GOING FOR THE GREEN
THE ETHICS BEHIND THE PGA TOUR AND LIV GOLF

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THE ETHICS BEHIND THE PGA TOUR AND LIV GOLF

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UCCS PGA Golf Management
BILL DANIELS

- Denver Grand Prix
- Los Angeles Lakers
- Utah Stars
- Los Angeles Express
MENTIMETER SURVEY

THE WARMUP

Mentimeter #1
If you had to come up with one word to describe LIV Golf, what would it be?

5 responses

nontraditional  flashy

interesting  money

sport washing
COURSE LAYOUT

- What’s Happening in Pro Golf
- LIV Golf and PGA Tour
- LIV Golf
- Legal Battles
- PGA Tour Changes
- The Future of Professional Golf
- Questions
WHAT’S GOING ON?

PGA TOUR VS LIV GOLF
VS

PGA TOUR

• Non-profit organization
• 35 events Annually
• 4-Day Stroke Play Tournament
• 132-156 Players start the tournament, cut to the top 70, and ties after day 2
• FedEx Cup Championship
• Earn your membership through the PGA Korn Ferry Tour

LIV GOLF

• For-profit organization funded through the Saudi Public Investment Fund (PIF)
• 14 events Annually
• 3-Day Stroke Play Tournament with Team element
• 48 players with No cut
• Season Team Championship
• No dedicated way to earn entry

Trust  Accountability  Transparency  Fairness
• Primary way to rank players playing across Tours and playing in different fields

• Standard way to allow admittance into Major Championships

• A points-based system
  • 2 Year Cycle
  • General format
    • 72 Hole Competition
    • Cut to the field after 36 holes
    • Some exceptions apply

LIV Golfers do not receive OWGR Points
GOLF'S MAJOR EVENTS

- The Open Championship – R&A
- The US Open – USGA
- The PGA Championship – PGA of America
- The Masters – The Masters Foundation

- “Golf’s 5th Major”…The PLAYERS Championship – The PGA Tour (1974)
- Ryder Cup – Team event between US and Europe
• How of golf, originating in the 14th century
• The Open Championship (Golf’s FIRST Major)
  • Began in 1860
  • 2024 will be the 152nd Open Championship
THE US OPEN

- Birthplace of the USGA – 1894 (St Andrews Golf Club, NY)
- Host of the first US Open (The SECOND Major Championship)
PGA CHAMPIONSHIP

- Golf’s first boom
  - Late 19th century into 20th century
- Creation of the Professional Golfer’s Association of America (PGA of America)
- PGA Championship (Golf’s THIRD Major)
PGA TOUR & PGA OF AMERICA SPLIT

• Focus on playing as a career

• Tournament Players Division formed under the PGA of America – 1968

• Became the PGA Tour as we know it
THE RYDER CUP

• PGA of America
• Ryder Cup Europe
THE FOURTH MAJOR IN GOLF

- Created in 1934
- Only Major that is played in the same location
WHAT'S GOING ON?

PGA TOUR vs LIV GOLF
- Owner – Public Investment Fund
- CEO – Greg Norman (previous PGA Tour Member)
- 48 Player field with NO CUT
- 54 Hole Events
- Shotgun Start
- Team and Individual Competition
- No official means of entry
- Players paid for commitment and performance

Transparency  Viability
THE SAUDI PUBLIC INVESTMENT FUND (PIF)

• $788,000,000,000 under management

• Major investments in sport!
  • Football (Soccer)
    • Newcastle United
    • Ronaldo, Mbappe, Neymar…
    • 2034 World Cup
  • Cricket – Indian Premier League
  • Horse Racing
  • Sailing
  • Boxing
  • Formula 1
  • Tennis
    • Women’s Season Final

His Royal Highness
Prince Mohammed bin Salman bin Abdulaziz Al Saud
Crown Prince, Prime Minister and Chairman of the
Public Investment Fund (PIF)
SPORTSWASHING

• “The use of an athletic event by a government or individual to promote or burnish the groups or individual’s reputation, especially amid controversy or scandal”

• $6,300,000,000 investment in sports since 2021

• 2024 Women's Tennis Finals

• 2034 World Cup
Over $1,400,000,000 Spent in Signing Bonuses Alone!!!
Should the Saudi PIF be able to purchase Professional Sports Teams?
Would you be okay with the Saudi Rockies at Mile High?

- Nope - NO WAY!!!: 4
- Heck Yeah - No salary cap, let's spend some money!!!: 1
Do you believe the Saudi government's intention is to sportswash? (Trust, Accountability, Viability)
LEGAL BATTLES

• 2021 Player Signings

• LIV Golf files antitrust lawsuit against the PGA Tour
  • Monopoly on professional golf
  • Collusion with the DP World Tour

• PGA Tour files countersuits

• June 2023 – Merger
  • World Golf League
    • PGA Tour
    • DP World Tour
    • LIV Golf
PGA TOUR CHANGES

• Guaranteed $500,000 for Exempt Tour Players

• Increased Purses
  • Signature Events

• The Player Impact Program
  • $100,000,000 Pot
    • Rory McIlroy - $15 Million
    • Tiger Woods - $12 Million

• Most influential players

• New equity partnership for players
THE FUTURE OF TOUR GOLF
Should golfers be compensated with signing bonuses, or should they be based on performance?

| Signing bonuses are good and owners should have to pay for potential talent | Athletes should be paid for performance |
Did the PGA make a good change paying players for their expenses?
Are the changes being made good for the future of professional golf?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>I have no clue!</th>
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ANY QUESTIONS?