



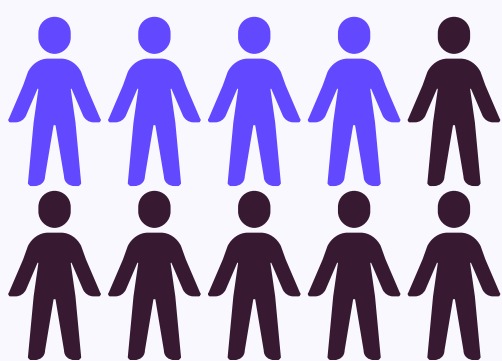
SPONSORPULSE

PGA Tour (Post Masters) Sponsor Impact

Market: USA



PGA Tour & The Masters Partners Measured



82MM+

39% of Americans
aged 13-64 have
engaged with the
PGA Tour in
the past year.

Source: SponsorPulse Insights Platform

PGA Tour vs. LIV Golf

There's been a lot of talk about LIV Golf's arrival. The challenger golf league has attracted some of the world's best golfers and introduced new formats. Time will tell how it plays out, but consumers have certainly taken note with LIV's strong gains right out of the gates.

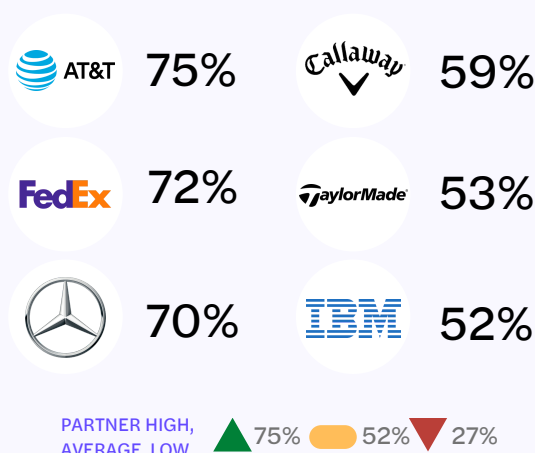


Source: SponsorPulse Insights Platform

Top Sponsor Awareness

Non-endemic sponsors prove they break through claiming the top 3 spots. A significant 48-point spread exists between top and bottom-performing sponsors, each of which activates through player, tournament, and broadcast deals.

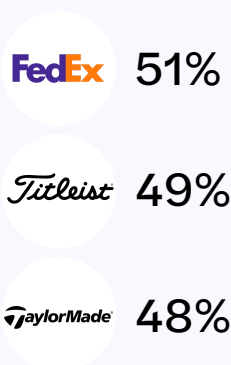
TOP 6 PARTNERS IN AIDED AWARENESS



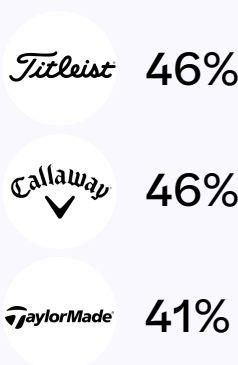
Top Impact Drivers

FedEx's ongoing investment in the sport and FedEx Cup championship are driving material gains in favorability, while endemic brands claim all other top spots in driving favorability and conversion to purchase.

TOP 3 IN BRAND FAVORABILITY



TOP 3 IN PURCHASE CONSIDERATION



[Contact us for the full report](#)