DANIELS FUND
ETHICS INITIATIVE
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UCCS
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UNIVERSITY OF COLORADO **COLORADO SPRINGS**

GOING FOR THE GREEN

THE ETHICS BEHIND THE PGA TOUR AND LIV GOLF

Jon Husby, PGA
Principal Program and
Internship Coordinator
UCCS PGA Golf Management

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BILL DANIELS

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

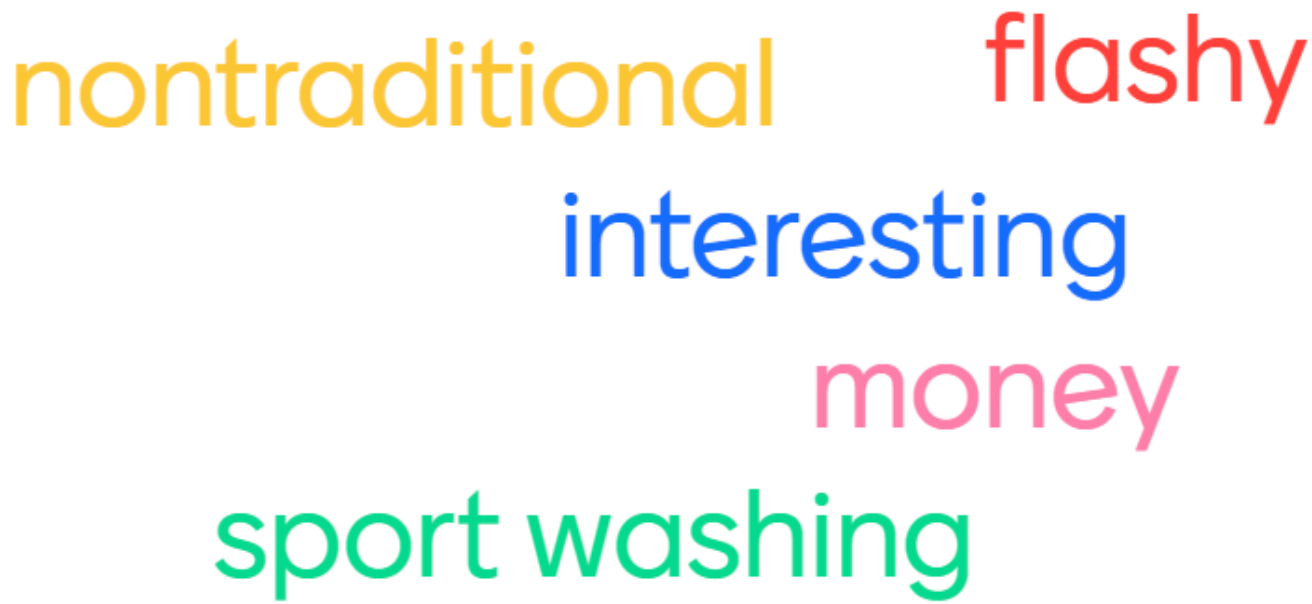
MENTIMETER SURVEY

THE WARMUP

Mentimeter #1

If you had to come up with one word to describe LIV Golf What would it be?

5 responses



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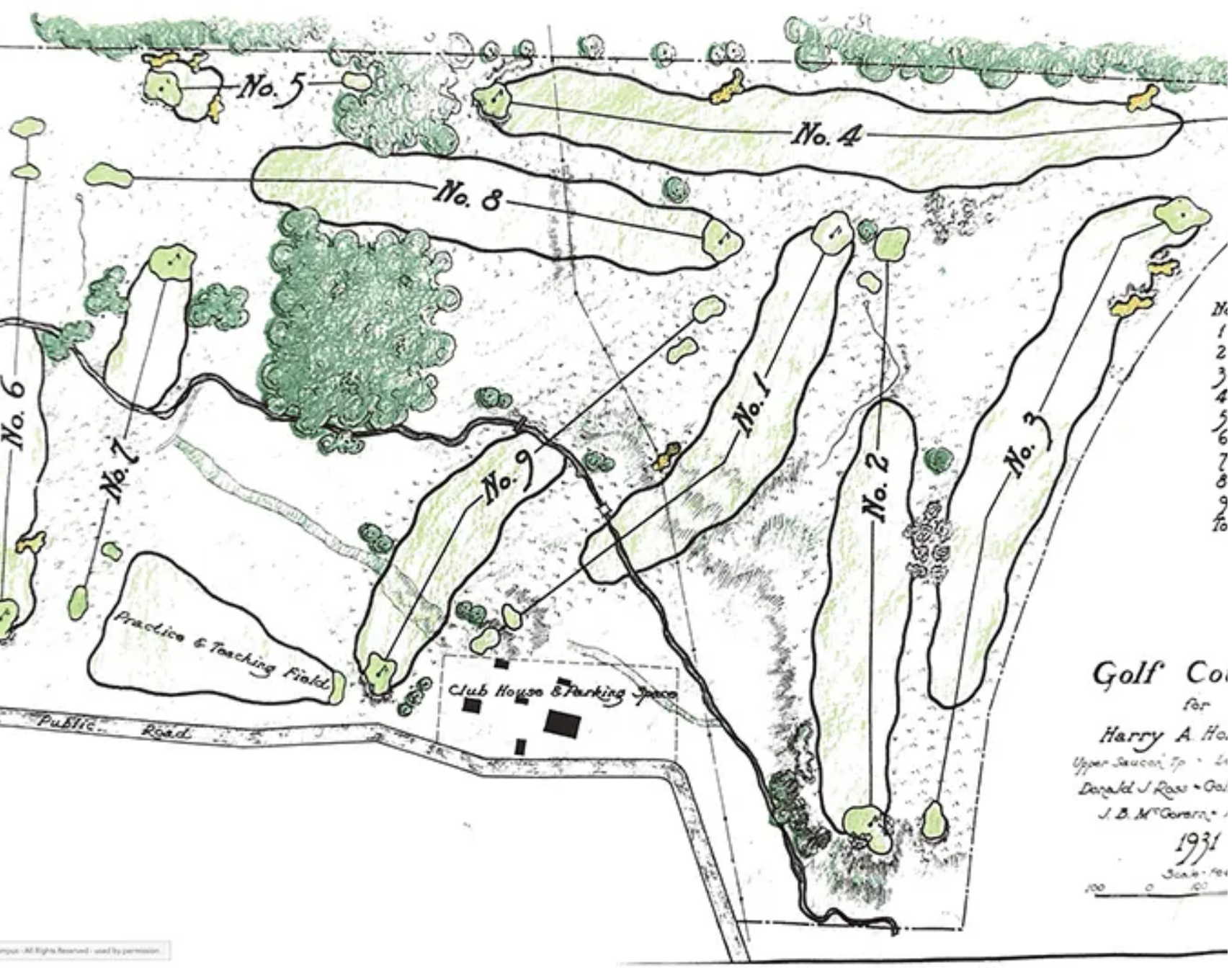


COURSE LAYOUT

- 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?

VS

- 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

VS

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

- 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 OPEN CHAMPIONSHIP

R&A

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™ OF AMERICA 1916

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

PGA™ OF AMERICA 1916

THE FOURTH MAJOR IN GOLF

- Created in 1934
- Only Major that is played in the same location

WHAT'S GOING ON?

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

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

Integrity *Rule of Law* *Trust* *Accountability* *Transparency* *Fairness* *Respect*

LIV GOLF

$50,000,000

$125,000,000

$200,000,000

$100,000,000

$125,000,000

$100,000,000

$300,000,000

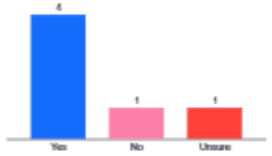
Over $1,400,000,000 Spent in Signing Bonuses Alone!!!

MENTIMETER SURVEY

THE FRONT NINE

Menitmeter #2-#4

Should the Saudi PIF be able to purchase Professional Sports Teams?



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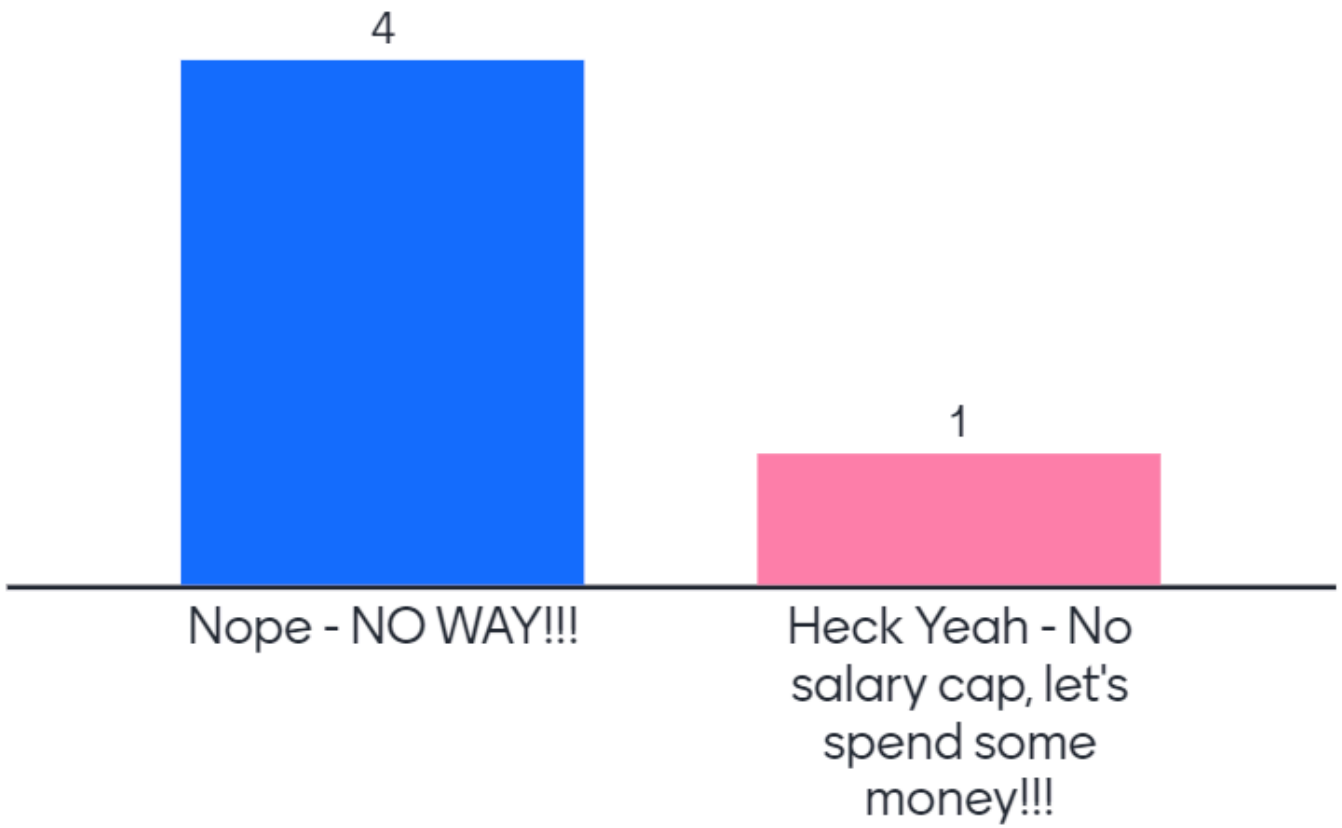
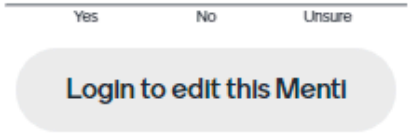
Would you be okay with the Saudi Rockies at Mile High?

Mentimeter



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

MENITMETER SURVEY

THE BACK NINE

Menitmeter #5-#7

Should golfers be compensated with signing bonuses, or should they be based on performance?

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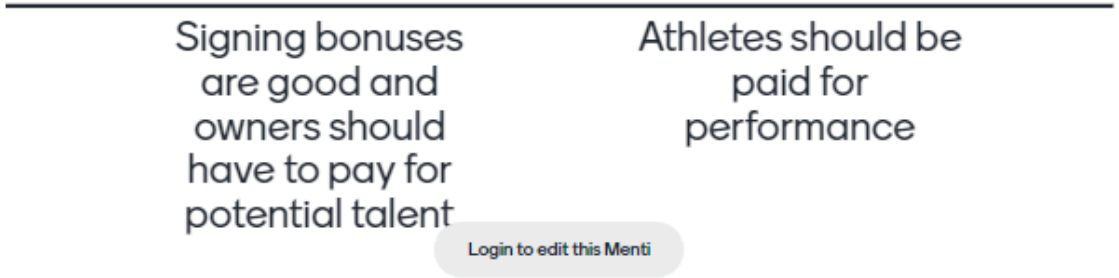

Did the PGA make a good change paying players for their expenses?

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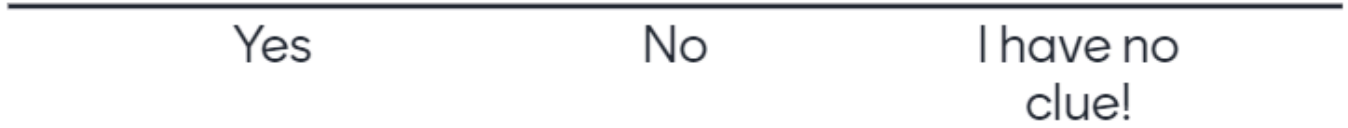
Are the changes being made good for the future of professional golf?



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ANY
QUESTIONS?