

MONTUCKY'S BIG SWING IN 2024!

GOLF IS BOOMING

YOUNG ADULTS ARE THE LARGEST CUSTOMER SEGMENT WITHIN GOLF!

- 6.3 Million ON-COURSE PARTICIPANTS AND ANOTHER 5.8 Million OFF-COURSE ONLY PARTICIPANTS
- 48% of golfers under 35

MONTUCKY WANTS IN!

THE OFFICIAL LAGER OF WORLD LONG DRIVE!

3 YEAR PARTNERSHIP!

VIP TICKETS PER STOP

IN BROADCAST INTEGRATION

ON SIGHT SALES

ON AIR COMMERCIALS (GOLF CHANNEL, ESPN2 AND YOUTUBE)

TIMING: MARCH-AUGUST

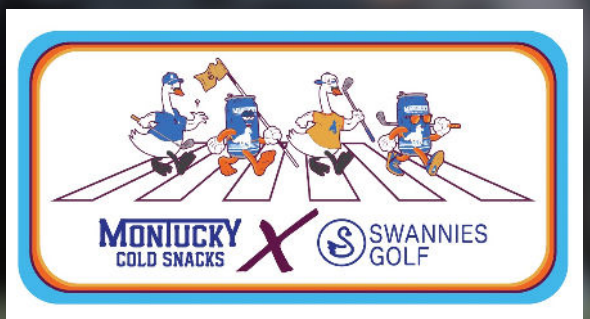
COLLABORATION WITH SWANNIES GOLF

EXCLUSIVE GOLF APPAREL COLLABORATION

CARRIED IN GOLF PRO SHOPS

LAUNCH EVENT OPPORTUNITIES AT COURSES

TIMING: JUNE RELEASE



WILD CHAMPIONSHIP

PRESENTED BY

