

Content Advisory: WM Phoenix Open

Overview

Date: February 6-9, 2025

Course: TPC Scottsdale (Stadium Course)

Location: Scottsdale, AZ

Defending Champion: Nick Taylor

Storytelling Messaging

1. **Tournament Name Note:** The event is the WM Phoenix Open, *not* Waste Management.
2. **The People's Open:** Celebrating 90 years in 2025, the WM Phoenix Open has cemented itself as a bucket-list destination for sports fans around the globe. While fans flock to the famous 16th hole and its one-of-a-kind environment, the myriad fan-friendly initiatives across TPC Scottsdale are what make this event "The People's Open." This year, the tournament will unveil improvements to several key fan experience elements, including an additional tournament entrance near the 18th fairway; improved spectator walking areas; the strategic relocation of concession areas to reduce overcrowding; and several upgraded general admission venues. The tournament's commitment to improvement also extends to its charitable footprint, with \$17.5 million raised from the 2024 event – up from \$14.5 million in 2023 – and totaling \$208 million since the event's inception.
3. **Field:** Twenty-nine of the top 50 players in the Official World Golf Ranking are in the field, highlighted by World No. 1 and two-time WM Phoenix Open champion Scottie Scheffler (2022, 2023). Other highlights:
 - Florida State junior **Luke Clanton** will secure full PGA TOUR membership through PGA TOUR University Accelerated if he makes the cut this week. Clanton, who enters the WM Phoenix Open with 18 points in PGA TOUR University Accelerated, will earn 1 point on Wednesday, Feb. 5 after spending 26 weeks as the world's top-ranked amateur, and a made cut will elevate him to the 20-point threshold to earn PGA TOUR membership. When he reaches 20 points, Clanton will be eligible to take up full PGA TOUR membership following the conclusion of the collegiate season in May.
 - **Matt McCarty** will make his tournament debut after earning the Korn Ferry Tour's Three-Victory Promotion in 2024 and winning in his second start as a TOUR member at the 2024 Black Desert Championship in October. A Scottsdale resident who practices at TPC Scottsdale throughout the year, McCarty attended the WM Phoenix Open as a youth standard bearer and later as a fan.
 - Arizona State University senior **Jose Luis Ballester Barrio** will make his second start in a PGA TOUR event (2023 Open Championship) after receiving a sponsor exemption. Ballester won the 2024 U.S. Amateur to become the first player from Spain to lift the Havemeyer Trophy when he defeated Noah Kent, 2-up, at Hazeltine National Golf Club. Currently ranked No. 2 in the 2025 PGA TOUR University ranking; the No. 1 finisher at the conclusion of the NCAA stroke play in May will earn immediate PGA TOUR membership for this season and 2026

4. **New opportunity for Aon Swing 5:** Players will have the chance to qualify for the next Signature Event at The Genesis Invitational via the Aon Swing 5. Those players, not otherwise exempt, who earn the most FedExCup points at the Sony Open in Hawaii, The American Express, Farmers Insurance Open and the WM Phoenix Open will qualify for The Genesis Invitational.
 - o A year ago, Charley Hoffman qualified for The Genesis Invitational via the Aon Swing 5 after his playoff appearance at the WM Phoenix Open. Hoffman is currently No. 6 in the Aon Swing 5, nine points behind Lee Hodges.

Aon Swing 5 standings (entering the WM Phoenix Open)		
Rank	Player	Points
1	Sam Stevens	311.329
2	J.J. Spaun	235.000
3	Anrew Novak	190.000
4	Justin Lower	178.000
5	Lee Hodges	149.500

5. **Still the Greenest Show on Grass:** The WM Phoenix Open demonstrates what is possible with a zero-waste initiative and is a snapshot of what WM is doing to help customers and other sporting events reduce environmental impacts. Since 2013, WM has diverted nearly all tournament materials from landfills through recycling, composting, donation, reuse and using materials to recover energy and create fuel, helping make the WM Phoenix Open the “Greenest Show on Grass.” In 2024, WM and The Thunderbirds created the WM Phoenix Open Working For Tomorrow FundSM, which is intended to support GHG emissions reduction, sustainable materials management and water management projects in Arizona.
 - a. The Fund is supported through multiple tournament-week initiatives, including Green Out Day, in which The Thunderbirds donate \$1 for every fan, player and caddie who wears green to the tournament on Saturday; a 50/50 fan raffle; and donations from tournament sponsors, vendors and other collaborators. In 2024, \$419,000 was raised together with fans and sponsors for the WM Phoenix Open Working For Tomorrow FundSM.
6. **ESPN BET on PGA TOUR LIVE:** Set to debut at the WM Phoenix Open, the PGA TOUR, PENN Entertainment (“PENN”) and ESPN will provide a live betting stream on PGA TOUR LIVE on ESPN+ at six events during the 2025 PGA TOUR Season. The ESPN BET branded stream will provide key data, insights and live betting analysis in the two hours leading up to the linear broadcast window, with an early look of key storylines from a betting perspective. Host Jonathan Coachman, on-course reporter Michael Collins and analysts including Matt Every and Graham DeLaet will present content and discussion on hole-by-hole live betting and tournament markets.

Digital Content Plan

Notable On-Site Activations

Tuesday

Pressers

Drone

- **Details:** PGA TOUR LIVE Featured Holes: 4, 12, 16, 17
- Scenic elements of course (video + photos)

WM Broadcast Activation

- **Details:** Charley Hoffman and Nick Taylor will be in the fan zone to play games for a half hour

Cobra/Puma Branded Content

Wednesday

Pressers

Drone

- **Details:** PGA TOUR LIVE Featured Holes: 4, 12, 16, 17
- Scenic elements of course (video + photos).

Pro-Am Content

Lulu VIP Content

- **Details:** 16-year-old Lulu lost her left hand and right leg following a shark attack. During her recovery, she received get-well videos from Justin Thomas, Rickie Fowler, Webb Simpson and Xander Schauffele
- Lulu will play the 16th hole with Rickie Fowler

Shot at Glory

- **Details:** Closest to the pin challenge at the 16th hole

Early Week TBD

Jose Ballester Content

- **Details:** Mic'd up practice round and sit down interview in English and Spanish

Thursday-Sunday

Tournament B-Roll (Thur-Sun)

Cutline Content (Fri)

- **Details:** Amateur Luke Clanton in the field, if he makes the cut, he will get the last point needed to secure his TOUR card

Fans Meeting Nick Taylor (Fri)

- **Details:** Canadian Fans won a contest by TSN to meet Taylor at the flash area after his round on Friday

Breakfast Club (Sat)

- **Details:** Capture fans running in to get seats at 16th hole

Flash Interviews, Winner Presser (Thur-Sun)

Mic Winner for BTS Content (Sun)

Winner Selfie (Sun)

Winner Melt Reel (Sun)

Pre-Produced Content

- Shots of the Week: AT&T Pebble Beach Pro-Am
- Stat of the Week: AT&T Pebble Beach Pro-Am
- Luke Clanton Accelerated Updates
- #TOURVault 2019: Gary and Amy Slides
- #TOURVault 2024: Rickie Fowler dirt bike birdie
- #TOURVault 2016: Hideki Highlights from victory ([PGATOUR_Japan](#))
- #TOURVault 2017: Hideki's near ace at 16 ([PGATOUR_Japan](#))
- #TOURVault 2017: Hideki highlights from back-to-back victory ([PGATOUR_Japan](#))
- #TOURVault 2013: James Hahn Gangnam Style Dance ([PGATOUR_Korea](#))
- #TOURVault 2023: Si Woo Kim 69-foot putt on the second hole in round three ([PGATOUR_Korea](#))
- #TOURVault 2023: Koreans at the colosseum ([PGATOUR_Korea](#))
- #TOURVault 2024: Koreans at the colosseum ([PGATOUR_Korea](#))

Upcoming Notable Birthdays

- February 6, 1997 – Collin Morikawa

Inside the Field: International Players

(*Field as of Tuesday, February 4 at 11:30 ET)

Argentina: Emiliano Grillo

Australia: Cam Davis, Min Woo Lee

Austria: Sepp Straka

Belgium: Thomas Detry

Canada: Corey Connors, Adam Hadwin, Mackenzie Hughes, Ben Silverman, Adam Svensson, Nick Taylor

Chinese Taipei: C.T. Pan, Kevin Yu

Colombia: Nico Echavarría, Camilo Villegas

Denmark: Nicolai Højgaard Rasmus Højgaard

England: Matt Fitzpatrick, Harry Hall, David Skins, Matt Wallace, Paul Waring

Finland: Sami Valimäki

France: Matthieu Pavon, Victor Perez

Germany: Matti Schmid

Ireland: Seamus Power

Japan: Ryo Hisatsune, Hideki Matsuyama

New Zealand: Ryan Fox

Norway: Kris Ventura

Philippines: Rico Hoey

Puerto Rico: Rafael Campos

Scotland: Robert MacIntyre

South Africa: Christiaan Bezuidenhout, Thriston Lawrence, Erik van Rooyen

South Korea: Ben An, Sungjae Im, Si Woo Kim, Tom Kim, K.H. Lee

Spain: Jose Luis Ballester

Sweden: Henrik Norlander, Vincent Norman

Venezuela: Jhonattan Vegas