

 **GOLF**

LOUISIANA

JUN 25 - 28



 **GOLF**
LOUISIANA
NEW ORLEANS | JUNE 25-28 2026





02

LONG LIVE GOLF



FORWARD

A GLOBAL SPORTS PLATFORM BUILT FOR MODERN PARTNERS.



GOLF: A GLOBAL GAME

LIV Golf proudly stands at the forefront of revolutionizing the global golf landscape

**GLOBAL
GOLF FANS**

396M

SOURCE - GWI CORE, GLOBAL, 54 MARKETS

**RECREATIONAL
GOLFERS**

79.9M

SOURCE - YGS Global fan profiles

**COUNTRIES &
TERRITORIES
WHERE GOLF
IS PLAYED**

206

SOURCE - National Golf Foundation





20+

GLOBAL

PARTNERS

200+

TERRITORIES

874M+

HOUSEHOLD

REACH

DELIVERING AN INTERNATIONAL AUDIENCE





INNOVATIVE FORMAT

57

PLAYERS

13

TEAMS

72

HOLES

4

ROUNDS

1

SHOTGUN START

NO

CUTS

TEAM & INDIVIDUAL
COMPETITIONS



GOLF'S BIGGEST STARS

4

FORMER WORLD
#1 RANKED PLAYERS

131

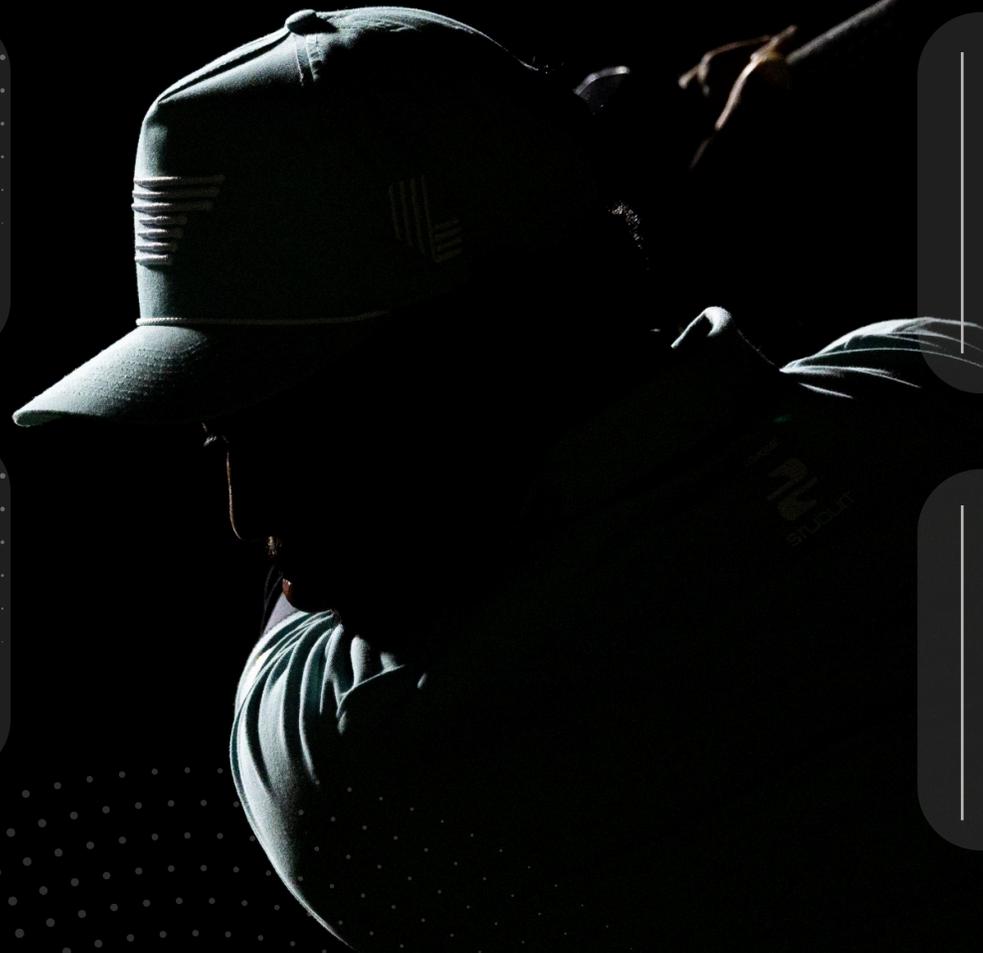
CUMULATIVE RYDER
CUP & PRESIDENTS
CUP APPEARANCES

22

COMBINED
MAJOR WINS

29

OLYMPIC APPEARANCES
FROM 19 DIFFERENT
PLAYERS



AMONG THE GAME'S MOST DECORATED NAMES



**BRYSON
DECHAMBEAU**

NO 4
2 MAJORS



**CAM
SMITH**

NO 2
1 MAJORS



**BUBBA
WATSON**

NO 2
2 MAJORS



**DUSTIN
JOHNSON**

NO 1 (135 WEEKS)
2 MAJORS



**PHIL
MICKELSON**

NO 2
6 MAJORS



**JON
RAHM**

NO 1 (52 WEEKS)
2 MAJORS



**SERGIO
GARCIA**

NO 2
1 MAJOR



**MARTIN
KAYMER**

2 MAJORS



**TALOR
GOOCH**



**LOUIS
OOSTHUIZEN**

THE OPEN CHAMPION
IN 2010

THE COMPANY WE KEEP

OUR 2025 PARTNERS



مجموعة روشن
ROSHN GROUP



Google Cloud



Qualcomm



Santander





20

SCHEDULE

26



RIYADH

PRESENTED BY ROSHN GROUP
FEB 4-7



ADELAIDE

FEB 12-15



HONG KONG

MARCH 5-8



aramco

SINGAPORE

MARCH 12-15



SOUTH AFRICA

MARCH 19-22



MEXICO CITY

APRIL 16-19



AMERICA 250
VIRGINIA

MAY 7-10



KOREA

PRESENTED BY COUPANG PLAY
MAY 28-31



ANDALUCÍA

JUNE 4-7



LOUISIANA

JUNE 25-28



UNITED KINGDOM

PRESENTED BY JCB
JULY 23-26



NEW YORK CITY

AUG 6-9



INDIANAPOLIS

AUG 20-23



aramco
MICHIGAN

AUG 27-30



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LIV GOLF LOUISIANA

New Orleans. Perfect Time. Perfect Place.

LIV Golf arrives in New Orleans for the first time — at the intersection of culture, competition, and celebration.

This is America's melting pot, where music, food, and sport collide to create moments that live far beyond the weekend.

Set during the heart of Majors season, LIV Golf Louisiana delivers high-stakes competition on a stage built for atmosphere and energy.

For brands, this is a first-mover opportunity in one of the most culturally iconic cities in the world — where golf meets the soul of the Big Easy.

FOX

LIV GOLF
MICHIGAN

1



A BOLD NEW CHAPTER

LIV Golf makes its debut in the Big Easy – a market full of culture and entertainment

FIRST-EVER EVENT

LIV Golf debuts in Louisiana in 2026

STRATEGIC TIMING

Positioned in the thick of Majors season

FRESH MARKET

Untapped fanbase with national and global appeal

CULTURAL COLLISION

Championship golf meets New Orleans energy and culture

FIRST-MOVER ADVANTAGE

Brands help define the legacy from day one





A CITY MADE FOR ENERGY & ENTERTAINMENT

WHY THE MARKET STANDS APART:

FESTIVAL ATMOSPHERE

Golf infused with music, food, and celebration

TEAM SPOTLIGHT

Bubba Watson's RangeGoats GC bring Southern hospitality and personality

BEYOND THE FAIRWAYS

LIV's live music and fan experiences amplify reach

BUILT FOR MOMENTS

A setting where competition and culture share the spotlight

UNFORGETTABLE IMPACT

Designed to create memories — on and off the course

13

LONG LIVE GOLF





A GLOBAL STAGE BUILT FOR MARQUEE EVENTS

PROVEN MEGA-EVENT HOST

Home to the Super Bowl, College Football Playoff, Final Four, and global sporting moments

GLOBAL DESTINATION

One of America's most recognizable cities worldwide

CULTURAL INFLUENCE

Music, cuisine, and lifestyle that resonate far beyond Louisiana

TOURISM ENGINE

Millions of annual visitors drive national and international reach

BRAND PLAYGROUND

A city where world-class events and bold brand experiences thrive





BAYOU OAKS AT CITY PARK

A historic setting for a modern game

WHY THE COURSE STANDS APART:

ICONIC LOCATION

Championship golf inside New Orleans' historic City Park

URBAN ACCESSIBILITY

Centrally located, walkable, and fan-forward

DISTINCTIVE BACKDROP

A rare blend of tradition, culture, and competition

ACTIVATION-READY

Flexible environments for immersive brand storytelling

MODERN LIV STAGE

A historic park reimagined for a new era of golf

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LONG LIVE GOLF





UNMATCHED OPPORTUNITY FOR IMPACT & ROI

LIV Golf delivers integrated, high-impact partnerships designed to drive measurable value across brand visibility, audience engagement, and business growth.

From premium hospitality and immersive fan activations to unrivaled media exposure and money-can't-buy experiences, partners gain unique access to a global, passionate, and growing golf audience.

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