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CADILLAC
CHAMPIONSHIP

FAN EXPERIENCE MEDIA KIT

APRIL 30 - MAY 3, 2026
TRUMP NATIONAL DORAL | MIAMI, FL



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PHOTOS

For editorial use click below. Please credit PGA TOUR

[PHOTO GALLERY](#)

FAN EXPERIENCE

SMART MAP

The Smart Map will help fans onsite at the Cadillac Championship navigate all there is to experience for a day at the course. Spectators at the event can scan QR codes located at multiples spots throughout the property to gain access to a 3-D modeled map of the course. Fans will be virtually “dropped” into the Smart Map at the spot where they scanned the QR code and can search for fan zones, restrooms, or even locate players on the course. Once they find what they’re looking for, they’ll given turn-by-turn directions to the destination.

PGA TOUR FAN SHOP

Fans can shop premium apparel and exclusive merchandise at the PGA TOUR Fan Shop, located between No. 1 tee and No. 18 fairway. Featured brands include:

- Clothing: Nike, Peter Millar, Rhoback, Holderness & Bourne, adidas, lululemon, Levelwear, Johnnie-O and Tasc.
- Headwear: Imperial, Melin, Pukka
- Accessories: Maui Jim, Knockaround, Stanley 1913, Supergoop!

Knockaround’s branded Jumbo Shades will be on display just outside the PGA TOUR Fan Shop. Designed in Cadillac Championship look and feel, the oversized sunglasses will serve as a dedicated photo moment for fans. Spectators who take a photo with the Jumbo Shades and post it to social media while tagging Knockaround will be eligible for various sweepstakes prizes, including branded folding chairs! Arrive early to take advantage!

Throughout championship week (Wednesday -Sunday), service members will receive a 10% discount in the Fan Shop (must have valid military I.D.).

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Media are welcome to film in the PGA TOUR Fan Shop and preview merchandise; however, advance coordination with the tournament communications team is required. Please note that requests made for high-traffic days may be difficult to accommodate. Representatives from the merchandise team are available for interviews upon request.

SIPS & BITES

At the Cadillac Championship, great food is always on the menu. Fans can enjoy everything from Miami-inspired local favorites to classic sports event staples. Craving empanadas or tacos? Prefer a burger or hot dog? We've got it all. No matter your taste, whether you're looking for a quick snack or a sit-down bite, our championship delivers a standout culinary experience.

Complementing the culinary experience across the course, an extensive selection of beverages is available to satisfy every taste. Guests can enjoy everything from refreshing non-alcoholic options to premium beer, wine, and crafted cocktails—perfectly paired for a day at the Cadillac Championship.

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- **At The Turn presented by Blackstone Griddles:** Located in Coral Corner, all featured hot food items are cooked to order on Blackstone griddles and seasoned with Blackstone's signature seasoning blends! The menu includes Smashburgers, Cheesesteaks, Lumberjack Chorizo sandwiches and Pork Tacos.
 - **Bushmills Irish Whiskey:** Serves a premium selection of Irish whiskeys and craft cocktails in Palmetto Park, including their signature cocktail the Lemon Good-Good, for enjoying the tournament.
 - **Cutwater Cocktail Bar:** In Coral Corner, the open-to-the-public area features limited seating for fans to sip on Cutwater canned cocktails, including Transfusions, Lemon Drop Martinis and Rum Mai Tais.
 - **Dobel Tequila Bar:** Located in Palmetto Park, the Dobel Tequila Bar offers a selection of premium cocktails, including their signature cocktail the Ace Paloma, showcasing 11 generations of Maestro Dobel Tequila mastery.
 - **Latin Fixin's:** Within Regatta Grove, fans can choose from a menu of delicious options from Latin Fixin's which features American comfort food with a traditional Peruvian twist.
 - **Miami Slice:** Located in Palmetto Park, Miami Slice is bringing it's highly-popular pizza to the course! Fans can choose from several delicious, uniquely-flavored, artisan NY-style pizza.
 - **Michelob ULTRA Bar:** At the ULTRA Bar during the Cadillac Championship, you can relax in a lively social setting with drinks like Michelob ULTRA while enjoying prime views of the golf action on No. 16 and soaking in the championship atmosphere.
 - **Regatta Grove Bar:** In the mood for an Espresso Martini or an Aperol Spritz? Check out the Regatta Grove Bar, located on No. 5 Fairway, serving up refreshing cocktails with a side of golf.

SIPS & BITES (cont.)

- **Sergio's Empanadas:** Situated in Palmetto Park and a staple within the Miami culinary scene, Sergio's is set to bring Cuban-American favorites to the fans at Cadillac Championship including empanadas, tacos and Cuban coffee - both hot and iced.
 - **Sunset Slush:** The perfect refreshing treat for everyone on the course! Stop by Coral Corner near No. 12 tee where Sunset Slush offers unique flavors of Italian ice to quench any thirst!
 - **Trump Vodka:** Located on the patio adjacent to No. 1 tee and connected to the Imperial Ballroom, this open-air covered spot offers relaxed seating while fans sip on the TRUMPFusion.
 - **Water Refill Stations:** Fans are allowed to bring empty, reusable plastic or metal cups (up to 32 oz.) to the course and can fill them up with water at several areas across the course, including Main Entry, Driving Range and near Nos. 6 and 14 tee boxes.
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FAN ZONES & VENUES

- **Cadillac Fan Experience:** At this open-to-all fan venue, you're invited to discover the performance and innovation of Cadillac. Fans can get behind the wheel of the Cadillac Racing simulators, enjoy unparalleled views of No. 18 tee and eligible guests can register for a \$10 Championship merchandise gift card.
- **Coral Corner:** Amidst the golf action near No. 12 tee sits Coral Corner, a perfect spot to relax and recharge featuring At the Turn presented by Blackstone Griddles, Cutwater Cocktail Bar and Sunset Slush.
- **Family Care Suite presented by Nemours Children's Health:** Within steps of the Main Entry at the Imperial Ballroom, families with young children can find comfort and convenience at the Family Care Suite, which offers an air-conditioned escape from the sun, private nursing facilities, extra diapers and wipes, engaging toddler games and a safe spot for little ones to relax.
- **Kids Autograph Zone presented by Griffin Catalyst:** Located across the cart path from No. 18 green on the clubhouse back lawn, the Kids Autograph Zone presented by Griffin Catalyst is the only area on course where kids are permitted to get autographs from TOUR pros. Be sure to purchase balls, hats or pin flags and a pen from the Fan Shop to get those signatures!
- **No. 1 Tee Bleacher presented by Pinnacle Financial Partners:** Fans will have cool, shaded spot to witness the biggest TOUR stars in the world hit their opening tee shots for each round as they take on the famed Blue Monster.
- **Palmetto Park:** Situated under the natural shade of palm trees off No. 18 tee, Palmetto Park is the ultimate spot to lounge and enjoy the golf views. This fan zone includes incredible food (Miami Slice and Sergio's Empanadas), refreshing drinks (Bushmills Irish Whiskey Bar and Dobel Tequila Bar), first aid care and charging stations.



FAN ZONES & VENUES (cont.)

- **Patriots' Outpost presented by Boeing:** Military personnel and one guest are invited to experience the Patriots' Outpost, an exclusive, open-air venue for military members and veterans on No. 1 green, offering comfortable shaded seating, limited food and beverage each day, while witnessing the golf action. (Must have valid Military I.D. for entry)
- **Regatta Grove:** Nestled against No. 5 fairway, the Regatta Grove has what all fans are looking for – food, drinks and golf! From martinis and spritzes at the Regatta Grove Bar to delicious food offerings from Latin Fixin's alongside charging stations and restrooms, this is a great fan spot!
- **Supergoop! SPF Re-Application Station:** A branded, open-air, open to the public stand where fans can sample Supergoop! Suncare and reapply their SPF throughout the day. There will also be Supergoop! Suncare kiosks located throughout the course, including near No. 1 tee, No. 9 green and the Driving Range.
- **Viewing Bleacher presented by University of Miami:** Located on No. 9 green, fans will have a cool, shaded vantage point to witness TOUR stars sink their putts before making the turn.

TECHNOLOGY

TOURCAST Range: TOURCAST Range is an interactive 3D experience that allows fans to follow their favorite TOUR players during their range sessions. Supported by TOUR's ShotLink powered by CDW, fans can watch every recorded shot from each player visualized in a dynamic range environment, with ball flight data including carry distance, ball speed, trajectory and more.

Each individual shot features a 3D trace and a full scatterplot for every player, whether fans are watching live shot trails or replaying the session. Each session's metrics include total balls hit, longest drive and a distance breakdown to highlight how players structure their warm up. Tournament and year to date ShotLink stats are also incorporated to help fans better understand each player's current form across all areas of their game.

Drone AR: The PGA TOUR's Emmy-winning Drone AR technology will be utilized to showcase the iconic scenes of the famed Blue Monster, bringing fans closer to the game through the use of contextual visualizations and data-driven stories executed in real-time.

Highlighting the skill of TOUR players and the challenge of iconic golf courses, the technology allows fans to watch towering drives, as the augmented reality experience combines live aerial video with real-time analytics.

Weather Applied Metrics: The broadcast will feature Weather Applied Metrics, a sports tech company that uses advanced 3D computational modeling to quantify weather impact (wind, temperature, humidity).

This technology enables broadcasters to visualize the impact of wind and weather on ball flight and performance, integrating those factors directly into scoring metrics and on-screen analysis. It can also highlight how changing conditions affect players differently, such as comparing morning-wave and afternoon-wave.

TECHNOLOGY (cont.)

World Feed: The World Feed provides customized international coverage that's unmatched in the sports broadcast industry. Moving beyond the previous practice of simply translating the U.S. broadcast (which provided a generic experience with non-custom graphics and player focus that weren't necessarily relevant to international audiences), this specialized feed will offer dedicated broadcasters, tailored graphics and camera feeds specifically focused on international players.

For example, fans in Norway will enjoy tailored coverage around Viktor Hovland with native language commentary, while viewers in Austria will get specialized coverage highlighting Sepp Straka. This localized, internationally relevant content delivers a more personalized and engaging experience for global media partners and fans. Ultimately, this means significantly greater international exposure for the Cadillac Championship and for Miami and the City of Doral as the host cities.

PARKING & LOGISTICS

TICKETS AND PARKING

Tickets are mobile-only and day-specific tickets. They can be purchased exclusively online at CadillacChampionship.com.

[CLICK HERE](#) for Tickets and Parking FAQ

Parking is purchased separately at CadillacChampionship.com/parking. Fans are encouraged to purchase parking passes in advance for the best price. Parking is available for purchase at an increased price upon arrival in parking lots.

YOUTH TICKETS

Courtesy of Griffin Catalyst, up to two (2) children, ages 15 and under, will be admitted free with a ticketed adult all week.

All children ages six and older must have a ticket in order to access hospitality venues.

MILITARY TICKETS

As the Official Military and Veterans Sponsor of the Cadillac Championship, Boeing will provide all service members complimentary tickets during championship week (Wednesday through Sunday). Valid identification and credentials are required.

Additionally, the Youth Ticket Program presented by Griffin Catalyst allows each military ticket recipient to bring up to two kids (ages 15 and under) for free.

TICKETS FOR GOOD

The Cadillac Championship is proud to partner with Tickets for Good to provide complimentary tournament tickets as a thank you for the meaningful work that Healthcare workers, teachers and educators, and nonprofit employees do in the community.

GATE TIMES

Gates will open at 7:00 a.m. on Wednesday, April 29, Saturday, May 2 and Sunday, May 3
Gates will open at 7:30 a.m. on Thursday, April 30 and Friday, May 1

RIDESHARE

All payments will be digital, contactless and cashless throughout the entire tournament property.

CASHLESS EXPERIENCE

All payments will be digital, contactless and cashless throughout the entire tournament property.

BAG POLICY AND WHAT YOU CAN BRING

Fans may bring bags that meet the following guidelines:

- Opaque bags measuring 6x6x6 inches or smaller
- Clear bags measuring 12x6x12 inches or smaller

Additionally, fans are allowed to bring their own food in a 1-gallon clear plastic bag, with food items wrapped in clear wrap and families may bring strollers and diaper bags. Reusable plastic or metal cups (up to 32 oz.) are also permitted, provided they are empty upon entry. No memorabilia can be brought into the championship including pin flags, photos, trading cards, balls and other sports paraphernalia.

The PGA TOUR's full Prohibited and Permitted Items List can be found [HERE](#).

ACCESSIBLE (ADA) SHUTTLE SERVICE

The Cadillac Championship offers shuttle carts for disabled guests throughout the championship. Shuttle carts will run from the time gates open until 30 minutes after play ends and will only pick up and drop off from the below designated locations. They will not stray from official route under any circumstances.

- Behind No. 1 tee near Main Entry
- Behind No. 1 green adjacent to Patriots' Outpost presented by Boeing
- Player left of No. 5 fairway within the Regatta Grove fan zone
- Player right of No. 8 fairway across from the Michelob ULTRA Club
- Behind No. 8 green next to the public fan bleachers
- Near the Driving Range adjacent to No. 10 tee
- Player right of No. 12 tee across from the Coral Corner fan zone

If ADA guests need assistance from a location without shuttle access, they should contact any tournament official with a radio.



TRUMP DORAL

COMMUNITY IMPACT

OVERVIEW

The Cadillac Championship is committed to making a positive and lasting impact beyond the competition, using the power of golf to enrich lives and strengthen communities. Through meaningful charitable partnerships, inclusive programs, and sustained investment, the Championship supports initiatives that uplifts the South Florida community.

Birdies for Charity

Birdies for Charity is a fundraising platform that operates in conjunction with the Cadillac Championship and provides any non-profits in South Florida the opportunity to generate funds around the competition. The Cadillac Championship is providing a \$40,000 bonus pool that will be awarded to nonprofits, based on participation levels. Donors that contribute through the program have a chance to win a \$10,000 grand prize if they guess the exact or closest to without going over, the total number of birdies made through the 2026 Cadillac Championship (April 30-May 3). Nearly 30 non-profit organizations are participating in this year's program, which will be open until Wednesday, April 29 to accept donations.

Charitable Giving

Boeing, Official Community Champion and Military and Veteran Sponsor of the Cadillac Championship, has committed to charitable gifts, in partnership with the Championship, to three organizations serving the South Florida community: Folds of Honor, Tunnel to Tower Foundation, and Operation Gratitude.

- To celebrate the gift to Folds of Honor, the tournament will activate Folds of Honor Friday, a day to recognize and celebrate our nation's heroes. Fans are encouraged to wear red, white and blue, and are invited to the first tee on Friday, May 1 at 8:15 a.m. for the playing of the National Anthem. Additionally, there will be a program in the Patriots Outpost at 1:00 PM to honor Folds of Honor with guest speaker, Michael Lammey, and the Pin Flag attendant program on 1 Green, with two US Army personnel tending the pin flag throughout competition on Friday. As a result of the Cadillac Championship and Boeing, 23 individuals in the Miami region will receive academic scholarships on behalf of the tournament.
- In partnership with Operation Gratitude, military and veteran attendees are encouraged to sign a postcard in the Patriots' Outpost to thank a local veteran. These postcards will be included in Care Packages that will be delivered to local veterans at The Salvation Army of Miami later this fall.

Griffin Catalyst, Official Community Champion and Youth Sponsor of the Cadillac Championship, Griffin Catalyst will support a charitable gift to Nicklaus Children's Hospital Foundation in partnership with the Cadillac Championship.

Baby Onesie Program at Baptist Health Baptist Hospital

Babies born during the Cadillac Championship week (Monday, April 27-Sunday, May 3) will receive an exclusive Cadillac Championship branded onesie at the West Kendall Baptist Hospital in Miami, Florida.

CHAMPIONSHIP WEEK EVENTS

Official Pro-Am presented by Pinnacle Financial Partners

Wednesday, April 29, 2026

The Cadillac Championship Official Pro-Am presented by Pinnacle Financial Partners marks the start of championship week when the inaugural event arrives in Miami. Set for Wednesday, April 29, the Pro-Am gives fans their first chance to stand alongside the rope line to watch the PGA TOUR's biggest stars take on the famed Blue Monster.

Folds of Honor Friday and Red, White & Blue Monster Spectacular

Friday, May 1, 2026

Join us on Friday, May 1 as we recognize and celebrate Folds of Honor Friday presented by Boeing. Fans are encouraged to wear red, white, and blue in support of our nation's heroes. Additionally, Folds of Honor pins and small American flags donated by American 250 will be handed out at the gates for fans to wear in support throughout the day! Folds of Honor Friday honors those who guard our freedoms and protect our families, while celebrating America. Folds of Honor helps provide educational scholarships to the children and spouses of fallen or disabled military and first responders. As a result of the Cadillac Championship & Boeing, 23 individuals in the Miami region will receive academic scholarships on behalf of the tournament.

The day will begin with the playing of the National Anthem at the first tee at 8:15 AM prior to the opening tee time. Following the final putt, the day will conclude with the Red, White and Blue Monster Spectacular fireworks show presented by Boeing.

Family Day presented by Griffin Catalyst

Saturday, May 2, 2026

Bring the whole family out on Saturday, May 2 for a fun-filled Family Day presented by Griffin Catalyst. The first 1,500 kids through the gates will receive a Griffin Catalyst-Cadillac Championship branded clear drawstring bag, perfect for carrying essentials throughout the day and collecting autographs from their favorite players. Families can also stop by the Kids Zone at 11 a.m., 1 p.m. and 4 p.m. to experience science demonstrations led by the Frost Science team, blending sports and STEM for an unforgettable day at the tournament.



CHAMPIONSHIP & COMPETITION INFO

Executive Director Bio

Dave Mack serves as Executive Director of the Cadillac Championship, one of eight Signature Events on the PGA TOUR schedule. In this role, he oversees all aspects of the championship – from sales, marketing and operations to community engagement and charitable impact.

A South Florida native, Mack brings nearly two decades of experience in professional sports both domestically and globally to the role. Mack joins the TOUR following 18 years of experience from across the NBA and NFL, earning a reputation as one of the industry's top revenue and event leaders. He began his career with the Miami Heat during its championship era (2008-12) before joining the Miami Dolphins in 2012, where he set an all-time NFL sales record and later led sales for the Pro Bowl in Orlando.

Beyond basketball and football, Mack drove growth at RSE Ventures by launching a soccer division and selling all 17 matches of the International Champions Cup across North America. Following Hard Rock Stadium's renovation in 2017, he was appointed Director of Special Events where he created new revenue streams through private event sales and later led record-breaking group sales for the ATP and WTA's Miami Open and Formula 1's Miami Grand Prix.

About Cadillac Championship

The inaugural Cadillac Championship blends elite PGA TOUR golf with the cultural vibrancy of South Florida. One of eight Signature Events during the PGA TOUR season, the Cadillac Championship boasts one of the most elite fields in golf with the famed Blue Monster at Trump National Doral setting the stage for dramatic competition. A dynamic onsite experience curated to deliver the best Miami, and the City of Doral have to offer, the Cadillac Championship is poised to ensure a lasting legacy in the community.

What is a Signature Event?

It's a limited-field featuring 72 players made up of the top performers from the previous and current season, allowing TOUR members several different avenues to play their way into one of the TOUR's biggest events.

Hasn't the TOUR played in Miami before?

The Cadillac Championship will mark the 56th playing of TOUR event at the Blue Monster having previously hosted the TOUR consecutively from 1962 to 2016. The legacy venue has seen 14 World Golf Hall of Famers win 24 titles, including 82-time PGA TOUR winner Tiger Woods, who has four victories (2005, 2006, 2007, 2013) at the renowned venue.

So, will the championship have the history of that event?

The Cadillac Championship, the only new event on the 2026 Regular Season schedule, will not carry the tournament history of previous PGA TOUR events contested at Doral.

What's a legacy venue?

It's a course with a lot of PGA TOUR history. The Blue Monster is one of nine current venues to appear on the TOUR schedule for more than a half century, joining Waialae Country Club, Torrey Pines Golf Course, Pebble Beach Golf Links, The Riviera Country Club, Augusta National Golf Club, Harbour Town Golf Links, Colonial Country Club and Muirfield Village Golf Club.

Cadillac Championship Trophy

Beyond the competition, Cadillac's global design team was commissioned to create this year's winning trophy—bringing the brand's sculptural and technical design philosophy to the green.

Inspired by the golfer's swing and the geometry of the club, the trophy features a dynamic twist and dual-tone plated finish with a hand-polished edge. Standing 20 inches tall, the form captures motion, tension, and precision—hallmarks of both elite golf and Cadillac design.

"Golf and Cadillac share a heritage of craftsmanship and precision. This trophy brings that connection to life—combining sculptural form, refined finishes, and a sense of movement that mirrors both the golfer's swing and Cadillac's design DNA. It represents where tradition meets -the future of performance," says Dominic Najafi, Executive Director – Global Cadillac

About Trump National Doral

As one of the country's most iconic golf resorts, Trump National Doral boasts a treasure trove of history and lore from PGA TOUR professionals and countless celebrities. Fashioned with golf at its core, this legendary tropical oasis opened its doors in 1962 as the Doral Hotel and Country Club.

While respecting its incomparable past, Doral today is thoroughly modernized and is home to four uniquely designed courses, including the famed Blue Monster. With the recent transformations of the Red Tiger, Golden Palm and Silver Fox courses, Trump National Doral Miami sets the standard for resort and club golf in the southeastern United States.

About the Blue Monster

One of the most iconic golf courses in America, the Blue Monster has hosted the PGA TOUR for 55 years consecutive years (1962 to 2016). Utilizing the original design, but boasting updated features, hazards and strategic options that restored the bite that gave the course its name, the Blue Monster is a compelling test for golfers at every skill level.

Par: 36-36 -- 72

Yardage: 7,739 yards

Competition

Purse: The purse for the 2026 event will be \$20M, with \$3.6M going to the winner.

Eligibility: The top 50 players from the previous season's FedExCup standings through TOUR Championship, Aon Next 10, Aon Swing 5, current-year tournament winners, PGA TOUR members in the top 30 in the Official World Golf Ranking and sponsor exemptions.

Championship Format: The championship is a four-day, 72-hole stroke-play competition with no cut.

Playoff Format: The playoff will be conducted in a sudden-death format, with players repeatedly contesting the par-4 18th hole until a winner emerges.

STORY IDEAS & PHOTOS

Eat Your Way Around the Blue Monster

Showcase the delicious variety of local Miami staples – from tacos and pizza to Cuban coffee and refreshing treats that bring the city’s culinary experience to the course.

Beat the Heat

How the championship is helping fans stay safe and comfortable – from hydration stations and Supergoop! Suncare kiosks to air-conditioned venues and shaded seating areas.

Family-Friendly Adventures

Experience all the family-friendly amenities at the Cadillac Championship. From Kids in Free (alongside their strollers and diaper bags) and the Family Care Suite to the Kids Zone and their dedicated Autograph Zone, there’s plenty for families to enjoy!

The Tech Behind the Cadillac Championship

A look at the technology driving everything from scoring and player tracking to fan engagement and broadcast production – including apps, drones and real-time data.

Merch Madness

Give fans an exclusive look at the official championship merchandise before the crowds arrive and give fans a visual walkthrough of what’s exclusive and what’s expected to fly off the shelves.

Picture-Perfect

You Should Be Here: A guide to the most scenic, iconic and fan-favorite backdrops on the course... with some great golf views, too!

The Role of Volunteerism at Cadillac Championship

The championship’s success wouldn’t be possible without the tireless efforts of the nearly 1,000 dedicated volunteers from across the region. From tracking stats and greeting fans to assisting with player transportation and more, their commitment is essential in bringing the entire championship to life.

Folds of Honor Friday, Michael Lammey

Michael Lammey, a United States disabled navy veteran who served for our country for over nine years, will be on-site for Folds of Honor Friday on May 1. He will be the honorary starter for the first tee time on Friday at 8:30 a.m. and will speak to the profound impact the Folds of Honor organization has had on his family in the Patriots' Outpost at 1 p.m.

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