

WELCOME TO THE 2022
PRESIDENTS CUP



PRESIDENTS CUP

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Presidents Cup at Charlotte's Quail Hollow Club to be Largest in Event History

The first Presidents Cup on U.S. soil since 2017 will take place at Quail Hollow Club in Charlotte, N.C., Sept. 20-25.

Originally scheduled to be held in 2021, the biennial event was pushed forward to this year due to the Covid-19 pandemic.

A team competition, the Presidents Cup pits 12 golfers from the United States against a team of 12 international golfers who can represent any country except those that make up Europe. Event sites alternate between U.S. and international courses. The last event was held in 2019 at The Royal Melbourne Golf Club in Australia.

Players will compete in three match-play formats for a total of 30 matches. Generating worldwide interest, the Presidents Cup will be broadcast in 23 languages in over 220 countries and reach over one billion households.

WORLDS ELITE PLAYERS ON DISPLAY

The 24 players are chosen based on their play over the previous year or years, depending on each team's qualification criteria.

For the U.S., the top six PGA Tour members who earned the most FedExCup points over the last three years, weighted by season, automatically make the team. This includes Sam Burns, Patrick Cantlay, Tony Finau, Xander Schauffele, Scottie Scheffler and Justin Thomas. The remaining six spots were selected by Captain Davis Love III, a World Golf Hall of Fame inductee and winner of 21 PGA Tour events. Love selected Max Homa, Billy Horschel, Kevin Kisner, Collin Morikawa, Jordan Spieth and Cameron Young.

"We play year-round as individuals competing against each other, but for the Presidents Cup, we get to be on a team and we love it," said Love. "When we get to Charlotte, we put on the red, white

and blue and represent our country. That makes it really special."

For the International Team, the top six players earned their spots based on their standing on the Presidents Cup International Team Points List. Automatically making the International Team are Hideki Matsuyama, Japan; Sungjae Im and Tom Kim, South Korea; Adam Scott, Australia; Mito Pereira, Chile; and Corey Connors, Canada. Captain Trevor Immelman of South Africa, winner of 11 worldwide career tournaments, chose the remaining six players. Rounding out the International Team are Christiaan Bezuidenhout, South Africa; Cam Davis, Australia; K.H. Lee and Si Woo Kim, South Korea; Sebastián Muñoz, Colombia; and Taylor Pendrith, Canada.

"I've been working with a squad of about 20 to 25 players for two years," said Immelman. "We've been creating camaraderie and chemistry. Everyone is comfortable with each other and in each other's company."

The Presidents Cup will feature some of the game's best players, including the last two Masters champions — Scottie Scheffler and Hideki Matsuyama, 2022 PGA Championship winner Justin Thomas (winner of the 2017 PGA Championship held at Quail Hollow) and 2021 FedExCup champion Patrick Cantlay.

For both captains, the team aspect of the Presidents Cup is a highlight for their players. "This is an experience individual pro golfers don't get a lot," said Love. "They enjoy the bags and clothing they receive that identifies them as a team."

"In professional golf, we compete on our own and don't have teammates," said Immelman. "But this is one of the few times where it's bigger than ourselves as individual athletes. It's about the team. When you come together with other athletes with one common goal, there's something special about it that gets deep in your soul."

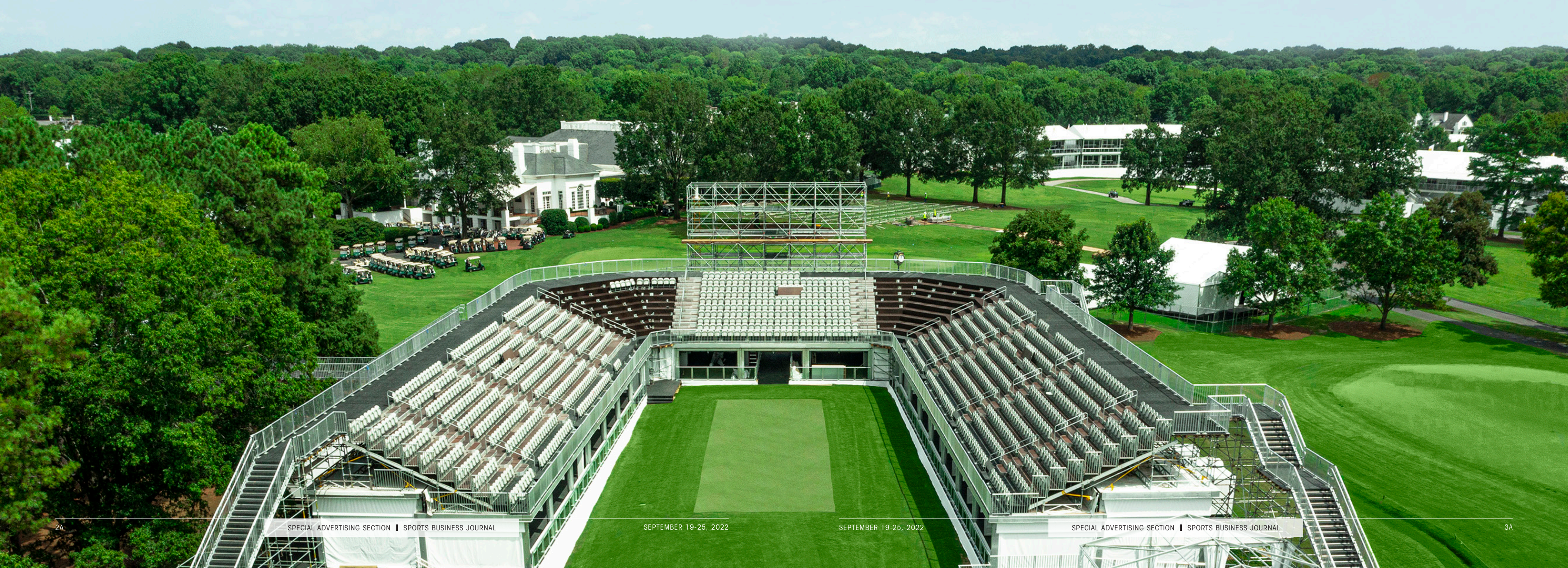
A FIRST TEE EXPERIENCE LIKE NO OTHER

For most stroke-play events, everyone looks forward to the 18th hole, where the winner is often decided. But for a match play tournament like the Presidents Cup, matches can be won or lost on any hole. The one constant, however, is that every golfer starts on the first tee. So, the PGA Tour wanted to create a grand experience.

A double-decker tiered-seating horseshoe structure, with a 2,500-seat capacity, frames the first tee. It has sections for players' families, corporate clients and spectators. Below the seating is a variety of hospitality products. Over 2,000 square feet of video boards that can be seen by people both inside and outside of the grandstand will help entertain, inform and engage the fans.

As opposed to holding their seats, fans will be able to reserve their access to the grandstand using an RFID bracelet. This will enable them to enjoy other course amenities and take part in the full Presidents Cup experience while waiting for each day's matches to start.

"We looked at a wide range of products, not just from golf tournaments, but from across the world of sports and created a venue I think is prob-





ably the most dynamic we've ever built," said Adam Sperling, Executive Director of the Presidents Cup. "In match play, you don't know what's going to happen, where it's going to happen and when play will end. But you know the first tee will be a cauldron of energy, excitement and emotion. The first tee is the color, sounds, smells and fabric of a global team event. When you take that approach, you know the first tee is going to be special and you need to build something special to support that scene."

The 2022 Presidents Cup marks the debut of the 1994 Club, the tournament's newest premium hospitality experience. Named after the year of the Presidents Cup's inaugural event, this exclusive club gives VIP members front row access to view the players. With the 1994 Club creating the path from the practice green to the first tee, fans will be just a few feet away from the players as they walk up to make their opening tee shots.

"The ability for our partners to combine the 1994 Club with their existing on-course hosting experience created a multi-tiered program unique to the format of match play," said Sperling. "To have programs on each side of the course, and at different stages of the competition, was a valuable opportunity for these partners and a select group of their guests."

LARGEST PRESIDENTS CUP IN THE EVENT'S HISTORY

By every measure, the 2022 Presidents Cup will be the largest the PGA Tour has ever put on. This includes attendance, corporate involvement, infrastructure and media distribution.

With close to 600,000 square feet of flooring and meaningful infrastructure on 16 of 18 holes, this is the largest build in Presidents Cup history.

Admissions and ticketing numbers also surpassed projected levels. The maximum attendance for Presidents Cup competition is 40,000 spectators per day. But, as match play, with five matches on Thursday and Friday, the course will, at times, feel as though there are 65,000 fans in attendance, creating an in-person atmosphere few have experienced.

PREMIUM HOSPITALITY OFFERS EXCLUSIVE EXPERIENCES

Four premium hospitality clubs — Green Mile Club, 1994 Club, Captains' Club, International Club — have been created at Quail Hollow that will accommodate more than 20 percent of the attendees.

The granddaddy of Quail Hollow Club's premium experiences, the Green Mile Club, located between the 13th and 15th fairways, is an exceptional

double-decker experience for ultra-VIPs with several unique settings inside and out, along with a private merchandise shop. It offers the best view of the course, including the 11th and 13th greens, and the entire par-3 14th hole.

Members of the Green Mile Club are welcomed by a historical Presidents Cup display that gives way to a two-story open atrium. Once there, members can choose from indoor or outdoor experiences in seating that ranges from lounge to upscale options. One of the six bars offers fans an indoor/outdoor experience perched high above the 14th tee box.

A different local chef each day will provide members with a magnificent culinary experience. With an expansive and ever-changing menu, VIPs will be indulged by a wide array of dining options unlike anything ever provided at a Presidents Cup.

"This is the most exquisite interior I've seen in a temporary setting for golf," said Sperling. "It rivals the best of what you'd find across all of professional sports, even permanent venues."

The Captains' Club is a massive, two-story venue overlooking the 1st and 8th greens, with a capacity approaching 6,000 people. Highlighted by an outdoor patio with natural shade provided by the surrounding tree canopy, the Captains' Club boasts a dedicated large-screen videoboard, climate-controlled "team-themed" first level, open-air second level activated by Michelob Ultra and a wide variety of upgraded food and beverage options for purchase.

The International Club is conveniently located on the back lawn of the Quail Hollow clubhouse. Up to 2,000 people can enjoy the inclusive food and beverage experience in a climate-controlled tent, with viewing decks overlooking the practice putting green and 16th tee, as well as an outdoor bar. True to its name, the International Club's interior showcases the Presidents Cup's global history, while offering different daily culinary options from around the world.

FAN ZONES SHOWCASE THE CITY OF CHARLOTTE

Fan zones throughout the course will take on the flair of Charlotte.

Choosing two of Charlotte's popular neighborhoods — NoDa and South End — the PGA invited local food establishments to set up shop at the course and provide a taste of Charlotte at a dozen concession stands, offering everything from local Carolina BBQ to highlighting the city and the event's international element with Peruvian and Mexican fare. "We adopted a narrative of welcoming the world to Charlotte and show-



casing Charlotte to the world," said Sperling. "It's a way for local attendees to feel this is representative of their home city and for those visiting from out of town to experience a bit of Charlotte."

Adding to the fan experience are 30 video boards throughout the course, a 40,000-square-foot merchandise venue and a Tito's-sponsored dock that stretches over 300 feet across the lake and is the focal point of the course's famed Green Mile. Citi has two branded experiences. Exclusive to Citi card holders, fans can purchase food and beverages at the Citi Lounge in a relaxing area on the 9th green. Open to the public, the Citi Interactive Zone on the 16th fairway lets fans can test their skills at Quail Hollow through virtual swing simulators and take actual shots at chipping and putting areas.

AN INFUSION INTO THE CHARLOTTE ECONOMY

The Presidents Cup will provide a boost to Charlotte's economy. "The PGA Championship brought in about \$125-150 million," said Tracy Dodson, Charlotte's Assistant City Manager, "I anticipate the Presidents Cup will exceed that. With bigger crowds and record sponsorship dollars, this is tracking to be a phenomenal tournament."

Beyond the financial impact, city leaders are using the Presidents Cup to show off the region. Business leaders have been invited from the west coast, Europe and Asia.

"We want to use the Presidents Cup as an opportunity to connect



Charlotte is the only U.S. city home to the NBA, NFL, MLS, NASCAR and more as it offers more than 200 professional sporting events a year. This September, the Queen City welcomes the prestigious Presidents Cup to the championship layout of the Quail Hollow Club. A dynamic sports profile that only continues to grow is par for the course in this evolving southeastern hub.

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companies or site selectors with Charlotte, to give them a taste of the area," said Dodson. "It's a great networking opportunity in a more casual setting."

Charlotte leaders are working with Quail Hollow and the media to shine a light on some of the region's amenities. "We want to highlight Charlotte's quality of life," said Dodson. "You'll see coverage of the amenities in Uptown, from the football stadium to the parks. You'll probably see footage of South End and our mass transit. We're excited to show off who and what we are during this tournament."

Quail Hollow leaders are looking forward to the opportunity to host the Presidents Cup, which is making its maiden visit to the southeastern United States. "Hosting the Presidents Cup is tremendous for the city of Charlotte, state of North Carolina and the region," said John Harris, Chair of the Presidents Cup and President of Lincoln Harris. "For Quail Hollow to be a part of it is truly humbling. It's going to be fun to welcome people from all over the world and showcase our southern hospitality."

Both teams are looking forward to playing in Charlotte. "It's a fantastic city," said Immelman. "It's always been one of my favorites." "Charlotte is a great sports town and the fans are passionate about golf, so our guys are getting a great home field advantage," said Love.

BENEFITTING LOCAL CHARITIES

Since 1994, the Presidents Cup has generated more than \$54 million that has benefited over 460 charities in 18 countries.

Mayor Vi Lyles' Racial Equity Initiative is a key focus of the Presidents Cup's efforts. This includes bridging the digital divide; investing in Corridors of Opportunity, which is designed to improve access to employment and housing, mobility options and daily services in six designated corridors of the city; transforming Johnson C. Smith University (JCSU) — an HBCU (historically Black colleges and universities) — for the future; and catalyz-



ing employer commitment to advance more Black and Brown leaders in C-suite positions, while developing career paths for students and workplace development programs.

Presidents Cup contributions to these Charlotte initiatives align with the PGA Tour's goal of raising over \$100 million towards racial and social injustice initiatives by 2030. Other organizations supported by the 2022 event include Augustine Literacy Project, Charlotte Family Housing, NXT CLT, Renaissance West Community Initiative and the Charlotte chapter of The First Tee.

CHARLIE SIFFORD CENTENNIAL CUP AND LEADERSHIP SUMMIT

In line with these goals, the PGA Tour created the Charlie Sifford Centennial Cup and Leadership Summit to coincide with the Presidents Cup.

Named after Charlie Sifford, the first Black player to compete on the PGA Tour, the Charlie Sifford Centennial Cup featured six HBCU golf programs competing at Quail Hollow on Monday, Aug. 29, in teams of 12, with a Presidents Cup format setting the stage for competition.

"It started as a way to foster inclusion. We wanted to use this opportunity to create an HBCU collegiate exhibition and tie it to Charlie Sifford's centennial," said Sperling. "It was about creating access and opportunity for 24 student athletes beyond the collegiate golf landscape."

Johnson C. Smith University served as host and was teamed with Howard University and Texas Southern University, with Charlotte native James Black as captain. Like Sifford, Black was one of professional golf's early trailblazers, credited with 11 career starts on the PGA Tour.

Charles Sifford Jr., Charlie Sifford's son, represented the team of Alabama State University, Florida A&M University (FAMU) and Livingstone College, in neighboring Salisbury, N.C. Sifford's team won the competition 12-6.

The Charlie Sifford Centennial Cup celebration opened on Sunday, Aug. 28, with practice rounds at Quail Hollow. At a welcome reception that evening, the six teams were each gifted \$25,000 from the Presidents Cup to help support their respective programs. Additionally, the PGA Tour

announced a donation of \$25,000 to the Dr. Charles L. Sifford Scholarship, which is awarded to HBCU students or minorities enrolled in golf management programs.

"The Charlie Sifford Centennial Cup helped elevate the HBCUs that played and drew attention to the mayor's racial equity initiative and the work that has been done around Johnson C. Smith University," said Dodson.

The tournament was part of a year-long celebration of Charlie Sifford, who was born in Charlotte on June 2, 1922. Sifford lived in the Queen City until 1939, when he turned 17. He started playing golf professionally in 1946 and, in 1961, became the first Black player on the PGA Tour, winning two Tour events and one Champions Tour event.

"Having this tournament named after my father means a great deal to the Sifford family," said Sifford Jr. "It shows that all my father's hard work is paying off. People are starting to recognize his skill level. Hopefully, this will inspire other African Americans, Asians and Hispanics to work hard and succeed, because they'll see there's someone they can relate to."

In addition to serving as a team captain, Sifford Jr. hit the tournament's opening tee shot. He then joined the Charlie Sifford Centennial Cup HBCU golfers at the opening reception and presented the winning team and players with the trophy.

Sifford's presence was felt throughout the tournament. Livingstone Coach Andre Springs' grandfather played Little League baseball with Sifford, while Alabama State Assistant Coach Robert Clark met the legend at a junior clinic Clark hosted in Portland, Ore. Clark was also in attendance when Sifford received the Presidential Medal of Freedom from President Barack Obama in 2014.

During Presidents Cup week, the PGA Tour will host the Charlie Sifford Leadership Summit on Wednesday, Sept. 21. Leaders from Sifford Cup partners Bridgestone, Citi, Cognizant and Nucor, along with HBCU presidents and leaders from the sports world, will have an in-depth discussion on diversity, equity and inclusion (DEI) efforts at the intersection of sport and corporate America. The goal of the summit is to highlight the collaborative efforts companies and communities are taking to improve opportunities and outcomes through DEI priorities.

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Among the speakers at the summit, representing the four sponsors, are Ebonee Davis-Ifeobu, Vice President, Diversity, Equity & Inclusion, Bridgestone Americas; Dan Krug, Vice President, Talent, Nucor; Michelle Thornhill, Director, U.S. Community Relations, Citi; and Shameka Young, Global Head, Diversity & Inclusion, Cognizant.

“We’re thrilled to be partnering with the Presidents Cup to honor the legacy of Dr. Charlie Sifford and talk about the integral role HBCU programs can play in improving outcomes and opportunities for diversity, equity and inclusion,” said Thornhill. “At Citi, we’re focused on providing HBCU students with helpful tools on their path to professional success, so I look forward to this discussion.”

Other panelists include Clarence Armbrister, President, JCSU; Shevrin Jones, Florida State Senator, Member, President Joe Biden’s Board of Advisors on HBCUs; Thomas Dortch, Board Member at FAMU and Clark-Atlanta University, Chair, 100 Black Men of America; and Essence Winston, 96th Miss Johnson C. Smith University.

Also speaking at the summit are Charlotte Mayor Vi Lyles; PGA Tour Commissioner Jay Monahan; John Harris, Presidents Cup Chair and President, Lincoln Harris; and Golf Channel Analyst Notah Begay.

These speakers will explore building relationships with HBCUs, how sport can drive cultural change and what role we all can play in promoting that change.

“Our sponsorship of the Charlie Sifford Centennial Cup allows us to be part of the positive change that the PGA Tour is hoping to inspire by uplifting Black golf players,” said Young. “We hope that Black talent, and others who may not have always felt welcome in golf and technology, can be inspired by the opportunity to compete on every playing field.”




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ON TO MONTREAL

When the winner is crowned and Presidents Cup ends on Sunday, Sept. 25, attention will shift to Montreal, where The Royal Montreal Golf Club’s Blue Course will host the competition in 2024.

The oldest golf course in North America, Royal Montreal, which was founded in 1873, will be one year past its sesquicentennial celebration. The club, which has also been the site of 10 RBC Canadian Opens, first hosted the Presidents Cup in 2007. By hosting in 2024, Royal Montreal joins Australia’s The Royal Melbourne Golf Club as the only two international venues to host the Presidents Cup more than once.

The 2007 Presidents Cup saw legendary captains Jack Nicklaus and Gary Player – World Golf Hall of Fame members – lead their respective teams for the final time, with the U.S. Team winning 19.5 to 14.5. Despite falling short, the highlight of the week for International Team fans was a Sunday singles victory by Mike Weir over World No. 1 Tiger Woods, with the Canadian being supported by a massive and enthusiastic gallery of spectators.