

## WORLD CHAMPIONS CUP ANNOUNCEMENT

**PETER JACOBSEN**  
**MILLER BRADY**  
**BRUCE CASSIDY**  
**BILL GALVANO**  
**CHARLIE BESSER**



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**PETER JACOBSEN:** (In progress) Charlie Besser, who is the founder and CEO of Intersport, which is a sports media marketing and events company.

Next to Charlie is Miller Brady, who is the president of the PGA Tour Champions. Next to Miller is Bruce Cassidy, the president of The Concession Golf Club. And finally, at the far end, Mr. Bill Galvano, the former president of the Florida State Senate who has a deep history in the game of golf that I found out earlier today.

We also have a few special guests that will be joining us remotely in just a moment, but we will get to that.

We are here today to announce the inaugural World Champions Cup to be held here at The Concession Golf Club later this year, December 8, 9 -- 7, 8, 9 and 10, excuse me. The event will air on ESPN and ABC and will feature three teams, Team Europe, Team International and Team USA, competing against each other on the golf course in competition for world bragging rights.

We have three very distinguished playing captains representing those teams. First, representing Team International, World Golf Hall of Famer, Ernie Els. Captaining Team Europe is 2011 Open Champion, Mr. Darren Clarke. And captaining Team USA, the 2003 U.S. Open champion, Mr. Jim Furyk.

The World Champions Cup will be an annual three-team, three-day match play competition contested across nine-hole matches, which will be the back nine here at The Concession Golf Club, featuring team formats and singles play. Points will be earned for each hole won in the 24 total matches of the World Champions Cup, and obviously the team with the highest point total will win. That's generally how it works.

A few unique elements of the World Champions Cup that I would like to highlight. First, unlike the Ryder Cup, the Presidents Cup and the Solheim Cup, the World Champions Cup will take place annually to establish itself and also to complete a fabulous foursome of world team golf competitions alongside the Ryder Cup, the Presidents Cup and the Solheim Cup.



The World Champions Cup competition will take place with nine-hole matches with no closeout. That ensures that every hole will be played, allowing our competitors and the fans to experience The Concession Golf Club back nine in its entirety.

Also, the four nine-hole matches played on Thursday and Friday will be conducted in six-somes. The winning team of each hole will earn one point. If two teams tie on a hole, each team gets a half point. If all three teams tie, each team will receive one point.

And finally, in an effort to secure the best possible television coverage windows and offer a unique experience for our sponsors, we will include a special pro-am event on the Saturday of the event, December 9th.

**All of this adds up to what is sure to be an exciting and welcome addition to the world of competitive golf.**

Now I would like to invite our good friend Mr. Charlie Besser to come up and tell us a little bit more of Intersport's role in bringing the World Champions Cup to life.

**CHARLIE BESSER:** Hello, everyone. So I'm Charlie Besser, I'm the founder and CEO of Intersport. We actually started working on this idea 10 years ago and we have been working on it and working on it and working on it. It just tells us that persistence is truly omnipotence. If you keep hanging in long enough, something good's going to happen.

Over the course of -- and the idea was really to build upon the excitement of the Ryder Cup and of the Presidents Cup, to try to bring everybody together, the entire world together in one event, thus the three teams, an International Team, European team and an American team. And we all know that the guys who play PGA TOUR Champions have got some serious old scores to settle with each other and they are excited to get back out there and get after it.

So during the course of the time that we were building this and developing it, probably about three years ago, maybe four, I had the benefit of spending some time with my great friend Peter Jacobsen. When Peter and I started talking about this event, his enthusiasm for it really made me feel that we had a serious chance to make something great happen. It was the kind of affirmation that we were looking for. My affirmation prior to that, I was doing very serious marketing studies with caddies at Pine Valley, with caddies at our home course, with friends of mine that love to play golf. Not that serious, but sometimes pretty insightful. Having a chance to really get down into it and getting the details with Peter, that affirmation was really critical and Peter was more than happy, we're so grateful, to become chairman of the tournament, which as you can imagine lent a great degree of credence to it and authority, which is fantastic.

So none of this stuff happens without a lot of collaboration, a lot of collaboration. We don't have the opportunity to be having this meeting here today and to have the chance to play at



The Concession without Bruce Cassidy. I mean, the vision here is ridiculous, it's fantastic, it's beautiful. And his team, Brian Weimann, who is the general manager here, these people are fabulous. They have been unbelievable. They have an unbelievable facility. It is going to look crazy good when we get the opportunity to have this tournament here, it's going to be unbelievable. We've seen a lot of great golf courses, this is very special. So we're grateful to you very much, Bruce.

Great events don't happen in communities without massive community support and that's why it's great to have Bill Galvano here representing the state and the community. Again, this is a collaboration. We've got to have all of these things come together. This has come together beautifully. The way that this community of Bradenton is embracing us, this beautiful community of Bradenton is embracing us makes us feel so welcome and so excited to put our best foot forward because they are doing that for us. So thank you very much and thank you to Bradenton.

Last but definitely not least, Miller Brady here, who is the president of PGA Tour Champions, has been truly a terrific partner. He's been hanging in with us, he has been providing great guidance, great support, all of which were critical to make this event happen. So thank you, Miller, for all you've done and understanding the needs of your players and the desire that they have to compete in a format like this and to help us make it happen. Again, without you, without the people on this stage, it doesn't happen, so Miller Brady, thank you very much.

We're about to launch here in December an event that we think's going to be a 100-year event. This is going to go on forever. This is going to be like the Ryder Cup, like the Presidents Cup, like the Solheim Cup. This is going to be serious competition and it is going to be an opportunity for us to truly grow the game, to bring this game and this excitement across the world because we have three teams. I am beyond grateful for the Intersport team, for all of the folks that are here today and for you all to welcome us and bring us into your neighborhood and your community and give us this opportunity to do something great for golf, so thanks very much.

**PETER JACOBSEN:** Thank you, Charlie.

Talking about serious competition, I know that these teams are ready to get back at it and that's the one thing about the game of golf that sets it apart from all other sports is that you can continue to play the game at the highest level considerably longer than these other sports and the PGA Tour Champions allows us to do just that. So right now I would like to ask Miller Brady to come up and tell us a little bit about how excited he is to see this event come to fruition. Miller?

**MILLER BRADY:** Excited, you see the excitement and heard the excitement from Charlie. I don't know if I can go as far and have the excitement that you did, Charlie, but we are, we're thrilled.

This is a tremendous addition to the Champions Tour schedule this year, not next year. And



you're right, while Charlie had the idea I think 10 years ago, there was an email trail that was shared last evening and it was fun to see that. We had this idea to have some sort of Presidents Cup, Ryder Cup for the Champions Tour probably 15-plus years ago and it's taken us a long time to bring that vision all the way forward.

But to be able to work, Charlie, with you and Jake, your entire team, Michael over the past three or four years, their passion, their dedication, we were in a start, stop, start and now we're in full go mode, so we're excited for that. We know our players are excited for that.

When you think about the three captains, Jim Furyk, Ernie Els and Darren Clarke, they bring immediate credibility to this event. I'll just list some reasons why besides just their playing career. Jim Furyk, nine Ryder Cups, seven Presidents Cups and the 2018 Ryder Cup captain. Ernie Els played on eight Presidents Cup teams and was the captain in 2019. And Darren Clarke, five Ryder Cup teams and the 2016 Ryder Cup captain.

They have experience, they have dedication, they have passion and when they were approached to participate as playing captains in this event, it wasn't even a thought. It was an immediate yes, how can we make it better. They've been fully engaged, in-person meetings, conference calls. And when we told them we were going to play here at this facility, it just elevated their excitement.

So when you think about the ability to bring this first event on our schedule to play it on ABC and ESPN, network television, historic venue like The Concession Club here in Bradenton, it really couldn't be better for our tour. The historic facility we have, the name recognition of our players to be here in December is really exciting.

And when you add on top of that a chairman in Peter Jacobsen, he is going to be promoting this event daily through his travels, his interaction with other professionals, his interaction within the sports world. We're truly excited for this. We appreciate the support of the community, from Intersport and can't wait for December, so thank you very much.

**PETER JACOBSEN:** Thank you, Miller.

As you know, the game of golf lives by specific values that we all cherish and hold near and dear. I love The First Tee because there are nine core values with The First Tee and one of those core values is sportsmanship. The Concession Golf Club was named for one of the greatest acts of sportsmanship ever witnessed in professional golf between Jack Nicklaus and Tony Jacklin. Feels like the most appropriate site to host an event as special as the World Champions Cup.

Right now I would like to invite Bruce Cassidy, who's the president of The Concession Golf Club, to tell us a little bit more about this very special place.

**BRUCE CASSIDY:** First of all, welcome everyone for coming to Concession Golf Club today. Again, thanks, Peter, for the introduction.



The Concession Golf Club is very proud to have hosted a number of events in its short time in existence since 2006. We hosted the PGA TOUR's 2021 World Golf Championship, we hosted the 2015 NCAA women's and ladies National Championship and we also hosted the biennial Concession Cup event. Hosting events isn't new to us especially as young a course as we have. We've actually hosted some pretty impressive events already, but hosting the World Champions Cup is a great honor, I can tell you that for me personally, the golf members and from The Concession staff, something we're really, really excited about. Just to follow up what Charlie said earlier, it's definitely a unique event, it's way overdue and we're very, very proud to have it here.

We're also looking forward to seeing some of golf's greatest legends, see how they perform on our golf course because we know The Concession Golf Club is very challenging. But again, we've got some of the best players that have ever played golf in the world to be out here and I think a lot of people out here will like to see how they perform on The Concession.

Peter touched upon this, the fact that the Concession was designed by Jack Nicklaus and Tony Jacklin and the name "Concession" draws on Jack's incredible act of sportsmanship in the 1969 Ryder Cup. Really where a host club should hold an event, a Ryder Cup-style event, think it makes a lot of sense. We're very excited about it. The Concession, although it's a relatively new course, we're deeply rooted in tradition and we think it's a fitting home for the inaugural World Golf Championship.

**PETER JACOBSEN:** Thank you, Bruce.

Next I would like to welcome Mr. Bill Galvano, former president of the Florida State Senate, to come up. In talking with Bill earlier this morning, I found out his father, Phil, was a PGA of America president. I even went on Google and looked at the book that he wrote. Bill tells me he's a 12 handicapper, a proud member here at Concession, but I think he's probably a sandbagger because if his father was a PGA pro, I think he's probably more like a 1.2 handicap index. So Bill, come on up.

**BILL GALVANO:** Thank you. It's a real honor to be up here with these gentlemen this afternoon to talk about this fantastic event. Frankly, I think everything that could be said about it has been said by this esteemed group of folks, but I wanted to highlight the positive impact that this event is going to have on the great State of Florida, the Tampa Bay region, Manatee County -- and by the way, we have Commissioner Rahn and Commissioner Bearden here with us this afternoon, welcome both of you -- and Bradenton. I mean, it's tremendous.

Bruce, you left out that event you hosted here, it was the Governor's Cup. I can assure you that Ron DeSantis, Governor DeSantis is a big fan of Concession and he's very excited about the opportunity and the impacts of this event coming here in December will bring.



We're not just talking about the economic impacts, obviously those are part and parcel to having such a fantastic event, but also the fact that Manatee County, Bradenton, is going to be on the world stage. Our community thinks ESPN and ABC and the international flavor of this event will be on the world stage so we're very excited about that.

On behalf of our community, I'm going to go ahead and say welcome to the players, welcome to the caddies, welcome to the volunteers and certainly welcome to the fans. Come December our home is going to be your home and we're really looking forward to that. Thank you, Intersport. Thank you, PGA TOUR Champions. Thank you, Bruce Cassidy and The Concession team. Fantastic team out here, Thank you, ESPN, and thank you, ABC. We're really excited on so many levels.

**PETER JACOBSEN:** So I've been around the professional game now for, I added it up last night, 47 years, which is a frightening thought, but I first started out as a golf fan first and I will always be a huge golf fan, which is why I'm so excited to see this event come to fruition. It's long been needed.

Now at 69 years old I just wish I were a bit younger to be able to play, and a much better player, which then would maybe qualify me to play. But I know how special these world team competitions are, I played on two Ryder Cup teams and I've had the chance to cover both the Ryder Cup and the Presidents Cup as an announcer. The energy, the excitement, the drama in these events is something you have to experience. And as Charlie said, some of these players have scores they want to settle. Their Ryder Cup, Presidents Cup careers ended way too quickly for their taste, so this is a chance for them to get back at it.

As I mentioned earlier, our three captains are some of the most legendary and well respected players in the game and we wanted to get a little bit more insight from each of them on how excited they are about the World Champions Cup.

First of all, Ernie Els had a schedule conflict, he couldn't be with us, so he sent a recorded message in and I would like to bring that up and turn your attention to the screen if you could, please.

**ERNIE ELS:** It's an honor to be named captain of Team International for the World Champions Cup. I'm excited to be a part of golf's newest global competition that will bring together the greatest champions and rivalries on one stage to compete for the ultimate bragging rights.

**PETER JACOBSEN:** Thank you, Ernie. Does anybody have any questions for Ernie? No? OK, we'll move on.

So right now we are fortunate to have captains Jim Furyk and Darren Clarke join us right now live on Zoom, so let's bring them in if we can. There you are. Captain Furyk, Captain Clark, welcome. Thanks for joining us. We've got a couple questions for each.



Jim, we're going to start with you. As Miller mentioned, nine Ryder Cups, one captainship of a Ryder Cup team, seven Presidents Cup teams. Will this feel pretty special and feel normal to get back with a team?

**JIM FURYK:** I'm excited. When you first approached me, Peter, and talked about this idea, super excited. The Presidents Cup, the Ryder Cup, they've been my favorite events my entire career. Yeah, I don't know if it will feel normal, right? It's been a while since any of us have competed on those teams, but it will be nice to get the juices flowing and I'm very honored to share this with Ernie and Darren. They've been dear friends for a long time and guys that I admire.

**PETER JACOBSEN:** Something tells me you won't have any problems getting back into that team mode.

Darren, five Ryder Cup teams and you captained one team. What is the toughest challenge being a captain of a team competition such as this?

**DARREN CLARKE:** You know, Jakes, first and foremost, it's a huge honor and privilege for me to captain Europe again. It's been -- 2016 was the last, so I'm really looking forward to it, especially going up against Jim and going up against Ernie. We've been friends for a very long time and those sort of friendships are put on hold a little bit during that week. One of us is going to be winning captain at the end of the week, which will also be very nice.

It's just going to be special. The format, as we're a little bit older, don't think for one second that we're not as intense now and as much into trying to win. It's going to be so exciting that we're going to get the opportunity to do it again. I was fortunate, I played Concession last Tuesday, I was in Bradenton, I was fishing chasing tarpon for a week and got the opportunity to go up there. What a golf course, just off the charts. So I'm one up on my two captains because I've been there and I don't think they have, so I've got a little bit of a head start.

**PETER JACOBSEN:** Jim, what's the challenge for you as a captain and putting together your teams for the matches?

**JIM FURYK:** Yeah, I think you're always looking at the golf course, maybe different formats, different pairings, your four-balls, maybe your Scotch foursomes, maybe your singles, but I think a lot of it is trying to use the talents that you have on your team. We'll all have a lot of talented players, but how can you use those talents, can you maybe mix and match players, but to come out with the three best pairings in team competitions.

**PETER JACOBSEN:** So last night I dove back into the Ryder Cup history books and I pulled up the names of Jim Furyk and Darren Clarke and you both have played each other in matches over the years.

**DARREN CLARKE:** We have?



**PETER JACOBSEN:** Well, you both -- you've lost to each other and you beat each other. Can you give us a preview of maybe a special match that we can look forward to?

**DARREN CLARKE:** Over the years, and certainly obviously I can only speak for the Ryder Cup because I didn't have the opportunity to play in the other (inaudible) obviously, but anytime as Europeans, we were always the underdogs, weren't we, Jim? We were always the underdogs, we were never supposed to win. And America always had the best players in the world rankings and poor little Europe, we always had to work really hard to get our points and win. We went through a very good successful period and I was very fortunate to be 4 & 1 on my times playing on Ryder Cups. Whenever you're going out and playing, you're playing against the world's best and Jim obviously was one of the world's best as was Ernie whenever we played in different tournaments.

When you put that feeling of excitement and the nerves, everything, I'm sure we're all going to have the same thing come back again. We're trying to win for your team, that's the difference with us. We're playing for ourselves week in and week out and all of a sudden when you get thrown into a team environment, the guys you're trying to beat every week all of a sudden they're your team. You're trying to win for your team so the pressure's a little bit more because of that team scenario.

**PETER JACOBSEN:** Jim and Darren, we want to thank you for taking your time to join us today. We wish you the very best of luck and we're excited to see you right here in December here at The Concession Golf Club here in Bradenton. We wish you the best of luck and we will let you go on your way. Again, thank you for joining us.

**JIM FURYK:** It's going to be exciting.

**PETER JACOBSEN:** So that's it. We want to thank all of you for being here today. Thank you for joining us for this very special announcement of this incredibly special event.

Right now I would like to take a picture with the group on stage and then we're going to move outside for a picture, and then probably the best part of the afternoon, lunch. Definitely the best part of my game. Again, thanks to everybody for coming today. We're really excited about this very special event. Thanks.

