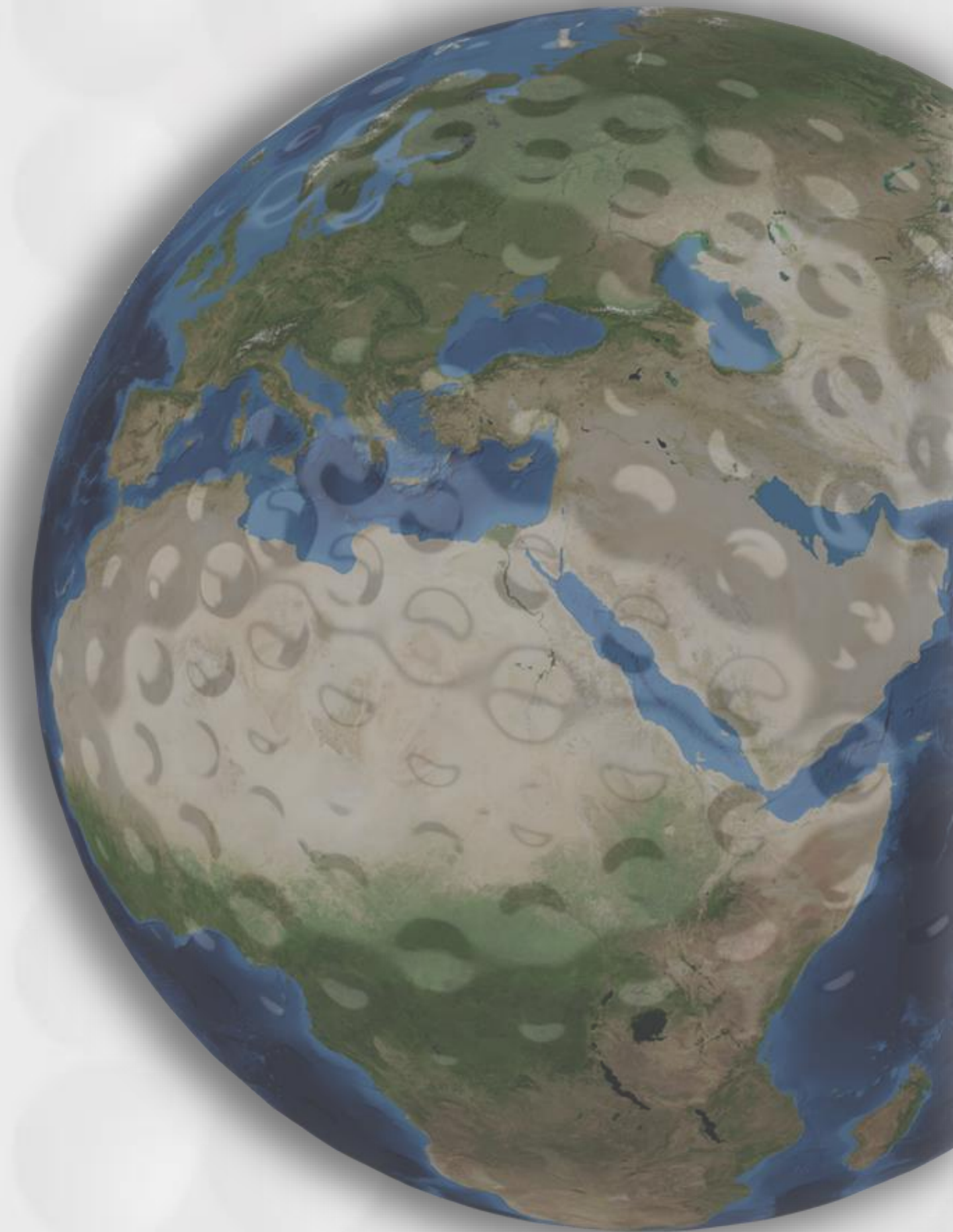


Men's professional tour based in Europe and organizes Ryder Cup when held in region. Strategic partnership in place with PGA TOUR.





# STRATEGIC ALLIANCE



*Global Pathway for Competitive Golf*

---

*Operational Support & Financial Investment*

---

*Strategic Commercial Opportunities*

---





260 ATHLETES

**REPRESENTING 29 COUNTRIES**

48 Weeks a Year





# A TOUR FOR ALL

Aside from the main TOUR, the PGA TOUR operates four other tours to develop young talent and provide opportunities for golf legends.



*Formed in 2023 as a jump-start to the PGA TOUR for Division One athletes*



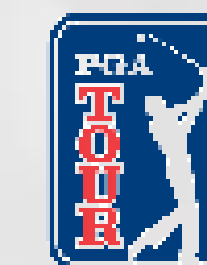
*Formed in 2023 after the TOUR merged PGA TOUR Canada and PGA TOUR Latinoamérica*



*Formed in 1989 as the main pathway tour to the PGA TOUR*



*Formed in 1968 as the world's premier membership organization for touring professional golfers and co-sanctioning tournaments*



*Formed in 1980 for players aged 50+*

International Developmental Tours



Pathway Tour



PGA TOUR

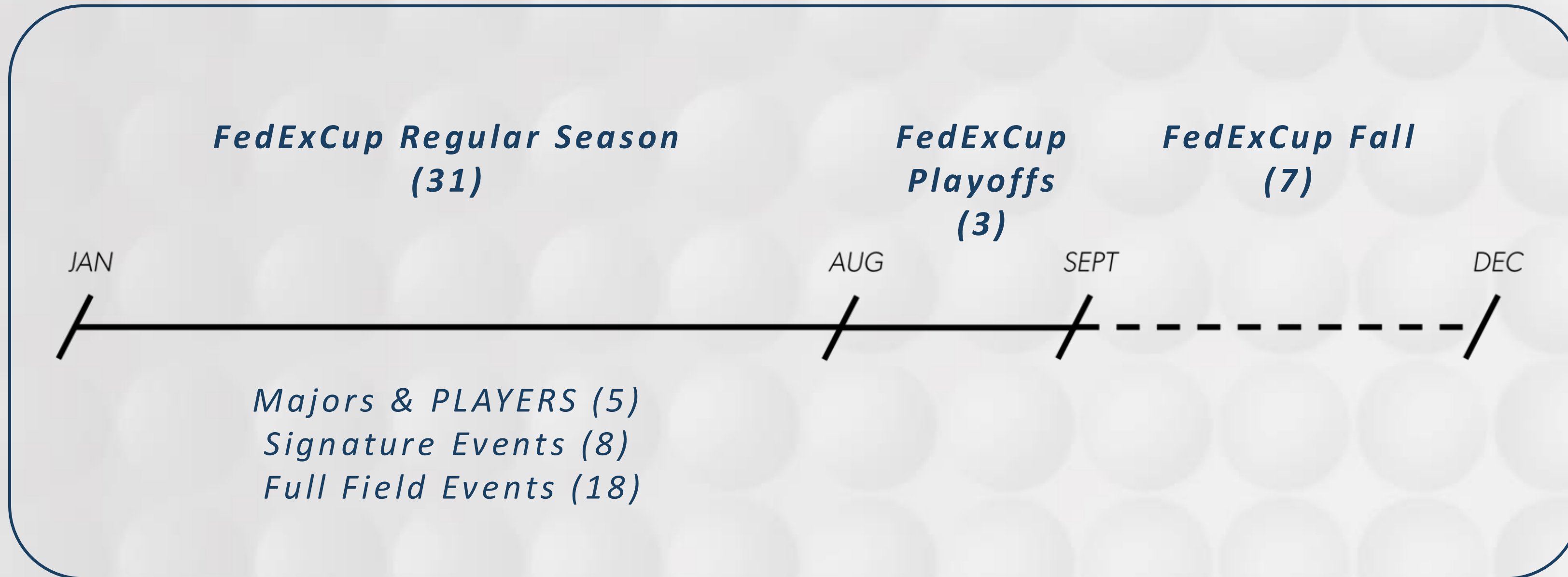


Senior Tour



# ENHANCED COMPETITIVE STRUCTURE

2025 SEASON



- Calendar Year Schedule
- Signature & Full Field Events
- Aon Next 10 and Aon Swing 5, eligibility pathways for players to play Signature Events via the FedExCup standings
- Enhanced FedExCup Playoffs with Reduced Fields
  - Reimagined FedExCup Fall Competition





# 2025 PGA TOUR LIVE PROGRAMMING

## Projected FedExCup Fall Schedule 2025

September	Napa Valley Golf Championship
October	Sanderson Farms Championship
	Black Desert Championship
	Shriners Children's Open
	Baycurrent Classic
November	World Wide Technology Championship
	Challenge Season Schedule
December	Hero World Challenge
	Grant Thornton Invitational
	PNC Championship



COVERAGE FROM THURS- SUN,  
APPROX. 13:00 – 18:00 EST

CONTENT AVAILABLE  
WORLDWIDE THROUGH  
PARTNERSHIP WITH EUROVISION

ALL ROUNDS OF EVENTS  
PRODUCED IN HD BY PGA  
TOUR ENTERTAINMENT

January	30-5	The Sentry +
	6-12	Sony Open in Hawaii
	13-19	The American Express
	20-25	Farmers Insurance Open (Saturday finish)
February	27-2	AT&T Pebble Beach Pro-Am +
	3-9	WM Phoenix Open
	10-16	The Genesis Invitational +
March	17-23	Mexico Open at VidantaWorld
	24-2	The Classic in The Palm Beaches
	3-9	Arnold Palmer Invitational presented by Mastercard +
	3-9	Puerto Rico Open
	10-16	THE PLAYERS Championship*
April	17-23	Valspar Championship
	24-30	Texas Children's Houston Open
	31-6	Valero Texas Open
	14-20	RBC Heritage +
	14-20	Corales Puntacana Championship
	21-27	Zurich Classic of New Orleans
May	28-4	The CJ Cup Byron Nelson
	5-11	Truist Championship +
	5-11	Myrtle Beach Classic
June	19-25	Charles Schwab Challenge
	26-1	the Memorial Tournament presented by Workday +
	2-8	RBC Canadian Open
	16-22	Travelers Championship +
July	23-29	Rocket Mortgage Classic
	30-6	John Deere Classic
	7-13	Genesis Scottish Open ^
	7-13	ISCO Championship
	14-20	Barracuda Championship
	21-27	3M Open
August	28-3	Wyndham Championship
	FEDEXCUP PLAYOFFS	
	4-10	FedEx St. Jude Championship+
	11-17	BMW Championship+
	18-24	TOUR Championship +

+ Signature Events

\* World Feed Launch





# 2025 PGA TOUR CHAMPIONS LIVE PROGRAMMING



## CHAMPIONS

FORMED 1980

FOR PLAYERS AGED 50+

25 EVENTS ON SCHEDULE

4 TERRITORIES

ESTIMATED 230+ HOURS

COVERAGE OF ALL EVENTS

COVERAGE FROM FRIDAY-  
SUNDAY, APPROX. 14:00 –  
17:00 EST (CAN VARY)

BACKHAUL US NETWORK  
TELECAST

BREAK FILL NOT PROVIDED  
AND SPONSORSHIP FROM  
NOT REMOVED – EDITING  
REQUIRED

1-HOUR HIGHLIGHTS  
DELIVERED FOR 23 EVENTS  
VIA IMAGEN

Jan	13-19	Mitsubishi Electric Championship at Hualalai (Saturday finish)
Feb	3-9	Trophy Hassan II (Saturday finish)
	10-16	Chubb Classic
Mar	3-9	Cologuard Classic
	17-23	Hoag Classic Newport Beach
	24-30	The Galleri Classic
Apr	31-6	James Hardie Pro Football Hall of Fame Invitational
	21-27	Mitsubishi Electric Classic
May	28-4	Insperty Invitational
	12-18	Regions Tradition
	19-25	KitchenAid Senior PGA Championship
June	26-1	Principal Charity Classic
	2-8	American Family Insurance Championship
	16-22	Kaulig Companies Championship
	23-29	U.S. Senior Open Championship
July	7-13	DICK'S Open
	21-27	The Senior Open Presented by Rolex
Aug	4-10	Boeing Classic
	11-17	Rogers Charity Classic
	18-24	The Ally Challenge
Sept	1-7	Stifel Charity Classic
	8-14	Sanford International
	15-21	PURE Insurance Championship
Oct	29-5	Constellation FURYK & FRIENDS
	6-12	SAS Championship
		Charles Schwab Cup Playoffs
	13-19	Dominion Energy Charity Classic
	20-26	Simmons Bank Championship
Nov	10-16	Charles Schwab Cup Championship
Dec	1-7	World Champions Cup





# 2025 KORN FERRY TOUR LIVE PROGRAMMING



FORMED IN 1990

MAIN PATHWAY TOUR

DEVELOP YOUNG TALENT

ESTIMATED 70+ HOURS

COVERAGE OF 6 OF 26  
EVENTS

COVERAGE FROM FRIDAY-  
SUNDAY, APPROX. 14:00 –  
17:00 EST (CAN VARY)

BACKHAUL US NETWORK  
TELECAST

BREAK FILL NOT PROVIDED  
AND SPONSORSHIP FROM  
NOT REMOVED – EDITING  
REQUIRED

1-HOUR HIGHLIGHTS  
DELIVERED FOR 23 EVENTS  
VIA IMAGEN

Jan	9-15	The Bahamas Golf Classic at Atlantis Paradise Island (Sun - Wed)
	16-22	The Bahamas Great Abaco Classic at The Abaco Club (Sun - Wed)
Apr	31-6	Club Car Championship at The Landings Golf & Athletic Club
Jun	2-8	BMW Charity Pro-Am
Aug	28-3	Utah Championship
<b>KORN FERRY TOUR FINALS</b>		
Sep	8-14	Simmons Bank Open for The Snedeker Foundation (156)
	15-21	Nationwide Children's Hospital Championship (144)
Oct	29-5	Compliance Solutions Championship (120)
	6-12	Korn Ferry Tour Championship presented by United Leasing & Finance (75)
Dec	8-14	PGA TOUR Q-School Finals





# THE PLAYERS<sup>®</sup>

*STRONGEST  
FIELD*

*ICONIC  
COURSE*

*BIGGEST  
PURSE*

*THE MOST ANTICIPATED EVENT  
ON THE PGA TOUR*

***11-16 MARCH 2025***





# 2025 FEDEXCUP PLAYOFFS

**FEDEX ST. JUDE CHAMPIONSHIP**

4-10 AUGUST

**BMW CHAMPIONSHIP**

11-17 AUGUST

**TOUR CHAMPIONSHIP**

18-24 AUGUST



**TOP 70 IN POINTS QUALIFY  
FOR PLAYOFFS**

**SERIES OF 3  
EVENTS**

**\$25M BONUS TO  
WINNER OF FEDEXCUP**

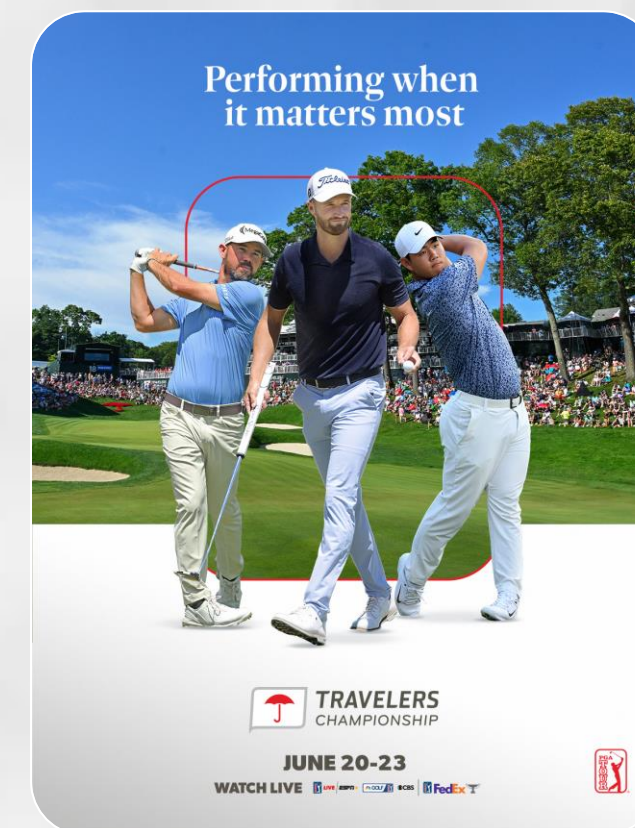
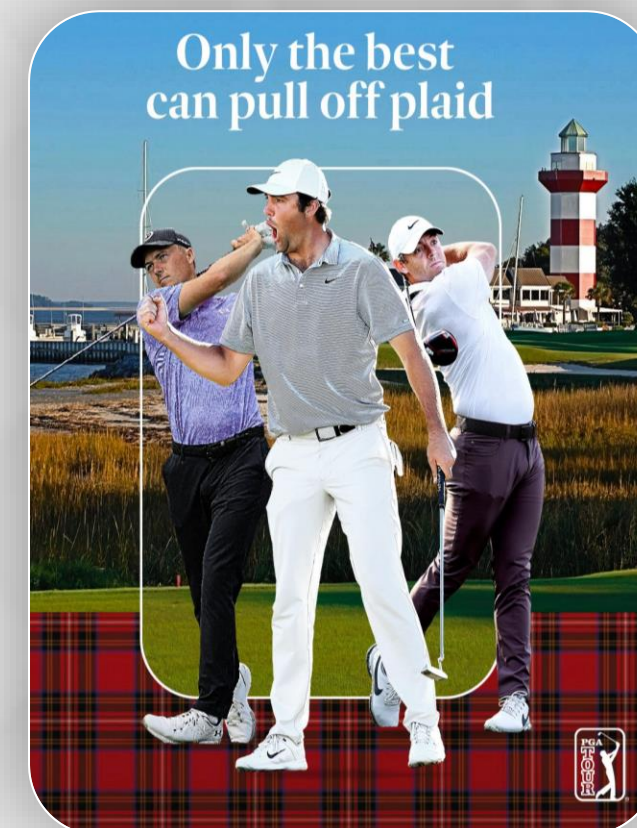
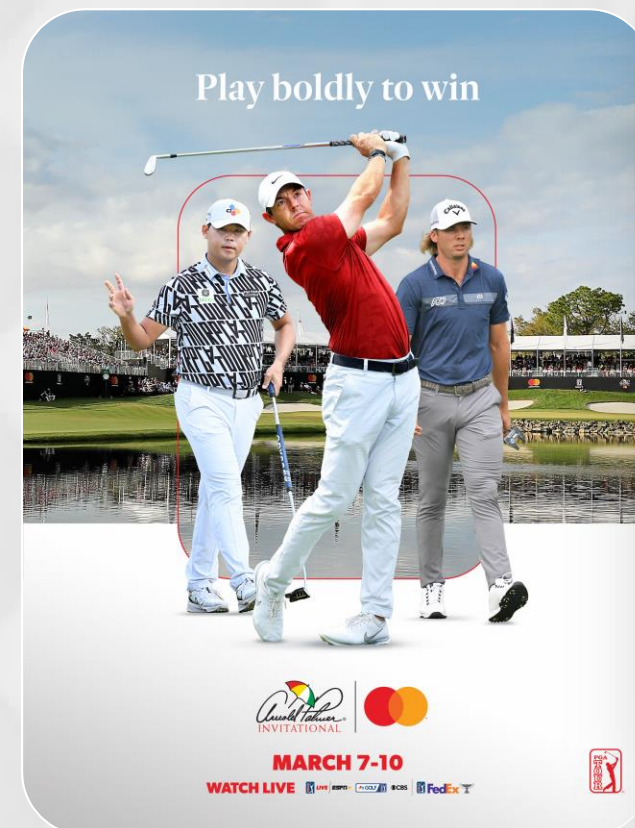
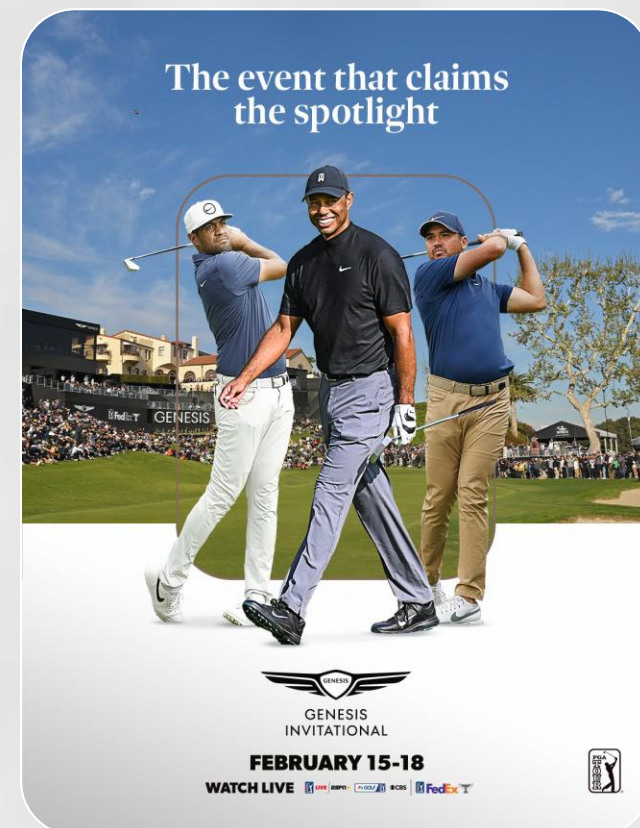
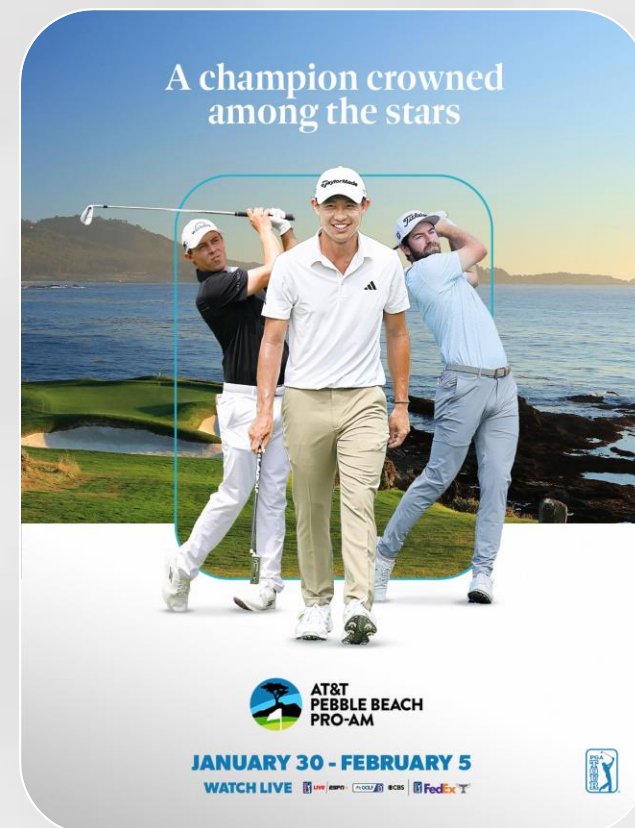


*CULMINATION OF THE FEDEXCUP, A SEASON LONG POINTS COMPETITION ACROSS 43 PGA TOUR EVENTS*



# SIGNATURE EVENTS

2025 Season



BETTER COMPETITION | MORE DRAMA | UNPRECEDENTED ENGAGEMENT

Imagery is from 2024 Marketing toolkits. 2025 Assets will be provided.







**PRESIDENTS CUP™**

**ESTIMATED 27  
HOURS**

**LIVE WORLD FEED OF ALL  
ROUNDS INCLUDING OPENING  
AND CLOSING CEREMONIES  
AVAILABLE IN HD**

**2X30 & 2X60 MIN  
PREVIEW SHOWS**

**NEXT EVENT:**

**MEDINAH COUNTRY CLUB**

**CHICAGO, IL, USA**

**SEPTEMBER 2026**

**FUTURE EVENT:**

**KINGSTON HEATH GOLF CLUB**

**MELBOURNE, VICTORIA, AUSTRALIA**

**SEPTEMBER 2028**

**THE PRESIDENTS CUP IS A BIENNIAL EVENT BETWEEN TEAMS FROM THE UNITED STATES AND THE REST OF THE WORLD**





**LIVE**  
*TOURNAMENT*  
**PROGRAMMING**





# ENHANCED INTERNATIONAL FEED

Prior to THE PLAYERS CHAMPIONSHIP

*The EIF is produced for the entire season of PGA TOUR events including Opposite Events, International Events & two events that are not included in the FedExCup race.*

## WHAT CONTENT IS ADDED

- **Live Golf** - During domestic breaks, the EIF crew inserts live play as it continues
- **Commentary** - The EIF has its own announcer to provide English language commentary anytime EIF is filling breaks or covering sponsorships
- **Graphics** - The EIF crew includes a graphics operator that can generate custom graphics including leaderboards, full-screens and “shot pops”
- **Features** - If needed, the EIF crew will use features to fill the breaks

## WHAT CONTENT IS COVERED

- Commercial Breaks
- Network Promos (eg: full screen or lower third tune-in promos)
- Gaming Elements
- Sponsored Graphics
- Billboards
- Sponsored Features - sponsorship is covered, but features may run (eg: AON, Shot of the Day feature)

## WHAT CONTENT GETS THROUGH

- Domestic Announcers
- Booth Hits
- Player Interviews
- Mini Leaderboards
- Non-Sponsored Graphics
- CEO Message
- Ticker
- Shot Tracers (eg: Toptracer chip)
- Wind Gauge (eg: Demand Science)
- AON Feature (sponsored graphic is covered)
- Shot of the Day (sponsored graphic is covered)
- Promos for PGA TOUR Products (eg: pgatour.com, The First Tee etc)
- Title Sponsor Elements
- FedExCup Elements





# NEW WORLD FEED

LAUNCHING AT PLAYERS CHAMPIONSHIP

### TALENT:

- Four-person international talent team throughout the broadcast
- 1 x Host/2 x Analyst/1 x Walking reporter

### GRAPHICS:

- In-house custom, consistent graphics based on PGA TOUR look and feel
- New graphics will offer a more seamless transition from early coverage

### SCHEDULE:

- Launches Rd 1 2025 PLAYERS Championship

### TRACKMAN:

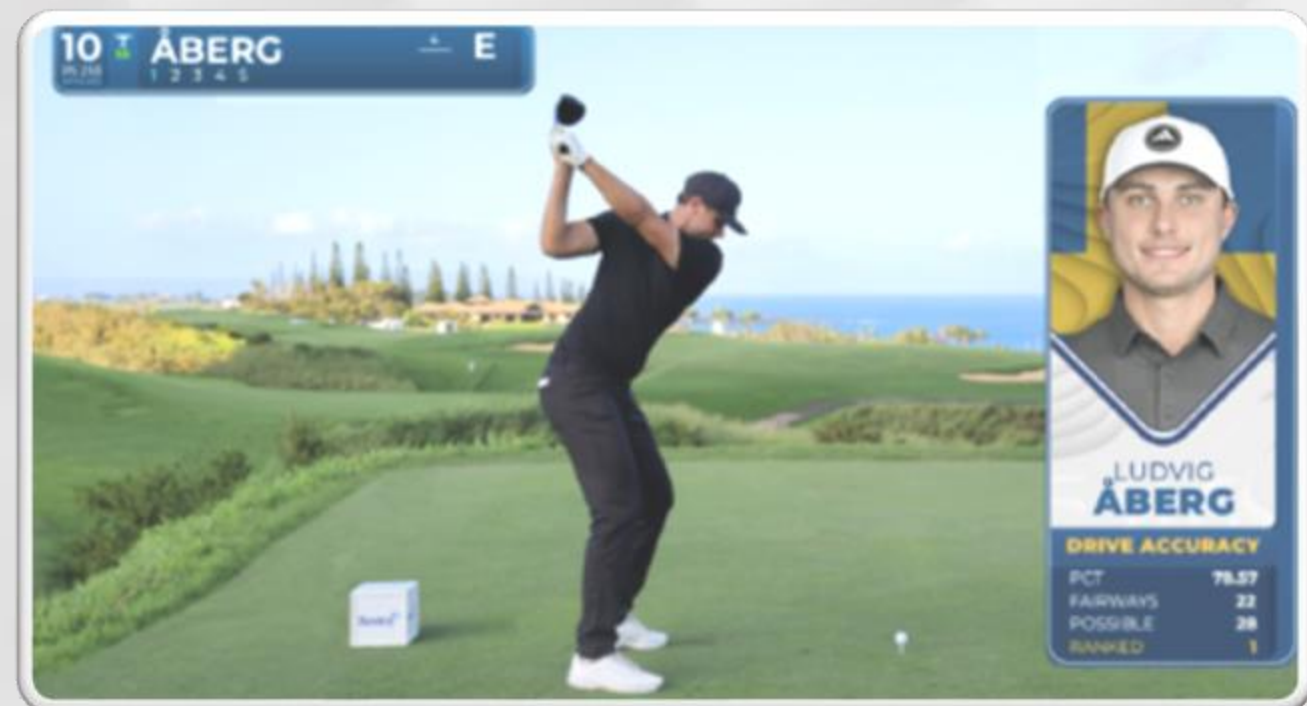
- Additional cameras with tracing capabilities at some events

### COMMERICAL ELEMENTS:

- Commercial elements will be subtly integrated into the broadcast
- Fully Ofcom compliant

### CONTENT & STORYTELLING:

- Dedicated coverage of international players to drive deeper fan engagement
- Production fully controlled by the PGA TOUR
- Dedicated international cameras
- Opportunities to add localized feeds





# ADDITIONAL LIVE FEEDS

**ENHANCED SIGNATURE EVENTS Produced by PGA TOUR Entertainment in conjunction with ESPN+**

## **Feed B**

### **MAIN FEED**

*Transitions to Featured Group during the EIF window*

*The most comprehensive tournament coverage prior to the EIF, showcasing the best action from across the course using a mix of Feeds C-E along with additional cameras dedicated to the Main Feed. Includes two studio announcers, and a dedicated walking reporter.*

## **Feed C**

### **FEATURED GROUPS**

*Transitions to Featured Group during the EIF window*

*Every shot from each player in the group, with two booth announcers and one walking announcer calling the action.*

## **Feed D**

### **FEATURED GROUPS**

*Transitions to Featured Hole during the EIF window*

*Coverage following two concurrent featured groups, with two booth announcers and one walking announcer.*

## **Feed E (Bonus Feed)**

### **FEATURED HOLES**

*Transitions to Featured Hole during the EIF window*

*Exclusive coverage of key par 3 holes and the course's iconic, signature holes.*

### **For ALL feeds:**

- Full graphics package
- Two booth announcers with English commentary
- Break positions
- 3x2:00 min breaks per hour will be "covered" with a leaderboard graphic or beauty
- Feeds are continuous, production team will do a reset at the beginning of the EIF coverage





# BACKHAUL PROGRAMMING

*The Backhaul is the live feed taken directly from the domestic broadcast truck*

*It consists of almost everything that airs domestically including graphics & sponsored elements*

*The backhaul does NOT include content produced for domestic commercial breaks*



- 23 events (Fri-Sun)
- 2 events (Thurs-Sat)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship



- 8 events (Thurs-Sun)
- 2 events (Sun-Wed)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship





# EIF GRAPHICS PARAMETERS

Prior to the World Feed Window

SD/HD SAFE ACTION

PGA TOUR LEADER **F. LASTNAME** E

0TH 1 2 3

For Par

1. LASTNAME 1	--
2. LASTNAME 2	0000
3. LASTNAME 3	0000
4. LASTNAME 4	0000
5. LASTNAME 5	0000
6. LASTNAME 6	0000
7. LASTNAME 7	0000
8. LASTNAME 8	0000
9. LASTNAME 9	0000

PUTTS

1	1	2	2	3	3	1	2	3	1	2	3	1	2	3	1	2	3
10	3	2	1	3	2	1	3	2	1	3	2	1	3	2	1	3	2

PGA TOUR LEADER **F. LASTNAME** E

0TH 1 2 3

For Par

SD SAFE TITLE	SD SAFE ACTION	SD RASTER EDGE	HD SAFE TITLE	HD SAFE ACTION
Title Line 1				
Round				
1	LASTNAME	XX	XX	XX
2	LASTNAME	XX	XX	XX
3	LASTNAME	XX	XX	XX
4	LASTNAME	XX	XX	XX
5	LASTNAME	XX	XX	XX
6	LASTNAME	XX	XX	XX
7	LASTNAME	XX	XX	XX
8	LASTNAME	XX	XX	XX
9	LASTNAME	XX	XX	XX
10	LASTNAME	XX	XX	XX

1	LEISHMAN/SMITH	-21	69
2	OOSTHUIZEN/SCHWARTZEL	-20	71
3	WERENSKI/UIHLEIN	-19	67
4	HORSCHEL/BURNS	-18	69
	MITCHELL/SNEDEKER	-18	69

PGA TOUR

CONSTANT MINI BASELINE

NEXT Golfing World: The Arnold Palmer Invitational presented by Mastercard

L3 BASELINE

TICKER

LIVE

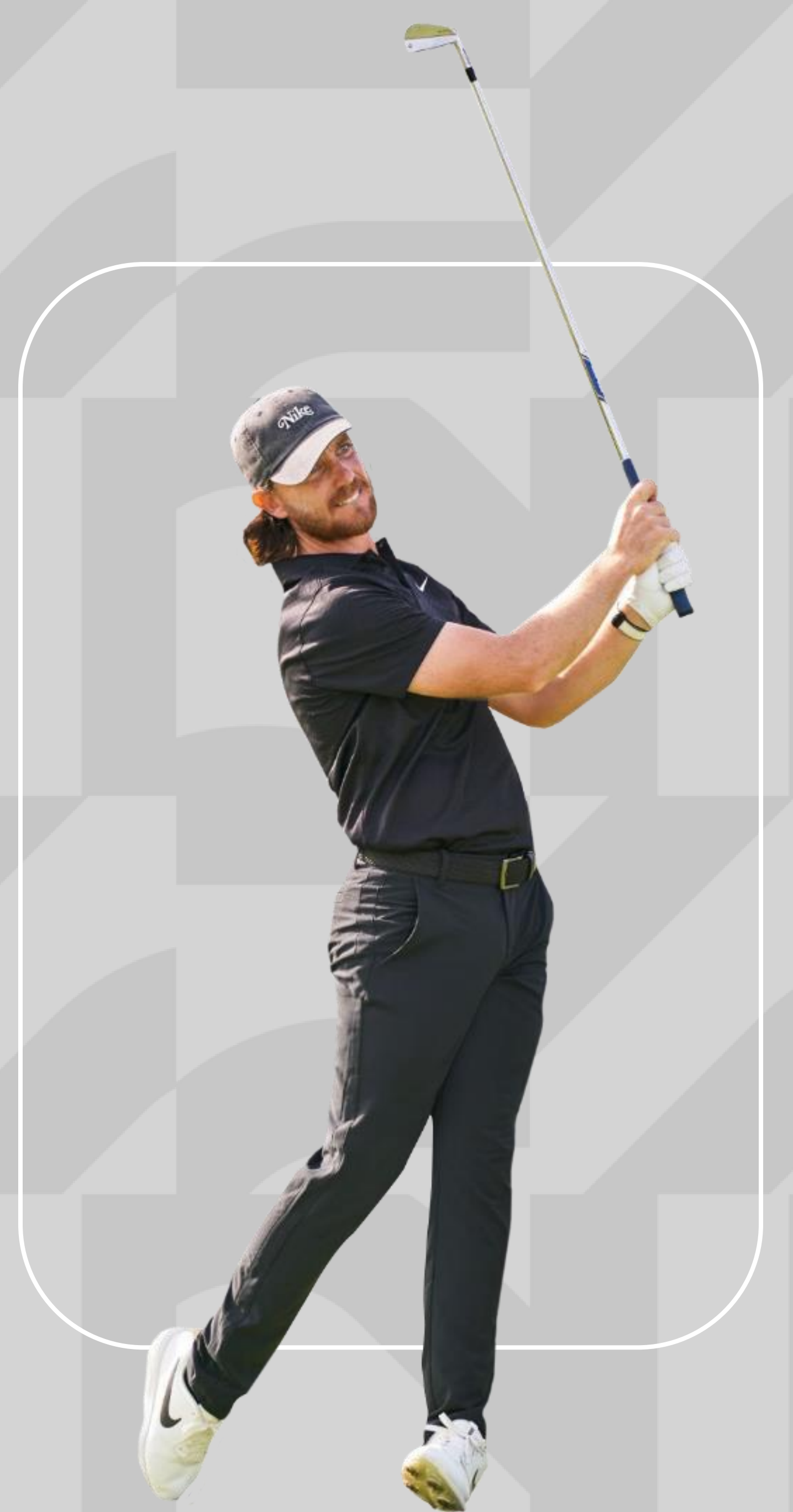
LIVE

PERSISTENT BRAND





*Ancillary*  
**CONTENT**





# 1 - HOUR HIGHLIGHTS



## PGA TOUR

- *43 programs*
- *Produced utilizing telecast, additional footage, & commentary*
- *Bridge narrator starts and finishes each episode and fills gaps*
- *Four (4) one second dips for commercial breaks*



## CHAMPIONS

## PGA TOUR Champions

- *25 programs*
- *Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage*



## Korn Ferry Tour

- *10 programs*
- *Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage*

*Available via Satellite/Fiber and Imagen*

*Content and hours are subject to change*





# ANCILLARY PROGRAMMING



## The CUT

- Available via Satellite/Fiber and Imagen
- Magazine style program providing viewers with behind-the-scenes coverage of players & tournaments
- Recaps each event on tour and other features

46 x 30-minute program

## On the Range

- Live show produced for Signature Events (except for Sentry), WM Open, PLAYERS, Wyndham and FEC Playoffs on Wednesday (practice day)
- Previews before the players head out to course, expert analysis and interviews
- 13 episodes per year

13 x 90-minute program

## Review Shows

- Re-cap of the FedExCup and PGA TOUR Champions season
- Encompasses player features and other stories related to the season
- Includes four (4) one second dips to black for commercial breaks

2 x 30-52 minute program

## Network Specials

- Stylized programs focusing on a variety of topics relevant to the golf world
- Includes some documentary style shows

15+ x 30-60 minute program

## Official Films

- Released at various times during year
- Documentary style program chronicling the key storylines from select events:
  - THE PLAYERS
  - FedExCup Playoffs
  - Presidents Cup

2-3 x 52-minute program

Available via Satellite/Fiber and Imagen

Content and hours are subject to change





# SHORT FORM CONTENT

<i>Tournament Preview</i>	<i>Released weekly, prior to the start of that week's PGA TOUR tournament. Includes a look at the top players in the field, the course, and other relevant headlines. No script available.</i>
<i>Shot of the Day</i>	<i>Delivered after every round, the Shot of the Day is video of the best shot from that day's PGA TOUR tournament round.</i>
<i>Round Recaps</i>	<i>Delivered after the day's telecast. Video recap of the most important competition shots from the round.</i>
<i>Shots of the Week</i>	<i>Compilation of the Top 5 shots from that week's competitions. Shots may come from across all Tours.</i>
<i>PGA TOUR: The CUT</i>	<i>Clips from weekly PGA TOUR magazine show episode.</i>
<i>Top 10s</i>	<i>Lists of Top 10s (best shots, memorable moments, etc)</i>
<i>Tournament Features</i>	<i>Miscellaneous features, produced on a weekly basis, based on current events and developing storylines.</i>
<i>PGA TOUR Origins &amp; Shorts</i>	<i>Short films focusing on one player or historical moment in PGA TOUR history.</i>



Available via [Imagen](#)

Content and hours are subject to change



# SHORT FORM CONTENT

## PGA TOUR INTERVIEWS AND PRESS CONFERENCES

*Daily Tournament  
Interviews*

*Select player interviews following the completion of a player's round.*

*Select player interviews from Tuesday and Wednesday of tournament week.  
Usually includes previous year's champion and marquee players.*

*Press Conferences*

*Full winner's press conference that takes place in the media center.  
International winners will be asked for a separate, native-language interview.*

## CONTENT FROM OTHER TOURS

*PGA TOUR Champions*

*Round Recaps and Interviews*

*Korn Ferry Tour*

*Round Recaps and Interviews*

*PGA TOUR Americas*

*Round Recaps for select events*

*Available via [Imagen](#)*

*Content and hours are subject to change*





*CONTENT*  
**DELIVERY**





# WEEKLY CONTENT SCHEDULE EXAMPLE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1-Hour Highlight Program	The Cut	Specials	LIVE Coverage = World Feed + X4 PGA TOUR LIVE Feeds			
	Pre-Tournament Conferences		Localized Post Round Interviews			
	Content Advisory		Round Recaps/Daily Highlights			
			Other Short-Form Content			
					Telecast Notes	
						International Winner Elevation

- *The TOUR supports international broadcasters' elevation efforts on a weekly basis by sharing relevant tournament information, short and long form content, live programming, and an international media team that can help broadcast partners promote local heroes.*
- *Specials include Official Films, Year In Review programs and other content that may be produced and made available to partners throughout the year.*

Content and hours are subject to change





## ***PGA TOUR Delivery Schedule***

- *All delivery times are included in the PGA TOUR International Delivery Schedule*
- *Updates are delivered via email, and the latest version is always available on the [International Broadcaster Website](#)*

## ***PGA TOUR Programming is available via satellite & fiber through Eurovision***

- *Feed synopsis are emailed out to clients and available on [www.eurovision.net](http://www.eurovision.net) (registration required)*
- *Within the U.S. programming is delivered via fiber with drops at the following locations:*
  - *Eurovision L.A. Switch*
  - *Eurovision/Verizon D.C. AVOC*
  - *Encompass New York*
  - *HD 1080i 60hz*
- *Outside the U.S. programming is delivered via the following satellites:*
  - *Europe - Eutelsat 7B*
  - *Asia – Asiasat 5*
  - *Format: HD 1080i 50hz*





## KEY CONTACTS - EUROVISION

*Transmission Problems – Eurovision Washington D.C.*

*+41 (22) 717 2790*

*sportsbookings@euovision-us.net*

*Decoder Authorization Issues—Eurovision Geneva:*

*+41 22 717 2790*

*Programming Re-Feeds:(\$330 per hour invoiced by  
Eurovision):*

*pgarefeed@eurovision.net*

## KEY CONTACTS - ENHANCED INTERNATIONAL FEED

*EIF AD Listen Only Line:*

*+1 904 940 1723 or Audio PID 5/6*

*EIF Producer:*

*+1 904 940 7113*

*Transmission Problems - PGA TOUR Entertainment TOC:*

*+1 904 940 7129*

## KEY CONTACTS - PGA TOUR CHAMPIONS & KORN FERRY TOUR EVENTS

*AD Listen Only Line:*

*Provided on satellite document each week*



# FTP DELIVERY: IMAGEN

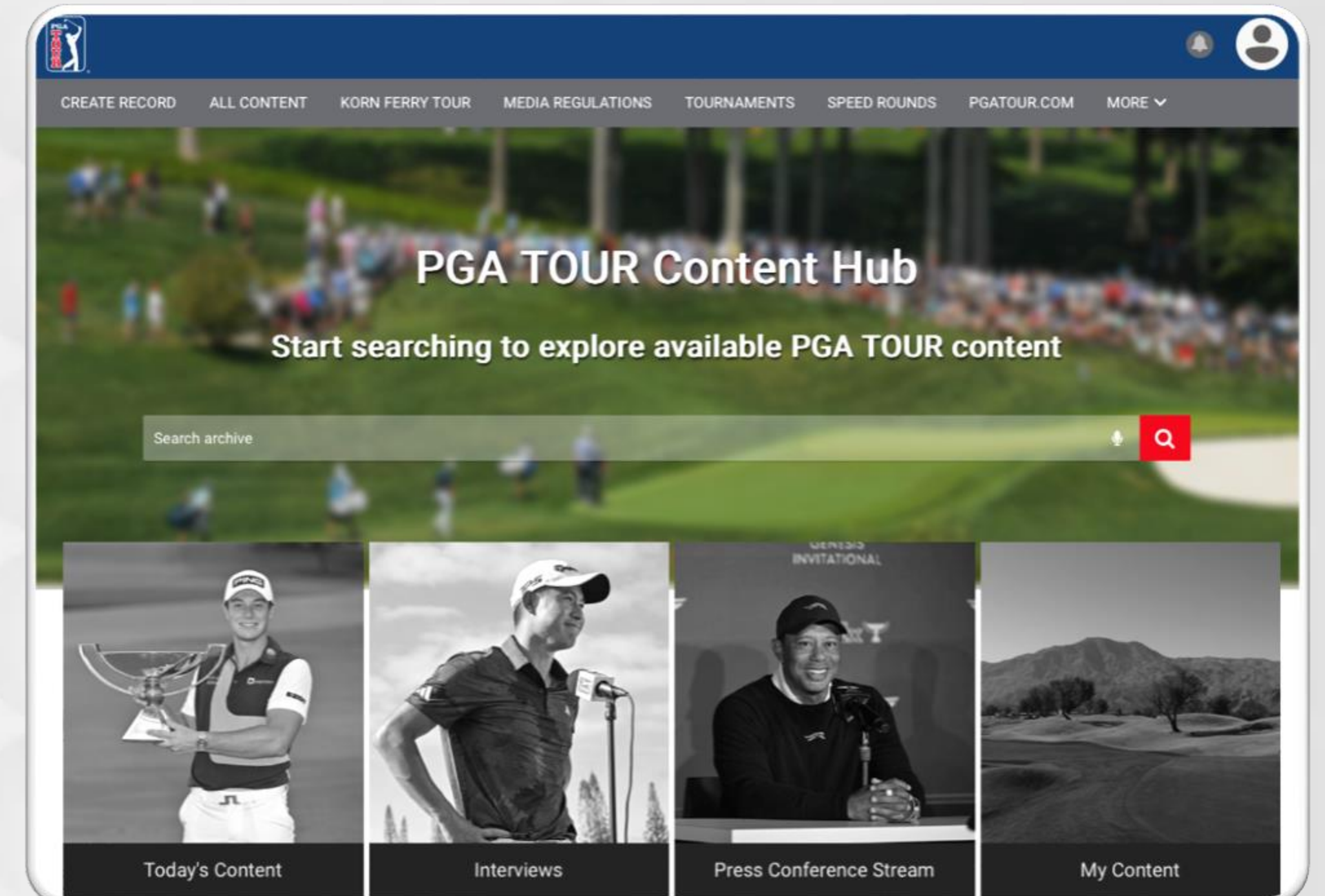
URL: <https://pgatour.imagencloud.com/>

*The following content is available via Imagen:*

- All Short Form Content
- Ancillary Programming
- 1-Hour Highlights
- PGA TOUR Promos

*Scripts, rundowns and music cue sheets are located on the International Broadcaster Website*

**Please Contact Maggie Schwartzman at [maggieschwartzman@pgatourhq.com](mailto:maggieschwartzman@pgatourhq.com) for Login Credentials**





*PROMOTIONAL*  
**SUPPORT**



# PROMOTIONAL SUPPORT

## ***TOUR will provide the following to enhance your marketing campaign:***

- *:15 and :30 event tune-ins provided for PGA TOUR tournaments*
- *:30 FedExCup Season Excitement spots provided throughout the year*
- *Marquee and Signature Event marketing toolkits including Digital, Print and Social assets*
- *Scripts, rundowns, music cue sheets and other relevant information is available on the International Broadcaster Website*

## ***Marketing Requirements:***

- *Use of players may be used only to promote the PGA TOUR programming, not the broadcaster generally.*
- *All promotional pieces must use at least three or more players shown in equal prominence.*
- *If the promotion is tournament specific, the broadcaster may only use players who have committed to play in the tournament.*
- *Broadcaster may not imply a player's endorsement of any product or service.*
- *Any use of PGA TOUR licensed marks must adhere to brand standards for PGA TOUR licensed marks.*
- *Broadcaster should ensure that players' sponsors are up-to-date.*

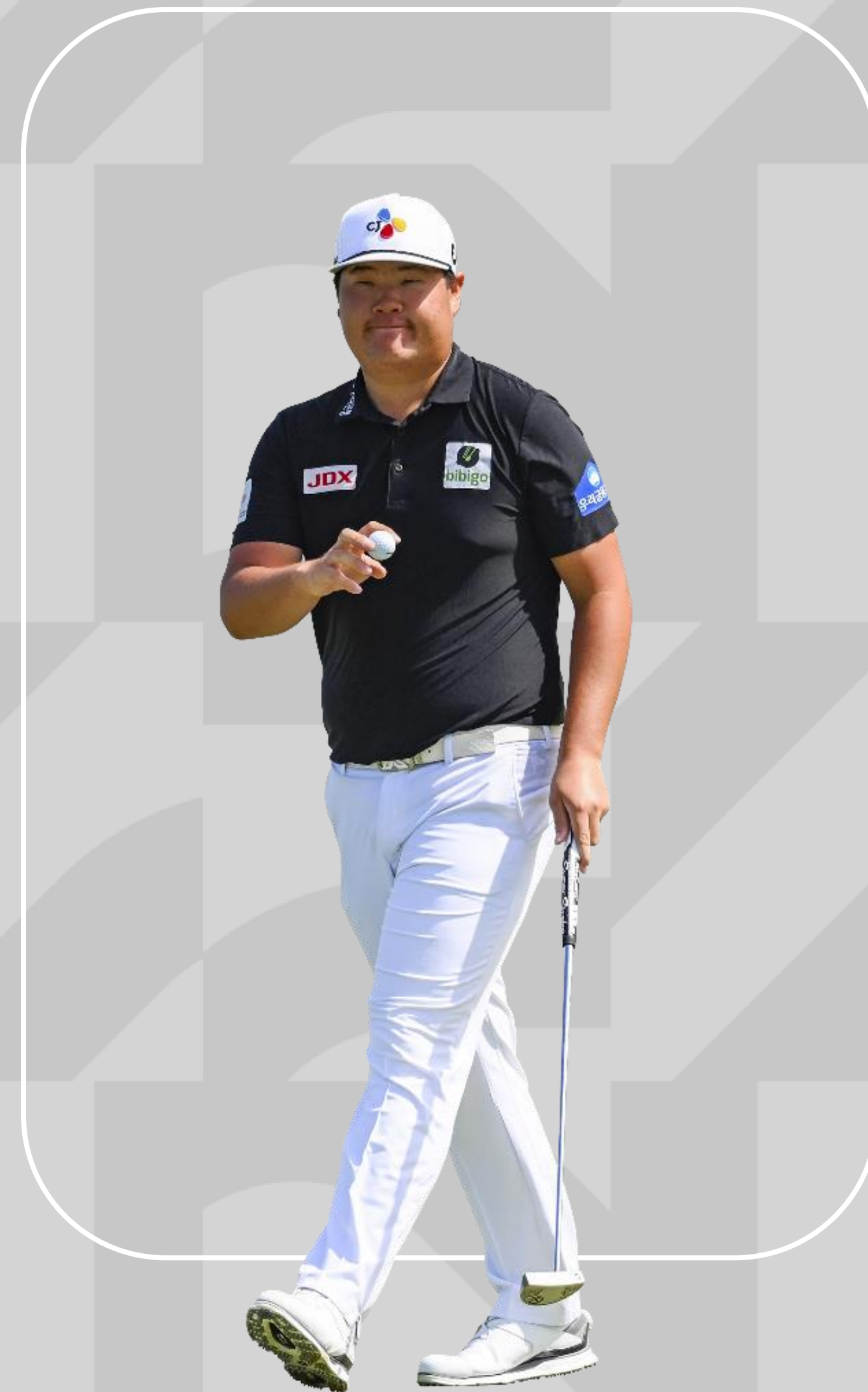
## ***Title Sponsor Exclusivity - PGA TOUR Title Sponsors are protected within their category for the live coverage of their respective event***

- *Cannot sell a presenting sponsorship within the Sponsor's category unless first offered to the Sponsor and they decline the opportunity or do not respond within 30-days*
- *Category details and contact information is provided by the PGA TOUR in December each year*
- *Category details can also be found in the under the Resources tab on the International Broadcaster Website*





# ADDITIONAL **RESOURCES**





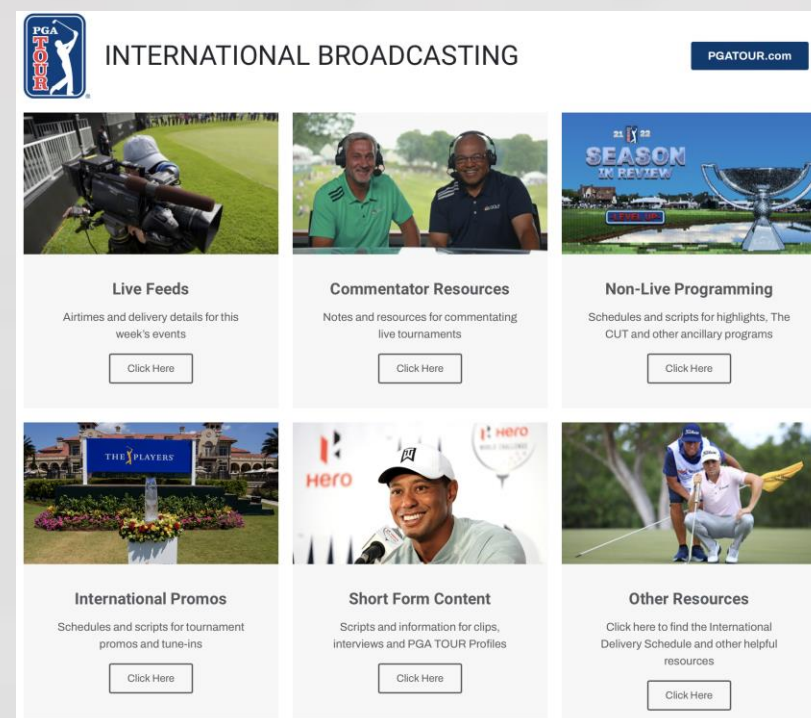
# RESOURCEFUL WEBSITES

## International Broadcaster Website

Provides all information regarding international broadcasting

Resources Available:

- Airtimes and delivery details for this week's events
- Notes and resources for commentating live tournaments
- Schedules and scripts for ancillary programs, Tune-ins, and Interviews



<https://eif.pgatourhq.com/>

## PGA TOUR Media

Provides information regarding all PGA TOUR, Korn Ferry Tour, and PGA TOUR Champions tournaments.

Resources Available:

- Onsite Media Credential Registration
- Logos for TOURs and Tournaments
- Player Headshots
- FedExCup Standings
- Tournament Specific Information:
  - Notes, hole locations, tee times, pre-tournament press conference schedule, stats and information
- Media regulations and title sponsor exclusivity
- Links to Official Media Guides
  - Digital media guides are updated on a weekly basis. Print versions of the media guides are now available through FedEx Office. **Click here** to place international book orders, login information below:

- Username: **pgatourmedia**
- Password: **pgatour**

PGA TOUR DIGITAL MEDIA GUIDE



<https://pgatourmedia.pgatourhq.com/>

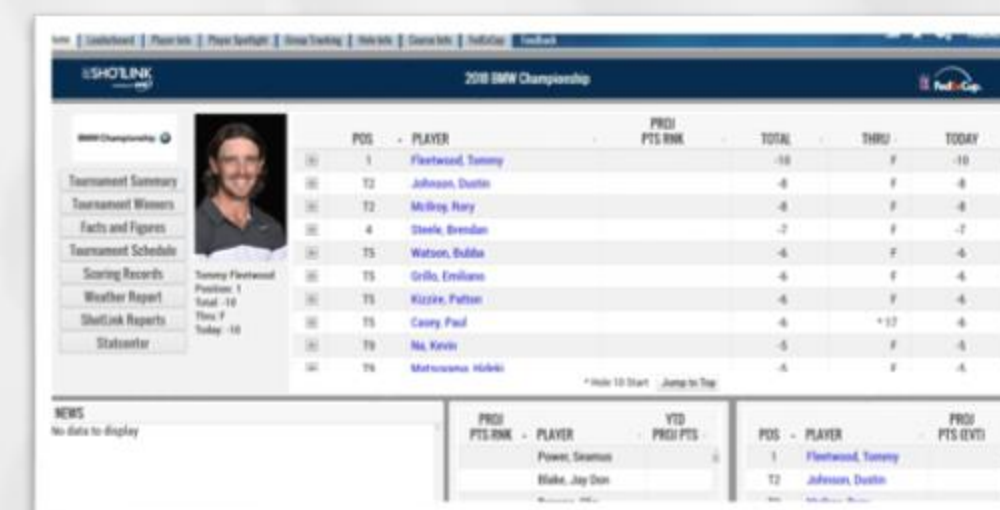
## Tournament Tracker

Data to enhance broadcast commentators through real time ShotLink data on scoring and statistics

Features Include:

- Hole Info
- Player Info – Track individual players
- StatCenter – Find any statistic
- Customized leaderboards
- Every page includes a real-time Mini-Leaderboard and Breaking News section so you can always stay on top of important developments

**Please Note:** The information can only be used through commentary

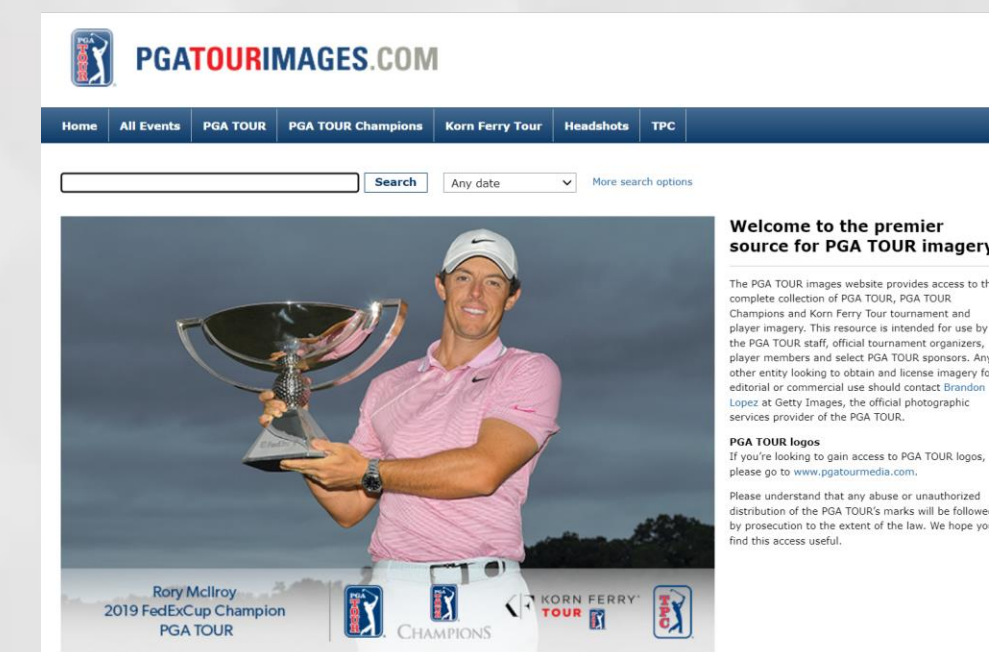


<https://tracker.shotlink.com/>

## PGA TOUR Images

Access to tournament imagery which can be used strictly for the purpose of promoting upcoming tournament broadcasts produced and delivered by the PGA TOUR

- If you are interested in acquiring tournament imagery, please contact your account manager.



<http://www.pgatourimages.com>





# ANCILLARY PROGRAMMING

## Content Advisory

- *A newsletter delivered before the start of the tournament outlining storylines and content pieces that may be available during a given tournament week. Short form content is made available via Imagen for partners to use in their telecast.*
- *Items include:*
  - *Futurecaster Information*
  - *Storytelling Narratives*
  - *Content Plans*
  - *International Players in the field*
  - *Email is delivered by the following individuals:*
    - *Paola Castillo at [paolacastillomalave@pgatourhq.com](mailto:paolacastillomalave@pgatourhq.com)*
    - *Nick Ursini at [nickursini@pgatourhq.com](mailto:nickursini@pgatourhq.com)*

## Production Resources

- **Native Language Interview Requests**
  - *For specific pre-tournament and post-round native language interview requests from International players, Please contact*
    - *Maggie Schwartzman at [maggieschwartzman@pgatourhq.com](mailto:maggieschwartzman@pgatourhq.com)*
- **Additional Footage of Native Players**
  - *Additional footage of native players may be procured upon request, this is subject to broadcaster rights and availability. Contact Maggie Schwartzman for additional details.*



# ON-SITE COMMENTARY & PRODUCTION OPPORTUNITIES



- **March 13 – 16, 2025**
- *Announcer booths in PGA TOUR Studios*
- *Ability to add walking announcer for commentary*



- **August 7 – 24, 2025**
- *Announcer booths in trailers*
- *Ability to add walking announcer for commentary*



PRESIDENTS CUP™

- **September 2026**
- *Announcer booths in trailers*
- *Focus on International markets excluding Europe*
- *Ability to add walking announcer for commentary*

## Advantages

- Adds to the authenticity and creditability of the production
- Create stronger sense of inclusion and access to the action for viewers
- Provide a behind the scenes look at the tournament
- Access to players and personalities for interviews

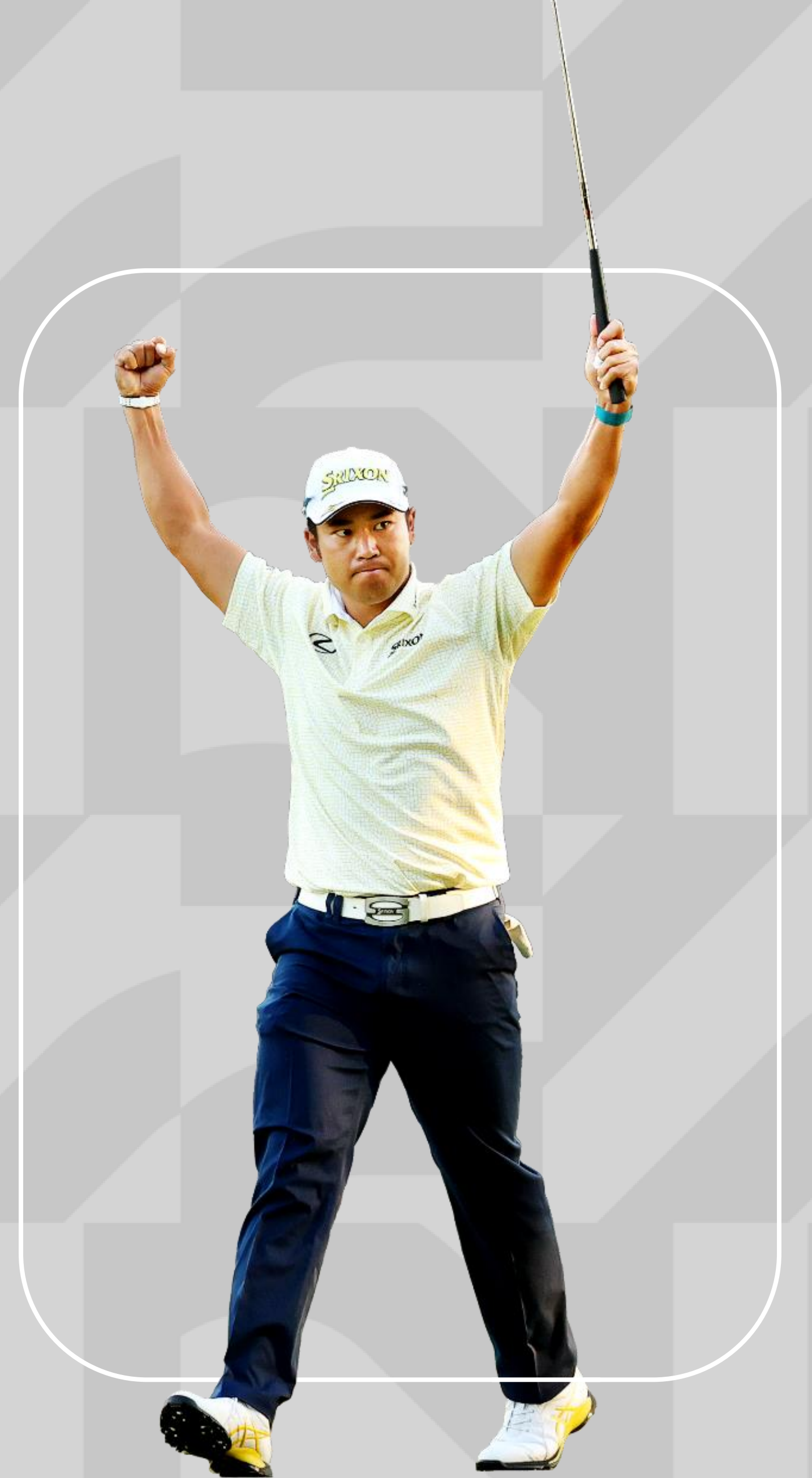




*INTERNATIONAL*

*MEDIA*

***CONTACTS***



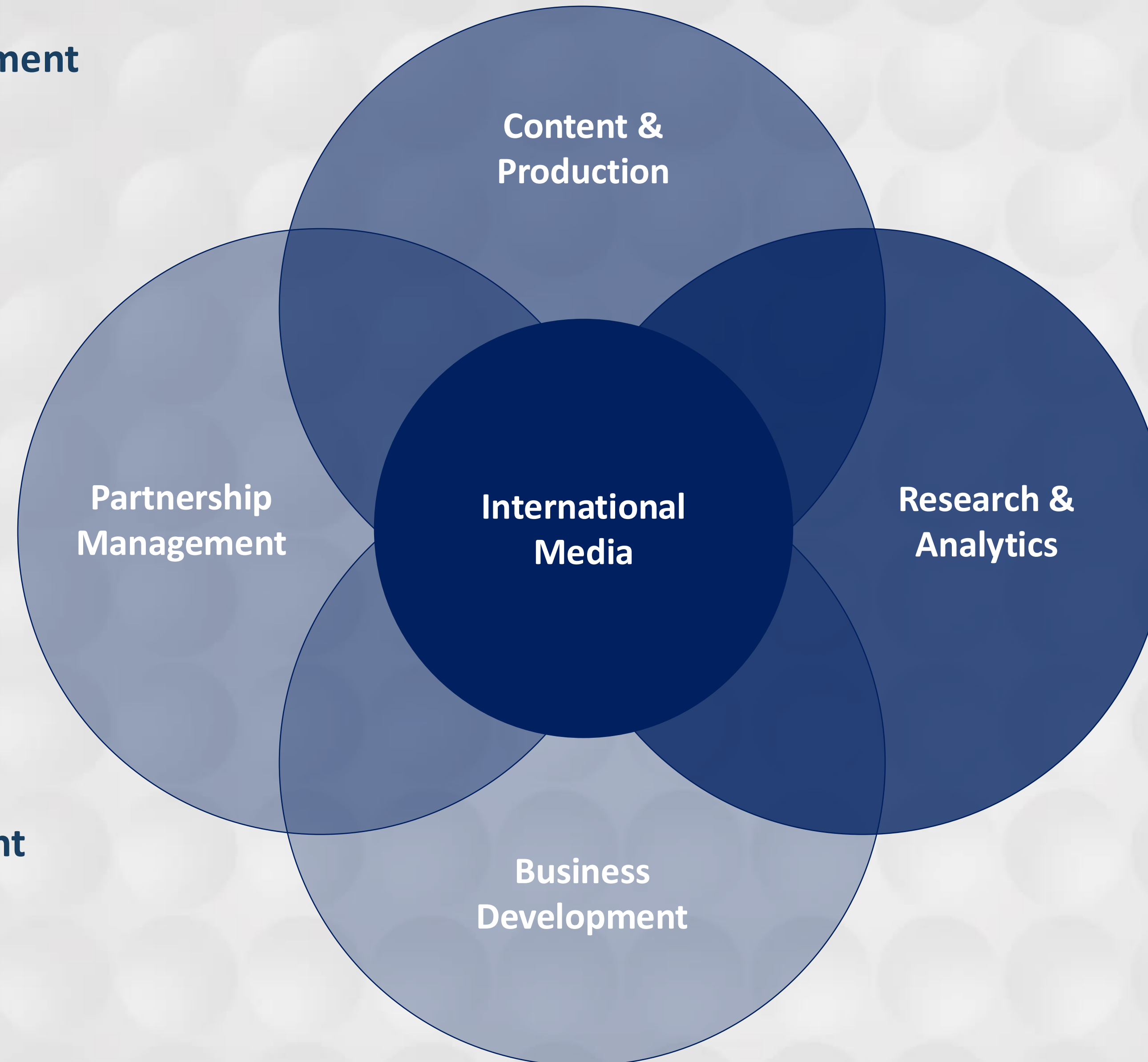
# TEAM STRUCTURE

## Partnership Management

Kate Sharp  
Stephanie Delgado  
Irene Acosta Plata  
Huw ap Simon   
Shuto Tamura   
Chloe Zhang   
Rebecca Stanislawczyk  
Jason Lee   
Eva Elder 

## Business Development

Thierry Pascal   
Chiyo Yanagita 



## Content & Production

Dustin Atkatz  
Maggie Schwartzman  
Nick Ursini  
Paola Castillo



## Research & Analytics

Dan Smith   
Jane Drake





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