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PGA TOUR Studios, NFL Films announce return of *Chasing Sunday*, offering all-access look at BMW Championship

Wyndham Clark to headline group of four PGA TOUR stars to be mic'd-up at BMW Championship

NEW YORK and PONTE VEDRA BEACH, FLORIDA – Following its successful debut at THE PLAYERS Championship, PGA TOUR Studios—in collaboration with NFL Films—today announced the second installment of *Chasing Sunday: BMW Championship presented by BMW of North America*, debuting Tuesday, August 25, and delivering unparalleled, behind-the-scenes access to the BMW Championship, featuring mic'd-up insights from players competing in the FedExCup Playoffs.

Five-time PGA TOUR winner Wyndham Clark, who most recently won his second U.S. Open title, will headline a group of four players at the second FedExCup Playoffs event at Bellerive Country Club, providing week-long, mic'd-up access before and during competition as they compete to advance to the TOUR Championship.

“After a standout debut in March, we’re excited to continue our collaboration with NFL Films on *Chasing Sunday*,” said Luis Goicouria, Executive Vice President, PGA TOUR Studios. “The series reflects PGA TOUR Studios’ commitment to delivering elevated content for fans through innovative storytelling and partnerships with world-class production companies like NFL Films. We’re also excited to welcome BMW as a sponsor of this installment as we bring *Chasing Sunday* to the BMW Championship and continue building momentum for the series’ growth heading into 2027.”

Chasing Sunday: BMW Championship presented by BMW of North America will premiere Tuesday, August 25 at 8 p.m. ET on the PGA TOUR YouTube channel and PGATOUR.COM, with additional distribution support from NFL Films YouTube and social channels.

Modeled after NFL Films’ pioneering *Hard Knocks* series, *Chasing Sunday* premiered in March at THE PLAYERS Championship, offering fans an inside look at the TOUR’s flagship event. The pilot debuted across PGA TOUR channels to standout viewership, totaling nearly 25 million views and 15 million minutes watched across TOUR platforms, supported by short-form clips. *Chasing Sunday* is the top-performing long-form content on PGA TOUR YouTube in 2026—reaching 1.18 million views and driving more new subscribers than any other long-form content this year.

“Joining forces with the PGA TOUR for *Chasing Sunday* has been a thrilling opportunity for all of us at NFL Films and we can’t wait for the second edition,” said Keith Cossrow, NFL Films Vice President and Head of Content. “The privilege of taking fans inside the ropes to show how the best golfers in the world handle the highest pressure moments is one we do not take lightly.”

Chasing Sunday is a part of PGA TOUR Studios’ expanding slate of original programming, reflecting a continued investment in premium content and innovative projects designed to broaden the TOUR’s global fan base. The portfolio includes the Emmy-nominated *Scottie 24* in partnership with Rolex, the newly created *Mindful* franchise and more.

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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 that deliver 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.

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 146 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.