

A purple-tinted illustration of a St. Louis street scene, likely Beale Street, featuring various neon signs for clubs, blues, and local businesses. The scene is viewed from a perspective looking down the street.

FedEx St. Jude CHAMPIONSHIPSM

Community Impact Report
2024-2025



“The tournament is great for our community because it puts more eyes on Memphis and our great city. Memphis is a largely African-American community that hasn’t always been represented in golf, and I really appreciate the fact that the tournament has not only been leaning into the sport but also leaning into Memphis as a whole and exposing the sport to more Memphians that hadn’t necessarily been engaged.”

Paul Young, Mayor of Memphis

The FedEx St. Jude Championship is more than Memphis' premier PGA TOUR event—it's a platform for impact, a celebration of community and a testament to the generosity of our city. Since 1958, the PGA TOUR has held a tournament in Memphis every year, building a legacy of world-class golf and meaningful change that continues today. Year after year, this event brings together fans, volunteers and partners who share a common goal: to support St. Jude Children's Research Hospital and the greater Memphis community.

Thanks to your continued support, our community impact has now surpassed \$80 million, fueling the lifesaving mission of St. Jude and strengthening initiatives that uplift our city. With thousands of fans traveling to Memphis for tournament week and a global audience tuning in across 200 countries in more than 30 languages, we have an incredible opportunity to showcase the heart and spirit of this community on an international stage.

This tournament is only possible because of you—our fans, volunteers and partners. Your support extends far beyond tournament week, driving real impact in Memphis and helping St. Jude continue its lifesaving work.

We'll see you at TPC Southwind in August and look forward to showcasing all that the Bluff City has to offer!



A stylized, handwritten signature in black ink that reads "Joe Tomek".

Joe Tomek
Executive Director
FedEx St. Jude Championship



Our Mission

Leverage the power of a world-class sporting event to uplift the Memphis community through continuous evolution and impact.



FACTS AND *Figures*

TPC SOUTHWIND *MEMPHIS, TN*

OPENED **PAR 70** YARDAGE:
1988 7,300

PGA TOUR'S TOP 70 QUALIFY
TOP 50 ADVANCE TO
BMW CHAMPIONSHIP **\$20M**
PURSE

RON PRICHARD
ARCHITECT **DEFENDING** **FEDEX ST. JUDE CHAMPIONSHIP**
CHAMPION
HIDEKI MATSUYAMA



urtyard

OPEN TO THE PUBLIC

18 Green Courtyard

PRESENTED BY DECKORATORS

OPEN TO THE PUBLIC

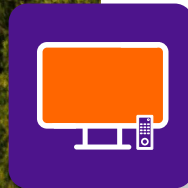
HUSH

HUSH

Global Exposure



5.6B EARNED MEDIA
IMPRESSIONS



24.7M HOURS VIEWED
ON TV



30 LANGUAGES
BROADCASTED



200+ COUNTRIES
WITH PGA TOUR
COVERAGE

Celebrating Memphis

Every detail of the FedEx St. Jude Championship—from the unique food offerings and live music to the local artwork displayed across the course and fan areas—reflects the spirit and flavor of Memphis. The event is a true celebration of the city's rich heritage and vibrant creativity, bringing Memphis to life in every corner. Through this immersive experience, we highlight the culture and character that make Memphis a one-of-a-kind destination.

Flavors of the 901

Local culinary staples like Commissary, A|M Restaurant Group, Pronto Pup, Cxffeeblack, Snowbirds and Rendezvous bring an authentic taste of Memphis to fans from all over the world. Each year, a rotating group of Memphis chefs takes center stage in our premium venues, showcasing the city's diverse flavors and innovative dining scene.





Memphis Soul

The FedEx St. Jude Championship brings Memphis' creative scene to the forefront, with local artwork displayed across the course and tournament venues. Complemented by the vibrant sounds of Memphis musicians, the event offers an immersive experience that celebrates the city's rich artistic and musical culture.



Growing the Game

First Tee

Our tournament has been a longtime partner of First Tee – Memphis, a youth development organization dedicated to introducing the game of golf to local youth. Together, we are able to instill not only golf skills but also crucial values such as teamwork and respect among the next generation of golfers.

Kids In Free

As part of the championship's mission to grow interest and participation in the game of golf, up to two children 15 years of age and younger are admitted into the grounds for free when accompanied by a ticketed adult.





FairWays to Leadership

The FedEx St. Jude Championship is proud to partner with FairWays to Leadership to empower college students from underrepresented communities. This program provides students with the opportunity to develop leadership and business networking skills through the sport of golf. Participants receive weekly lessons at Audubon Park, taught by Mickey Barker, Administrator of Golf for the City of Memphis, along with leadership training and a set of new golf clubs—all at no cost. The FedEx St. Jude Championship made a lead donation to launch the Memphis chapter and continues to support students from the University of Memphis through this impactful initiative.



Equipment Grant Program

In partnership with PGA TOUR Superstore, our Equipment Grant Program provides new golf equipment to nonprofit organizations, schools, and community groups throughout the Mid-South. By supporting diverse organizations that serve individuals of all ages and backgrounds, this initiative breaks down barriers to participation in the sport. The program exemplifies the FedEx St. Jude Championship's commitment to growing golf's accessibility while making a meaningful impact across the region's communities. To learn more and apply, visit: fedexchampionship.com/community.

Positively Memphis Community Fund

The Positively Memphis Community Fund is a central part of the FedEx St. Jude Championship's commitment to supporting nonprofit organizations that are making a meaningful difference across Memphis and the surrounding Mid-South region. Through grants ranging from \$1,000 to \$25,000, the fund empowers local organizations that are working to strengthen our community and create positive, lasting change.

The fund operates on a quarterly grant cycle, with each cycle focusing on a different priority area to meet the evolving needs of our city. This flexible approach allows us to respond to the most pressing challenges, providing targeted support to initiatives that have the greatest impact.

To learn more and apply, visit: fedexchampionship.com/community.





Mutts & Putts

At the FedEx St. Jude Championship, we believe every dog deserves a great home—just like every golfer deserves a great caddie! That's why we've teamed up with the Memphis Humane Society for our Mutts & Putts program. Each summer, we help dogs find their forever homes by waiving adoption fees and sending them off with custom tournament bandanas.



St. Jude Children's Research Hospital

Since St. Jude Children's Hospital became the direct beneficiary of Memphis' annual PGA TOUR stop in 1970, over \$80 million has been raised for the patients of St. Jude. The funds help ensure families never receive a bill from St. Jude for treatment, travel, housing or food so they can focus on helping their family member live.

Art for a Cause

St. Jude patient artwork will be featured on golf bags and hats and also featured during tournament play on caddie bibs. Supporters can visit the Fan Shop at TPC Southwind to purchase special merchandise featuring their artwork and support the important mission of St. Jude.





Purple Eagle Dedication

This annual program honors a St. Jude patient related to a FedEx team member by naming an aircraft after the child. The goal of the Purple Eagle Plane Dedication program is to spotlight the important work being done by St. Jude Children's Research Hospital as well as celebrate the current patient, who happens to have a connection to a FedEx employee.



Serving Those Who Serve Us

The FedEx St. Jude Championship and the PGA TOUR share a deep commitment to supporting military members, veterans and their families, particularly those who call Memphis home. We are proud to provide year-round support for our local service members, ensuring they receive the recognition they deserve. In partnership with Big River Steel, the championship offers complimentary ticket packages to military members. During tournament week at TPC Southwind, all military personnel, along with one guest, gain access to the Patriots' Outpost—an exclusive venue for the military—along with a special discount at the PGA TOUR Fan Shop.



Our Volunteers

Our community impact wouldn't be possible without the 1500+ volunteers who selflessly give their time to support the FedEx St. Jude Championship. The experience provides opportunities for networking, skill-building, giving back to the community, witnessing top golfers in action, promoting physical fitness, traveling and having fun.



1,596 VOLUNTEERS



27,132 HOURS



30% ARE CURRENT OR FORMER FEDEX EMPLOYEES



20% ARE FROM OUTSIDE MEMPHIS



\$3M RAISED FOR ST. JUDE FUNDRAISING PROGRAM



