



BARRACUDA CHAMPIONSHIP

JULY 15 – 21, 2024 | OLD GREENWOOD GOLF COURSE | TRUCKEE, CA



TOURNAMENT OVERVIEW

Tournament Champion, Akshay Bhatia

First-time PGA TOUR champion Akshay Bhatia claimed the trophy at the 25th annual Barracuda Championship! He finished with a +40 (+6/+8/+17/+9), beating the runner-up, Patrick Rodgers in a thrilling playoff. Bhatia continues the tradition of Barracuda Championship winners earning their first TOUR victory at the Modified Stableford format event.

Community Impact

As part of our mission to be a more sustainable event year over year, the Barracuda Championship has taken massive strides to eliminate single use plastics, carbon emissions and other traditionally wasteful practices. This year, we encouraged our community and supporter base to Bike to the Barracuda Presented by FiftyFifty Brewing Co. and Super73. Click the link for the full story and a special video featuring PGA TOUR Pro, Kevin Roy.

In 2023, the Barracuda Championship team was excited to once again partner with Youth On Course to provide youth caddies for our Official Pro-Am Sponsored by AWS. Click the links for access to Golf Channel coverage of this program, as well as a special message from Barracuda Networks CEO, Hatem Naguib.

Lastly, we invite you to watch Breaking up the Static: DEIB in Golf Unplugged Presented by Bank of America – our second annual panel discussion on diversity and growing the game of golf.

[FULL STORY](#)[YOC](#)[HATEM NAGUIB](#)[DEIB PANEL](#)

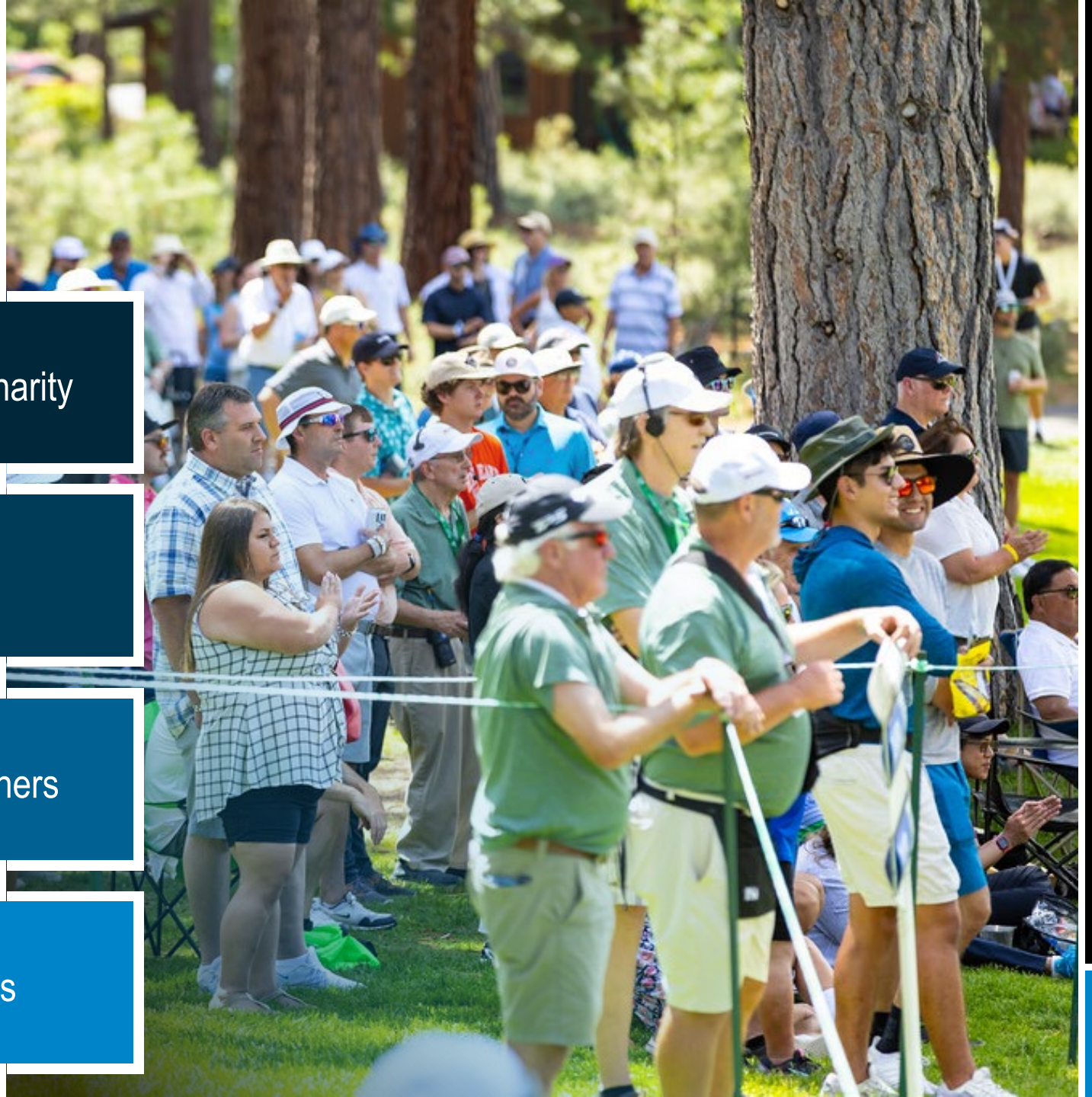
BARRACUDA BY THE NUMBERS

Over \$5 Million Donated To Charity

Roughly 700 Volunteers

Over 180 Sponsors and Partners

Broadcast in 227 Countries



AUDIENCE DEMOGRAPHICS

C-Suite Executives
(135% more likely)

Household Income of
\$200k+
(312% more likely)

To own at Least one
Vacation Home
(88% more likely)

Tech B2B Decision
Maker \$500k+
(161% more likely)



DIGITAL MARKETING METRICS



11,000+ General Subscribers and 800+ Volunteer Subscribers



22,000+ Individuals Across Account For 279k Impressions During 2023 Tournament Week
Facebook, Instagram, LinkedIn & Twitter



125,000+ During Tournament Week
40,000+ Rest Of The Year



3.4 MM Viewers



NOTAH BEGAY III
1999



GARY WOODLAND
2013



COLLIN MORIKAWA
2019

AKSHAY BHATIA
2023



PAST NOTABLE PLAYERS

JOHN DALY

'99-2003/'11-'12/2014/2019/2021

ADAM SCOTT

2000

JASON DAY

2006 Sponsor Exemption

BUBBA WATSON

2006

PATRICK REED

2012 Sponsor Exemption

PADRAIG HARRINGTON

2014 & 2017

JON RAHM

2017 Sponsor Exemption

SCOTTIE SCHEFFLER

2018

BRANDT SNEDEKER

2021, 2022 & 2023

JOEL DAHMEN

2017/2018/2021/2022/2023



SCHEDULE OF EVENTS

July 15 – 21, 2024



MONDAY

Pro-Am Sponsored by Caesars Entertainment and The ROW

TUESDAY

Junior Golf Day – Free for all Youth Golfers

DEIB Webinar

Official Pro-Am Pairings Party Sponsored by Amazon Web Services

WEDNESDAY

Official Pro-Am Sponsored by Amazon Web Services

THURSDAY

ROUND 1

FRIDAY

ROUND 2

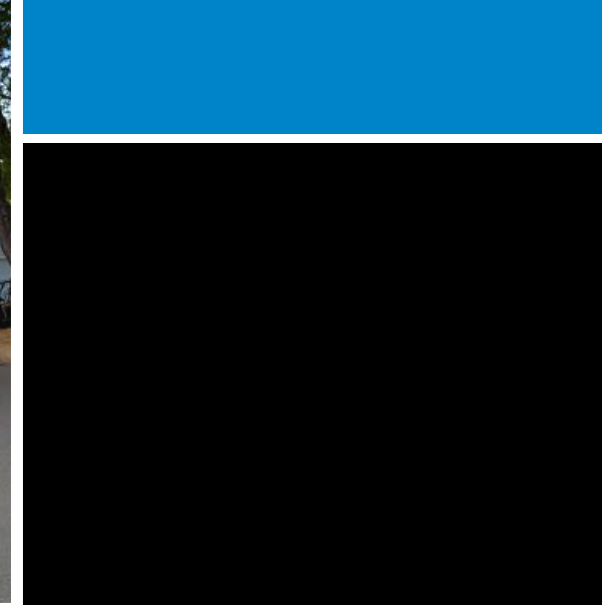
SATURDAY

ROUND 3

SUNDAY

FINAL ROUND

Closing Ceremonies



CORPORATE HOSPITALITY

The Barracuda Championship offers premium hospitality during the tournament featuring fully hosted bar and an array of gourmet culinary selections each day.

Complete with flat screen TVs and interior décor, all hospitality venues are designed for comfort and premium golf viewing.





PRIVATE HOSPITALITY

ON THE 18TH GREEN

Enjoy a private hospitality venue to host your valued guests throughout tournament week.

Featuring incredible views on course, your private VIP suite offers an exclusive and all-inclusive experience in a premium setting.

Twenty (20) to thirty (30) tickets per day, Thursday through Sunday during Tournament Week

- Private venue with bar and gourmet buffet featuring culinary selections each day, prepared by local celebrity chef, Mark Estee
- Complete with flat screen TVs and interior décor
- Company signage within hospitality space and company name on custom entry signage
- Ten (10) to fifteen (15) Valet Parking passes per day

STARTING AT \$64,000

THE CABINS ON 15

WEEKLY SEMI-PRIVATE HOSPITALITY

Returning for its 2nd year, this semi-private hospitality venue offering is available to host guests all four days during tournament week.

Featuring incredible views of the iconic 15th green, these cabins offer an intimate experience with unparalleled views and proximity to play.

Fifteen (15) tickets per day, Thursday through Sunday during Tournament Week

- All-inclusive shared bar for all cabins complete with a variety of heavy appetizer selections each day, prepared by local celebrity chef, Mark Estee
- Company signage separating hospitality space and company name on custom entry signage
- Six (6) valet parking passes per day (located just outside your venue)

STARTING AT \$21,000





CLUB XVIII

DAILY RESERVED HOSPITALITY ON 18 GREEN

CLUB XVIII is a premier hospitality venue with reserved areas available for your company to host guests for one or multiple days during tournament week.

Featuring the best views on course, this VIP skybox offers a premium hosting experience witnessing competitive play in a premium setting.

Thirty (30) tickets for one or multiple days, Thursday - Sunday of Tournament Week

- Reserved seating area for your guests
- All-inclusive shared bar and gourmet buffet featuring culinary selections each day, prepared by local celebrity chef, Mark Estee
- Complete with flat screen TVs and interior décor
- Company signage separating hospitality space and company name on custom entry signage
- Twelve (12) Valet Parking Passes

THURSDAY | \$10,000

FRIDAY OR SATURDAY | \$12,000

SUNDAY | \$11,500

(per 30 tickets)

BUSHWOOD SPIRITS CHALET

SHARED HOSPITALITY ON 18 GREEN

This public VIP Skybox features an all-inclusive food and beverage experience with great views of golf and fully customizable packages to fit each company's needs.

Twelve (12) tickets per day, Thursday through Sunday to the Bushwood Spirits Chalet on 18 Green

- Six (6) Valet Parking Passes per day
- Shared bar and gourmet buffet featuring culinary selections each day, prepared by local celebrity chef, Mark Estee
- Complete with flat screen TVs and interior décor

PACKAGES STARTING AT \$2,000





THE RENEGADES

OF THE BARRACUDA CHAMPIONSHIP

Join this group of community leaders, business professionals and tournament ambassadors – all showing their support for the area's only tier-1 professional sporting event, this elite group champions this PGA TOUR event.

- **Renegades-only VIP Skybox located on the 18th green amid one of the most exclusive private and shared hospitality venues on course**
 - Includes one (1) Renegades credential per day and one (1) guest pass per day
 - One (1) valet parking pass per day
 - Complete with a fully hosted bar and gourmet culinary selections prepared by Mark Estee Events
- **Exclusive Renegades Golf Outing each year**
- **Exclusive Renegades Merchandise**

ONE YEAR | \$1,250



HONORARY OBSERVERS

Experience the PGA TOUR from the perspective of the professionals as part of the Barracuda Championship's Honorary Observer Program. This truly unique opportunity affords you inside the ropes access alongside some of the world's greatest pro golfers.

Meet and walk near the athletes, hear first-hand their interactions with their caddies and each other, and revel in this once in a lifetime experience.

PER HONORARY OBSERVER GROUP:

Rare inside-the-ropes access for two (2) people per group

Two (2) general admission tickets for each day (Thursday-Sunday)

Valet parking the day of your experience

Two (2) tournament logoed hats

Announcement of your group at tee off

OFFICIAL PRO-AM

Wednesday, July 17

Imagine throwing the football around with Patrick Mahomes.
Or shooting hoops with Steph Curry.

Not possible...

No other professional sporting event outside the PGA TOUR affords sponsors and their guests the opportunity to participate alongside professional athletes and enjoy world-class hospitality.

Get ready for a day complete with premium tee prize packages, gourmet culinary selections, on-course experiences and up-close, quality time with PGA TOUR pros at Tahoe Mountain Club's Old Greenwood – a Jack Nicklaus Signature designed golf course.





PRO-AM SPONSOR BENEFITS

One team of three (3) amateur playing positions in the 2024 Barracuda Championship Pro-Am

Includes all-inclusive on-course food and refreshments throughout the Pro-Am experience

- Three (3) premium tee prize packages
- Three (3) Valet Parking passes for Wednesday

Six (6) Invitations to the Tuesday Night Pairings Party

Three (2) weeklong grounds tickets



VENUE SPONSORSHIP

Support the Barracuda Championship in this unique way as an exclusive Venue Presenting Sponsor.

Venue Presenting Sponsorship Amenities

- Naming rights as the Presenting Sponsor of selected venue
- Exterior and interior logo'd branding of venue
- Potential for drink rail signage
- Potential for in-venue giveaways
- Inclusion on Tournament Course Map
- Marketing package to be mutually agreed-upon
- Other activations TBD

Identify Your Ideal Target Market

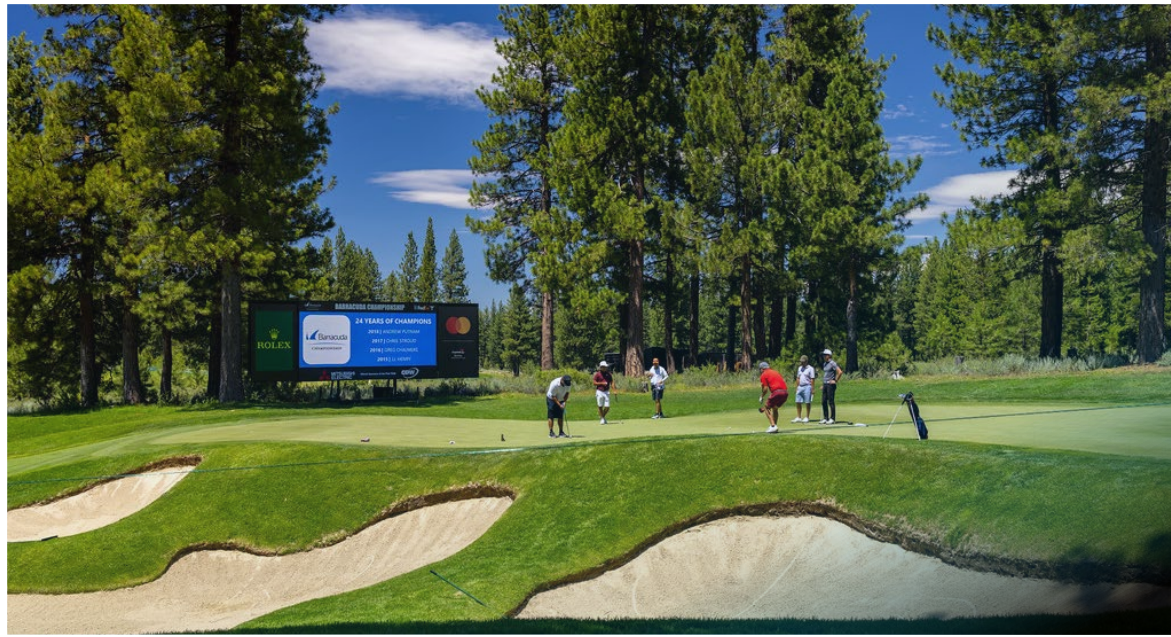
Public Shared Hospitality: Upper middle-class individuals and small corporate buyers, approx. 1000 capacity throughout tournament week

Corporate Hospitality: National, regional or local companies and decision-makers, multiple venues available

Public Venue: Open to the public bar and concession with dual hole viewing, highest traffic public venue on site

Volunteers: Wide-spread demo of Reno, Truckee, and out of town individuals invested in their community, being active and enjoying our event





MONDAY PRO-AM

PRESENTING SPONSORSHIP

Sponsoring the Monday Pro-Am event presents a unique opportunity to elevate your brand through professional golf, connect with influential leaders in a stunning setting, and make a meaningful impact through charitable support.

Enjoy premium tee prizes, food and beverage, unique on-course experiences, and quality time with PGA TOUR pros at Tahoe Mountain Club's Old Greenwood.

Twenty (20) amateur playing positions (five groups) in the Barracuda Championship Pro-Am – Monday, July 15th, 2024

- 10 AM Shotgun Start
- Includes on-course food and refreshments throughout the Pro-Am experience
- Full bar and snacks available in the Event Tent after play
- Opportunity for additional guests to caddie for each amateur player expanding the participation

Twenty (20) premium tee prize packages

Twenty (20) Valet Parking passes for Monday

Inclusion on all promotional materials related to the Monday Pro-Am

Branded pin flags and tee markers throughout the course during the Monday Pro-Am

Co-branded gifts as part of premium tee prize

Opportunity to supply branded products as gifts



TEE BACKS



EVENT TENT ENTRYWAY



CUSTOM TROPHY



HOLE SPONSOR



TEE MARKERS

MONDAY PRO-AM BRANDING

SPONSORSHIP ADDED VALUE

GOLD SPONSOR BENEFITS

- Four (4) Honorary Observer Spots
- Four (4) Invitations to the 2024 Champion's Meet and Greet
- Logo placement on the Barracuda Championship website under "Gold Sponsors" listing with link to company website
- Company name with link listed on the Barracuda Championship website Sponsor page and on-site sponsor board signage at the 2024 Barracuda Championship
- Recognition as a Gold Sponsor on Hospitality Venue TVs, Monday – Sunday of tournament week (including during Pro-Am event)
- Ability to use Gold Sponsor logo and naming rights within marketing materials as company chooses

SILVER SPONSOR BENEFITS

- Two (2) Honorary Observer spots
- Two (2) invitations to the 2024 Champion's Meet and Greet
- Logo placement on the Barracuda Championship website under "Silver Sponsors" listing with link to company website
- Company name with link listed on the Barracuda Championship website Sponsor page and on-site sponsor board signage at the 2024 Barracuda Championship
- Recognition as a Silver Sponsor on Hospitality Venue TVs, Monday – Sunday of tournament week (including during Pro-Am event)
- Ability to use Silver Sponsor logo and naming rights within marketing materials as company chooses

BRONZE SPONSOR BENEFITS

- Logo placement on the Barracuda Championship website under "Bronze Sponsors" listing with link to company website
- Company name with link listed on the Barracuda Championship website Sponsor page and on-site sponsor board signage at the 2024 Barracuda Championship
- Recognition as a Bronze Sponsor on Hospitality Venue TVs, Monday – Sunday of tournament week (including during Pro-Am event)
- Ability to use Bronze Sponsor logo and naming rights within marketing materials as company chooses

SUPPORTING SPONSOR BENEFITS

- Company name with link listed on the Barracuda Championship website Sponsor page and on-site sponsor board signage at the 2024 Barracuda Championship
- Ability to use Barracuda Championship Sponsor logo and naming rights within marketing materials as company chooses





CHASE STIGALL | *Vice President of Player Development*
Caesars Entertainment

The Barracuda Championship has given our customers and VIP's a truly unique hospitality and entertainment experience not available in most markets.

The pro-ams with PGA TOUR professionals, incredible food and beverage in hospitality and a great branding opportunity for Caesars Entertainment are all factors in why we have been proud to partner with the Barracuda since it's inception in 1999.

NICOLE NAPILTONIA | *VP of Global Alliances*
Barracuda Networks

The Barracuda Championship and Pro-Am is an incredible event I have leveraged with my Strategic Partners for the past eight years. The venue, Old Greenwood, in Tahoe, is amazing and the weekend-long event and golf are a perfect way to get time with our most important partners and customers.

The Pro-Am pairs our executives and partners for an exclusive experience only offered by the Championship. The opportunity to play and interact with PGA TOUR pros is an added bonus. I can't say enough good things about the event and all the curated activities around the Championship. Every guest I engaged with left saying they can't wait to come back next year!

MATT METLENKO | *Assistant Branch Manager*
Edges Electrical

The Barracuda Championship provides an exceptional experience for our customers as well as our team at EDGES Electrical Group. It has become the most anticipated and rewarding event of the year.

We appreciate everyone at the Barracuda Championship for working tirelessly to create a truly memorable experience.



THANK YOU!

JULY 15 – 21, 2024

