

FOR RELEASE: March 15, 2026

CONTACTS: Lindsey Spatola, PGA TOUR, [lindseyspatola@pgatourhq.com](mailto:lindseyspatola@pgatourhq.com)

***Chasing Sunday*, a new, all-access look at THE PLAYERS Championship, debuts Tuesday via PGA TOUR Studios, NFL Films partnership**

*Fans to experience exclusive, mic'd up access to four stars from TOUR's flagship event*

**NEW YORK and PONTE VEDRA BEACH, FLORIDA** – As part of a heightened focus on new content and engaging projects designed to broaden the PGA TOUR's fan base, PGA TOUR Studios – in collaboration with NFL Films – today released the official trailer for *Chasing Sunday*, which will debut Tuesday, March 17 and provide fans unparalleled, behind-the-scenes access to THE PLAYERS Championship, including never-before-heard mic'd-up insights from players competing in the TOUR's flagship event.

Modeled after NFL Films' pioneering *Hard Knocks* series, *Chasing Sunday* will offer an inside look at THE PLAYERS Championship through unprecedented, week-long access to stars in the field who agreed to be mic'd up before and during the competition, including TOUR winners Akshay Bhatia, Rickie Fowler, Si Woo Kim and Chris Gotterup. Watch the exclusive trailer [here](#).

“We’re excited to collaborate with the exceptional team at NFL Films on *Chasing Sunday*, and the buy-in of our stars during one of the biggest and most consequential weeks of their season shows how committed we all are to engaging current and future fans with new, creative storytelling formats like this,” said Andy Weitz, PGA TOUR Chief Marketing Officer. “This a great example of our increased focus on pairing the growing capabilities of PGA TOUR Studios with the power and expertise of production studios like NFL Films.”

*Chasing Sunday* will premiere Tuesday at 9 p.m. ET on the PGA TOUR YouTube channel and PGATOUR.COM, with additional distribution support from NFL Films YouTube and social channels.

“Given NFL Films’ long history and success with *Hard Knocks*, we have been jointly developing *Chasing Sunday* with an eye toward our 2027 season,” said Norb Gambuzza, PGA TOUR Executive Vice President, Media. “We felt it was important to demonstrate to the market that a quick-turn, mic’d up format like this will be a hit with core golf fans, casual sports fans and even fans of *Hard Knocks*. We couldn’t think of a better tournament to showcase than THE PLAYERS Championship and we look forward to hearing from fans and potential partners when it goes live next week.”

“As it has for over six decades, nothing motivates our creative people more than telling compelling sports stories, and the tension and pressure of attempting to win a significant golf tournament fits that format incredibly well,” said Ross Ketover, NFL Films’ Senior Executive. “As we have with the NFL, we are very eager to show golf fans – and sports fans in general – behind-the-scenes moments and drama they have never witnessed before.”

*Chasing Sunday* joins PGA TOUR Studios’ growing slate of original programming, designed to deliver a richer look at the stories, players and experiences that define the game of golf. The portfolio features the Emmy-nominated *Scottie 24 in partnership with Rolex*, the newly launched *Mindful* franchise, and more.

###

### **About PGA TOUR Studios**

PGA TOUR Studios is the creative engine at the heart of golf—offering fans and partners unrivaled access to PGA TOUR players, events and the game’s largest audience—reaching fans through premium storytelling, world-class production capabilities, multi-platform distribution and Fan Forward insights. Since “lights on” at PGA TOUR Studios in January of 2025, its Emmy-nominated creative team has produced an expansive portfolio of content that delivers beyond world-class competition, including *Scottie 24 in partnership with Rolex*, *Xander Embedded* presented by Avis, *Truth or Putt* presented by Dunkin’, and its latest project, *Mindful*, among other offerings.

PGA TOUR Studios houses all PGA TOUR media operations, including live production of PGA TOUR Champions, Korn Ferry Tour, more than 4,000 hours of PGA TOUR LIVE on

ESPN+, as well as the TOUR's expansive roster of more than 50 original, social and digital media platforms. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. Learn more about the state-of-the-art facility, its technology and leading role in the media landscape at [PGATOUR.COM/Studios](https://www.pgatour.com/studios).

### **About NFL Films**

NFL Films is widely recognized as the most honored filmmaker in sports, and continues to produce innovative franchises and documentaries across multiple networks and platforms, including *Quarterback*, *Receiver* and *WWE Unreal* on Netflix, *Hard Knocks* on HBO, nine *30 for 30* films on ESPN, *Peyton's Places* on ESPN+, and recent premium programming on Amazon Prime Video, Peacock, Paramount+, MGM+, FOX, NBC, CBS, AMC, NFL Network, NFL+ and The Roku Channel.

Since launching the original *Hard Knocks* on HBO in 2001, NFL Films has produced more than 20 seasons of the franchise, and in recent years has expanded into multiple formats, from training camp to full-season and off-season editions, including the first-ever division-wide in-season version in 2024. Leveraging its legacy of rapid turnaround and deep access, NFL Films is the only production house capable of delivering high-volume, high-quality sports storytelling across multiple platforms from week-to-week, season-to-season.

With 141 Sports Emmy Awards to its credit, NFL Films remains a gold standard in premium sports content, providing an elevated and connected viewer experience with privileged access to the athlete story.

### **About THE PLAYERS Championship**

THE PLAYERS Championship takes place at the world-class THE PLAYERS Stadium Course at TPC Sawgrass, home to the iconic Island Green and features a field of the TOUR's top players competing for one of golf's most coveted titles. Morgan Stanley, Comcast Business and Optum® are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$120 million since it began in 1974 and moved to Ponte Vedra Beach in 1977. For more on THE PLAYERS, visit

THEPLAYERS.com. For more on the surrounding areas, visit [floridashistoriccoast.com](http://floridashistoriccoast.com) or [visitjacksonville.com](http://visitjacksonville.com).