

BARRACUDA CHAMPIONSHIP

2025 PARTNERSHIP OPPORTUNITIES

July 14 – 20, 2025 | Old Greenwood Golf Course | Truckee, CA





2024 RECAP

Tournament Champion, Nick Dunlap

After seven birdies and an eagle in his final round, PGA TOUR rookie Nick Dunlap secured his second win this season, his first as a TOUR card carrier and full eligible member.

The Alabama native had the most points on the day with +19, finishing the week with a +49 (+12/+7/+11/+19). Dunlap is the first player in PGA TOUR history to win as both an amateur and a professional in the same season.

Community Impact

The Barracuda Championship is honored to have partnered with local nonprofit, High Fives Foundation as the Title Sponsor of their remarkable 'Barracuda Championship Hydrotherapy Room' located at the HFF Headquarters in Truckee, CA. This state-of-the-art facility is not only dedicated to supporting the recovery of adaptive athletes but is located less than five miles from Old Greenwood Golf Course.

During the 2024 Tournament, PGA TOUR pros, Raul Pereda and Blaine Hale Jr. took a tour of High Fives Foundation and spent time getting to know the athletes utilizing the facilities to thrive post-injury and get back to their passions.



TOUR VIDEO
NEWS RELEASE

BEHIND THE ROPES
PGA TOUR ARTICLE

TOUR FACEBOOK
VIDEO

BARRACUDA BY THE NUMBERS



\$5.2 MILLION
Donated to
Charity



600 - 650
Tournament
Volunteers



180
Sponsors and
Partners



227
Countries
Broadcast in



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



25,000+ 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



SCHEDULE OF EVENTS

July 14 – 20, 2025

MON

Pro-Am Sponsored by Caesars Entertainment and The ROW

TUE

Junior Golf Day – Free for all Youth Golfers

Official Pro-Am Pairings Party Sponsored by Amazon Web Services

WED

Official Pro-Am Sponsored by Amazon Web Services

Tee times start at 6:45am

THU

ROUND 1

Hospitality is open from 10am – 7pm (or last putt)

FRI

ROUND 2

Folds of Honor Friday

Hospitality is open from 10am – 7pm (or last putt)

SAT

ROUND 3

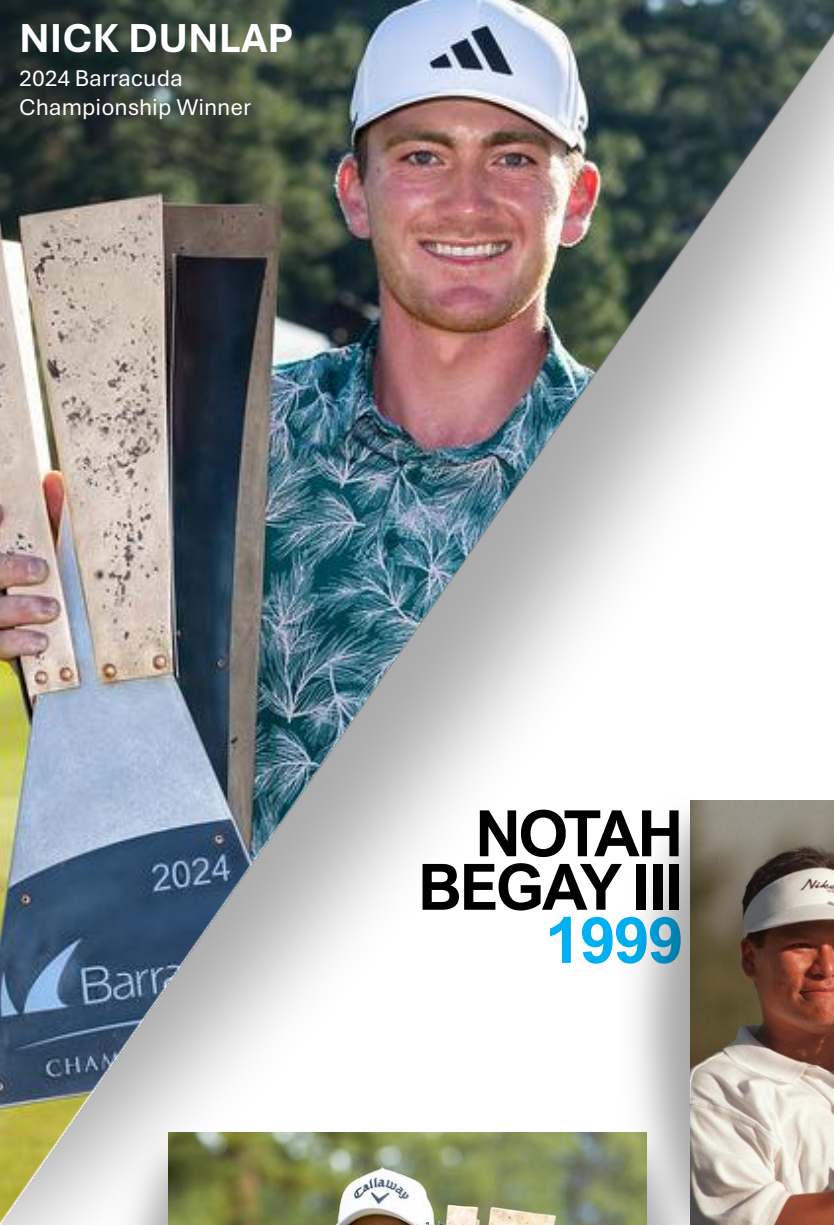
Hospitality is open from 10am – 6pm (or last putt)

SUN

ROUND 4

Hospitality is open from 10am – 6pm (or last putt)

Closing Ceremonies after last putt | 6pm on 18 green



PAST CHAMPIONS SNAPSHOT

**NOTAH
BEGAY III**
1999



**GARY
WOODLAND**
2013



**COLLIN
MORIKAWA**
2019



2023 | AKSHAY BHATIA

PAST NOTABLE PLAYERS

JOHN DALY 1999 – 2003, 2011-12, 2014, 2019, 2021

ADAM SCOTT 2000

JASON DAY 2006 Sponsor Exemption

PADRAIG HARRINGTON 2014 & 2017

MAX HOMA 2015 & 2017

JON RAHM 2017 Sponsor Exemption

WYNDHAM CLARK 2017, 2020 & 2021

SCOTTIE SCHEFFLER 2018

BRANDT SNEDEKER 2021, 2022 – 2024

JOEL DAHMEN 2017-2018, 2021 – 2024



CORPORATE PARTNERSHIP OPPORTUNITIES

The Barracuda Championship proudly offers an array of branding, hospitality and pro-am playing opportunities aimed at meeting the needs of tournament partners and providing access to a highly affluent and engaged audience of over 25,000 individuals overall, each year.

BRANDING OPPORTUNITIES

- Apparel
- ATM's
- Bars and Concessions
- Champion's Dinner
- Concerts
- Course Map
- Course Signage
- Credentials
- DEI Pillar
- Driving Range/Practice Area
- Food and Beverage
- Golf Carts
- Honorary Observer Program
- Hospitality Venues
- Fan Activations
- Family Care Suite
- Industry Categories
- Kids Zone
- Military Pillar
- Media Center
- Parking
- Pillars
- Pro-Ams
- Public Seating
- Quiet Paddles
- Standard Bearers
- Sustainability Pillar
- Ticket Backs
- Transportation
- Volunteers
- Waste and Recycling Program
- Wi-Fi

DIGITAL MARKETING

- Email
- Social Media
- Website

HOSPITALITY

- Private Hospitality
- Semi-Private Hospitality
- Reserved Hospitality
- Shared Hospitality
- Public Hospitality

EXPERIENCES AND EVENTS

- Closing Ceremonies/Champions Toast
- Golf Outings
- Honorary Observers
- Junior Golf Clinics
- Monday Pro-Ams
- Networking Events
- Player Visits
- Tuesday Pro-Am Pairings Party
- Wednesday Pro-am Events
- VIP Events





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 4K LED televisions and interior décor, all hospitality venues are designed for comfort and premium golf viewing.

A photograph of a golf course event. In the foreground, a man in a white shirt and cap sits at a white table, looking towards the right. Behind him, a large white tent is filled with spectators. The tent is situated on a grassy area with trees in the background. The scene is bright and sunny.

DAILY PRIVATE HOSPITALITY

On the 18th Green

Enjoy a private hospitality venue to host guests on one day of your choice, Thursday – Sunday of Tournament Week. Featuring incredible views on course, your private VIP suite offers an exclusive and all-inclusive experience in a premium setting.

Twenty (20) tickets for one day of your choice, Saturday or Sunday during Tournament Week

- Private venue with bar and gourmet buffet featuring culinary selections each day, prepared by local celebrity chef, Mark Estee
- Ten (10) Valet Parking passes

20 TICKETS FOR ONE DAY | \$25,000

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 premium views on course, this VIP skybox offers an elevated hosting experience witnessing competitive play in a superior setting.

- Thirty (30) tickets for one or multiple days, Thursday, Saturday, or 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 4K LED TVs and interior décor
 - Company signage separating hospitality space and company name on custom entry signage
 - Twelve (12) Valet Parking Passes

THURSDAY | \$10,500

SOLD OUT FRIDAY | \$12,500

SOLD OUT SATURDAY | \$12,500

SUNDAY | \$12,000



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.

- Shared hospitality venue that features all inclusive, food and beverage on the 18th green for sponsors to host guests
 - Custom packages with no minimum per day, available for one or multiple days, Thursday through Sunday of tournament week
 - Shared bar and gourmet buffet featuring culinary selections each day, prepared by local celebrity chef, Mark Estee
 - Daily whiskey tastings hosted by Bushwood Spirits
 - Complete with 4K LED 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) weeklong Valet Parking Pass
 - Complete with a fully hosted bar and gourmet culinary selections prepared by Mark Estee Events
- **Exclusive Renegades Golf Outing each year**
- **Exclusive Renegades Merchandise**

ANNUAL INVESTMENT | \$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.

- **Two (2) Honorary Observer Groups Per day**

- 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

INVESTMENT | \$2,000

OFFICIAL WEDNESDAY PRO-AM

WEDNESDAY, JULY 16TH

Imagine throwing the football around with Tom Brady.

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.





OFFICIAL WEDNESDAY PRO-AM

OLD GREENWOOD GOLF COURSE

Each team is made up of three (3) amateur playing positions + one (1) PGA TOUR Professional for the first 9 holes and a second PGA TOUR Professional for the second 9 holes

Each amateur participant receives:

- Two (2) Invitations to the Tuesday Night Pairings Party
- Fully hosted bar and breakfast and lunch buffet
- On-course food and beverage throughout the round at select holes
- One (1) premium tee prize package
- One (1) Valet Parking passes for Wednesday
- One (1) weeklong tournament credential





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 14 – 20, 2025

 Barracuda

CHAMPIONSHIP

