



PROUD PARTNERS



Fan Experience **MEDIA KIT**

AUGUST 26-30 | EAST LAKE GOLF CLUB



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CONTACT

For all media inquiries and interview requests, please contact Rachel Noble, PGA TOUR Events PR (rachelnoble@pgatourhq.com) and a member of See Spark Go.

For all requests regarding media credentials and filming regulations, please contact Tracey Veal, Media Relations (traceyveal@pgatourhq.com)

MEDIA ASSETS & PHOTOS

Photos and video for media use are available below. Please credit: PGA TOUR.

[CLICK HERE](#)



MEDIA STORIES MENU

STORY IDEAS

BEAT THE HEAT

How the TOUR Championship is helping fans stay safe and comfortable during the heat of competition. Featuring hydration stations and sunscreen kiosks to air-conditioned venues and shaded seating areas.

EAT YOUR WAY AROUND EAST LAKE

Showcase the delicious variety of local Atlanta staples - from burgers and BBQ to pizza and refreshing drinks that bring the city's culinary experience to the course.

FAMILY-FRIENDLY ADVENTURES

Experience all the family-friendly amenities the TOUR Championship has to offer. Highlight the Kids in Free thanks to Proud Partner Accenture (alongside their strollers and diaper bags), the Family Care Suite, dedicated Autograph Zone, Georgia Aquarium - there's plenty for families to enjoy!

PICTURE-PERFECT SNAPSHOTS

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

PGA TOUR FAN SHOP FASHION

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

TECHNOLOGY BEHIND TOUR CHAMPIONSHIP

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

INTERVIEW OPPORTUNITIES

To help streamline requests throughout the week, we've identified key championship officials who will be available during designated media windows.

Media is encouraged to utilize these scheduled opportunities whenever possible. All times and availability are subject to change based on tournament operations and availability.

PGA TOUR FAN SHOP

Wednesday, 1-3 p.m. (PGA TOUR Fan Shop)

Fan Shop representatives will be available for interviews and merchandise tours, offering an inside look at championship merchandise, fan-favorite gear and the operation of the PGA TOUR Fan Shop during championship week. *NOTE: Filming outside the window requires advance approval.*

METEOROLOGY

DAY/TIME TBD

Join championship meteorologist Wade Stettner for behind-the-scenes look at how weather is monitored throughout tournament week and how weather-related decisions are made. Media will also learn more about the processes, communication systems and safeguards in place to help protect players, fans, volunteers and staff during periods of extreme heat and severe weather.

FOOD & BEVERAGE

Wednesday, 2-4 p.m. (Media Center)

Media will be able to experience the food and beverage experience at the TOUR Championship firsthand via the F&B course tour, including samples of local Atlanta favorite food offerings. Media are encouraged to meet in the Media Center at the registration desk at 1:55 p.m.

PGA TOUR GAMING ROUNDTABLE

Wednesday, 3:30 p.m. (Media Dining)

During a 30-minute roundtable, Scott Warfield (Vice President of Gaming, PGA TOUR) and Andy Levinson (Senior Vice President of Tournament Administration, PGA TOUR) will be available to discuss all things sports betting, including recent business growth, industry trends, and how integrity, player safety and responsible gaming remain at the forefront of the PGA TOUR's efforts in this space.

EXECUTIVE DIRECTOR ALEX URBAN

By Request

Media have the opportunity to interview Executive Director Alex Urban and receive updates on tournament preparations, what's new at the TOUR Championship and what fans can expect during tournament week.



WHAT'S NEW IN 2026

THE FUZZY PEACH - TOUR CHAMPIONSHIP SIGNATURE COCKTAIL

Leading this year's beverage lineup is the Fuzzy Peach, the new signature cocktail of the TOUR Championship that pays homage to Georgia's most iconic fruit with a refreshing, locally inspired twist. As the new Official Vodka of the TOUR Championship, CÎROC Premium Vodka will serve as the base for this cocktail mixed in with a peach-flavored sparkling citrus beverage, grenadine, fresh lime juice, a pinch of salt and garnished with a candy peach ring. During TOUR Championship week, fans can enjoy this delicious drink in a peach-colored commemorative cup engraved with the Fuzzy Peach logo courtesy of Stanley 1913.

SUPERGOOP! SPF RE-APPLICATION STATION

Supergoop!'s Re-Application station located in the SO COOL Zone presented by Southern Company is an open-air, open to the public stand where fans can sample Supergoop! and reapply throughout the day.

ZYRTEC RELIEF ZONE

Near No. 3 green, fans can unwind at The Relief Zone, talk on the Pollen PuttPutt and pick up exclusive ZYRTEC® swag - all while learning how the brand delivers 24-hour indoor and outdoor allergy relief.

FOODIES AND FAIRWAYS PRESENTED BY MASTERCARD AND CAPITAL ONE BUSINESS

Located adjacent to the Driving Range, this open-to-the-public fan area, in partnership with Mastercard and Capital One Business, hosts local food businesses to showcase their signature dishes.

Che Butter Jonez is an award-winning, chef-owned restaurant in Decatur that celebrates the flavors of the world through the lends of Queens, New York, one of the most culturally diverse places on Earth. Every dish is scratch made, thoughtfully crafted and served with the kind of hospitality that makes everyone feel at home.

Sweet Stack Creamery is Atlanta's home of the original Ice Cream Donut Sandwich, serving premium ice cream, fresh waffle cones and signature desserts with both dairy and vegan options.

BEVERAGE PARTNERS

In addition to the new vodka partner CÎROC, Caymus Vineyards, the event's new Official Wine Partner, will be serving an assortment of red, white and sparkling wines throughout the course.

Cutwater canned cocktails, including Transfusions, Lemon Drop Martinis and Rum Mai Tais, will be available throughout the course for the first time.

PGA TOUR PASS

A new fan membership program available to fans globally. PGA TOUR Pass offers a wide range of exclusive benefits spanning digital platforms, tournaments, the TPC Network, retail and licensing partners, sponsors and more. During TOUR Championship week, PGA TOUR Pass will introduce new fan engagement activations and reward opportunities.

WHAT'S NEW IN 2026

MASTERCARD SMALL BUSINESS SHOWCASE

Near No. 3 green, the Small Business Showcase highlights Atlanta-based small businesses while showcasing innovation across golf and sports. Guests can explore the Mastercard Dining Collection through a live demo on booking exclusive dining experiences and enter a culinary giveaway featuring gifts sourced from local Atlanta vendors. The marketplace will also feature PuttView, a golf simulator startup, and The Realest, an authentic sports memorabilia company offering select attendees the chance to win trading cards and signed gear.

SHADED FAN BLEACHER PRESENTED BY QUALTRICS

Located on No.5 green, the new open to the public Shaded Bleachers presented by Qualtrics is the perfect place to give fans a great view of multiple holes of play from a shaded, dual-sided venue. Enjoy a refreshing beverage and use Qualtrics fan feedback technology to win a special experience.

ESPN LINEAR COVERAGE

For the first time, ESPN expands coverage of the FedExCup Playoffs as it brings live coverage of the TOUR Championship to the linear channel for the first time. TOUR Championship on ESPN will air on Thursday, August 27 and Friday, August 28 from 11 a.m. to 1 p.m. ET. Coverage includes extra cameras, drones, enhanced player audio as well as 3D hole and course modeling from PGA TOUR Studios.

TECHNOLOGY

- **TOURCAST Range:** 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 historic East Lake 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.
- **The Smart Map presented by Accenture:** Helps fans onsite navigate all there is to experience for a day at the course. Spectators at the event can scan QR codes located at multiple spots throughout the property to gain access to a 3D 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 fan zones, restrooms or even locate players on the course. Once they find what they're looking for, they'll be given turn-by-turn directions to the destination.



FAN EXPERIENCE

PGA TOUR FAN SHOP

Located in the SO COOL Zone presented by Southern Company, the TOUR Championship Fan Shop offers exclusive championship-branded merchandise, apparel, headwear and accessories from brands including Peter Millar, lululemon, Tasc, FootJoy, DelCampo, Sun Day Red, Johnnie-O, Nike, adidas, Ellsworth and Ivey, and Vimhue. Limited-edition championship merchandise will also be available.

On Wednesday, August 26, active-duty, retired, reserved, veterans and National Guard members will receive a 20% discount in the Fan Shop (must have valid military I.D.).

FOOD & DRINK

At the TOUR Championship, world-class golf competition pairs with Atlanta's vibrant culinary scene at historic East Lake Golf Club. While the PGA TOUR's top players battle for the title of FedExCup Champion, fans can savor a variety of local food and beverage offerings that showcase the flavors and spirit of the city.

Good Eats!

- **Chicken Salad Chick:** Located near No. 6 tee, this southern staple brings their signature, freshly made-from-scratch chicken salad flavors and sides to fuel fans across the course.
- **Farm Burger:** Atlanta-based favorite returns in a new location on course situated on No.18 on the back nine and ready to serve up the Back Nine Slider: a 50/50 grassfed beef and bacon grind slider topped with aged white cheddar, crispy onions, bacon jam and white BBQ sauce, among other delicious options.
- **Gezzo's Mexican Grill:** Located near No. 10 tee, Gezzo's West Coast Burritos will take your taste buds on vacation! Featuring freshly grilled carne asada, chicken tacos, and more!
- **Henri's Bakery & Deli:** Delivering their signature deli sandwiches at the SO COOL Zone!
- **Small Fry:** Atlanta's own Small Fry will be serving its classic American comfort food including their popular Chicken Caesar wraps, Italian beef sandwiches and hot dogs. Check them out on No.6 tee.
- **Southern Crust Pizza:** Not your average pizza truck! A restored 1953 Chevy fitted with a wood-fired brick pizza oven —turning mealtime into part of the entertainment at No. 18 fairway.
- **Sweet Auburn BBQ:** Sweet Auburn BBQ Offers fans traditional style barbecue with an Asian twist, like pimento cheese wontons, which demonstrates the perfect marriage of traditional and innovative styles that the local staple is known for. Find them in the SO COOL ZONE.
- **Universal Joint:** In the SO COOL Zone, Universal Joint's specialized on-course features casual neighborhood pub favorites, including smoked wings, tacos and barbecue pork brisket nachos.

FAN EXPERIENCE

FOOD & DRINK (cont.)

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 TOUR Championship.

Refreshing Drinks!

- **The Fuzzy Peach - New Signature Cocktail!:** Leading this year's beverage lineup is the Fuzzy Peach, the new signature cocktail of the TOUR Championship that pays homage to Georgia's most iconic fruit with a refreshing, locally inspired twist. This delicious drink will be served at concessions throughout the course.
- **Back Nine Brews:** Head to Back Nine Brews in the SO Cool Zone in a lively social setting with a Michelob ULTRA while soaking in the tournament atmosphere.
- **Bushmills Irish Whiskey Bar:** Located at No. 3 green, The Bushmills Irish Whiskey Bar serves a premium selection of Irish Whiskeys and craft cocktails, perfect for enjoying during the tournament. Be sure to try their signature drink: Lemon Good Good.
- **Caymus Wine Lounge:** As the TOUR Championship's new Official Wine Partner, Caymus will be serving an assortment of red, white and sparkling wines through the course as well as from their open-air, covered venue on No. 18 tee, making it the perfect spot for fans to relax and take in the view from atop East Lake's iconic finishing hole.
- **CÎROC Vodka Bar:** As the TOUR Championship's new Official Vodka Partner, Cîroc will be serving an assortment of cocktails through the course as well as the Fuzzy Peach. Check out their open-air, covered venue at The Landing, making it the perfect spot for fans.
- **Coca-Cola Café:** Enjoy a refreshing Coca-Cola Ice Cream Float from the Coca-Cola Café. The retro-themed concession also offers BBQ Cheeseburgers and Hot Sauce Glazed Chicken Tacos, made with Coca-Cola.
- **Cutwater Cocktail Bar:** New to the course, Cutwater Cocktail Bar offers an open-to-the-public area near No. 18 fairway and features limited seating for fans to enjoy canned Cutwater cocktails, including Transfusions, Lemon Drop Martinis and Rum Mai Tais.
- **Dobel Tequila Bar:** Located at No. 3 green, the Dobel Tequila Bar offers a selection of premium tequila cocktails, showcasing 11 generations of Maestro Dobel Tequila®, including their signature drink: the Ace Paloma.

PGA TOUR PASS

Download the PGA TOUR app and sign up for PGA TOUR Pass to unlock exclusive on-site experiences.

- Offerings include a \$5 food credit redeemable at concession locations around the course, complimentary portable phone chargers, a complimentary Dirty Soda at the Coca-Cola Lounge on No. 5 green, and \$5 concession credit at both the Shaded Bleachers presented by Delta Air Lines at No. 1 tee and the Delta SkyMiles Deck on No. 18 tee

FAN EXPERIENCE

FAN ZONES AND VENUES

- **ATL Grove:** Situated at No. 6 green and No. 7 tee, fans can pair views of the city skyline with this exciting playing hole. Complete with stadium-style food concessions, including offerings from Henri's Bakery & Deli, a bar serving up all the refreshing drinks, relaxed seating alongside cell phone charging stations presented by Southern Company.
- **Delta SkyMiles Deck:** Situated on the No. 18 tee box and near No. 17 green, the Delta SkyMiles Deck includes incredible views stretching down the par 5 to the iconic East Lake Clubhouse and views of No. 12 green. The dual-sided fan venue gives spectators the perfect shaded vantage point to witness the action. Fans just have to show their SkyMiles Membership or join SkyMiles to enter the Delta SkyMiles Deck.
- **Driving Range Shaded Bleachers:** Provides fans the perfect vantage point within a shaded, seated area to witness the PGA TOUR's top 30 players warm-up ahead of their competition rounds.
- **Foodies & Fairways presented by Mastercard & Capital One Business:** Located adjacent to the Driving Range, this open-to-the-public fan area, in partnership with Mastercard and Capital One Business, hosts local food businesses to showcase their signature dishes.
 - Che Butter Jonez is an award winning, chef owned restaurant in Decatur that celebrates the flavors of the world through the lens of Queens, New York, one of the most culturally diverse places on Earth. Every dish is scratch made, thoughtfully crafted, and served with the kind of hospitality that makes everyone feel at home. #EverybodyEats
 - Sweet Stack Creamery is Atlanta's home of the original Ice Cream Doughnut Sandwich, serving premium ice cream, fresh waffle cones, and signature desserts with both dairy and vegan options.
- **Mastercard Small Business Showcase:** The Small Business Showcase highlights Atlanta-based small businesses while showcasing innovation across golf and sports. Guests can explore the Mastercard Dining Collection through a live demo on booking exclusive dining experiences and enter a culinary giveaway featuring gifts sourced from local Atlanta vendors. The marketplace will also feature PuttView, a golf simulator startup, and The Realest, an authentic sports memorabilia company offering select attendees the chance to win trading cards and signed gear.
- **Patriots' Outpost presented by Chipotle:** Beginning Wednesday, August 26, service members with a valid military ID and one guest are invited to experience the Patriots' Outpost presented by Chipotle, featuring comfortable shaded seating, daily snack offerings and complimentary Coca-Cola beverages on No. 5 green with views of the championship action.
- **Shaded Bleachers presented by Delta Air Lines:** TOUR Championship has made it easier than ever to post up on the No. 1 tee box and watch all 15 pairs begin their rounds in the TOUR's season finale event! All ticketholders have access to the Shaded Bleachers presented by Delta Air Lines, which features seating on the second level and access to a beverage concession area.
- **Shaded Bleachers presented by Qualtrics:** Located on No.5 green, the new open to the public Shaded Bleachers presented by Qualtrics is the perfect place to give fans a great view of multiple holes of play from a shaded, dual-sided venue. Enjoy a refreshing beverage and use Qualtrics fan feedback technology to win a special experience.

FAN EXPERIENCE

FAN ZONES AND VENUES (cont.)

- **SO COOL Zone presented by Southern Company:** A returning fan favorite, the SO COOL Zone presented by Southern Company, is the perfect location on course for guests to keep cool while still enjoying the golf action. Situated between Nos. 14 and 15, the SO COOL Zone offers shaded areas and lounge seating, water-refill stations and misters allowing fans to relax as they watch the golf broadcast on the big screen. New in 2026, the SO COOL Pavilion presented by Southern Company will feature a shaded back patio with views of No. 14.
 - **Supergoop! Re-Application Station:** An open-air, open to the public stand where fans can sample Supergoop!. Additionally, sunscreen kiosks are located throughout the course for fans to reapply Supergoop! PLAY Everyday Lotion SPF 50 throughout the day.
 - **First Tee Game Changers Experience:** A family-friendly venue where kids can experience what it means to be a First Tee Game Changer. Show off your golf swing and enjoy a snow cone before returning to the course.
 - **Georgia Aquarium:** Hang out and interact with some animals that can be found in the Southern Company River Scout Gallery at Georgia Aquarium.
- **The Coca-Cola Lounge:** Returns to the No. 5 green boasting views toward a pivotal section of the front nine at East Lake Golf Club. The expansive venue includes food and drink for purchase, featuring the new addition of **Dirty Sodas**, alongside a putting challenge for prizes and an opportunity to take a photo with the vintage Coca-Cola machine gifted to the FedExCup Champion.
- **The Landing:** Located on No. 17 fairway, The Landing returns to the exciting three-hole finishing stretch on course, making it the ideal place to watch the PGA TOUR's 30 best players in action, while enjoying delicious food and drink options, interactive golf games and some of the best course views.
 - **Michelob ULTRA Club:** Situated in a key stretch on the back nine of East Lake Golf Club near the Rideshare Entrance, the Michelob ULTRA Club is a ticketed, open-air, shaded hospitality venue offering an ideal place to refresh just steps from hole nos. 16 and 17. Featuring soft seating, TVs, covered and outdoor seating with complimentary beer, seltzer, non-alcoholic options and soda, with other beverages available for purchase.
 - **Stanley 1913:** Fans can get free customization with any Stanley 1913 drinkware purchase from the PGA TOUR Fan Shop. Bars around the course will also serve your favorite drinks in a Stanley 1913 stacking pint, including the Fuzzy Peach commemorative cup, which can also be customized for free onsite.
 - **GSGA Putting Experience presented by PGA TOUR Superstore:** Gives fans a one-of-a-kind opportunity to hit some putts on one of the East Lake Golf Club's replica putting greens. With a selection of putters available for use courtesy of PGA TOUR Superstore, spectators can make their way to The Landing to test their putting skills on TOUR Championship-speed greens and walk away with some fun prizes.
- **Zyrtec Relief Zone:** Fans can unwind at The Relief Zone located on No.3. Take on the Pollen PuttPutt and pick up exclusive ZYRTEC® swag—all while learning how the brand delivers 24-hour indoor and outdoor allergy relief.

FAN RESOURCES

FAMILY CARE AND FIRST AID

- **Family Care Suite presented by Children's Healthcare of Atlanta:** Located on No. 6 tee, provides families with young children and nursing moms a dedicated space to care for their kids. This air-conditioned venue is stocked with complimentary diapers, a changing table, private nursing area, phone charging station and plenty of comfy seating. Open to all ticketholders with children throughout the day.
 - **First Aid Stations provided by Northside Hospital:** As the Official Healthcare Provider of the TOUR championship, Northside Hospital provides spectators access to top-notch care at tented, air-conditioned First Aid Stations at No. 6 tee and No. 16 fairway.
-

BEAT THE HEAT: STAY COOL AT THE TOUR CHAMPIONSHIP

Enjoy all the dramatic golf action in comfort from shaded seating options available throughout East Lake Golf Club. Look for shaded bleachers on the driving range, No. 1 tee box, No. 18 tee box. For an extra cool-down, refreshing mist fans can be found within the SO COOL Zone presented by Southern Company.

Public air conditioned venues include: PGA TOUR Fan Shop, First Tee Game Changers Experience in the SO COOL Zone presented by Southern Company and Children's Healthcare of Atlanta Family Care Suite.

Water:

- At all concession areas throughout the course, fans can purchase Dasani water for a discounted price of two dollars
- Spectators are also encouraged to bring their own water bottles as reusable plastic or metal bottles (no larger than 32 oz.) that are empty upon entry and exit are permitted at the TOUR Championship. Fans will have access to complimentary water-refill stations throughout the course:
 - SO COOL Zone presented by Southern Company
 - No. 3 green
 - No. 10 tee

Sunscreen:

- Supergoop! Re-Application Station: Located in the SO COOL Zone, an open-air, open to the public stand where fans can sample Supergoop!.
- Sunscreen kiosks are located throughout the course for fans to reapply Supergoop! PLAY Everyday Lotion SPF 50 throughout the day.
 - Driving Range
 - No. 3 green
 - No. 10 tee
 - No. 15 tee
 - Rideshare Gate
 - SO COOL Zone presented by Southern Company
 - The Landing



TICKETS, PARKING & LOGISTICS

TICKETS

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

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

YOUTH TICKET PROGRAM PRESENTED BY ACCENTURE

Courtesy of Proud Partner Accenture, up to two (2) kids, 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 TICKET PROGRAM PRESENTED BY CHIPOTLE

In partnership with Chipotle, the TOUR Championship offers complimentary and discounted admission to military members as well as access to the Patriots' Outpost hospitality venue on No. 5 green. With every military ticket transaction for Thursday-Sunday, Chipotle will provide a "Buy-One-Get-One" (BOGO) code to be used at any Chipotle restaurant, while supplies last.

Active-duty, retired, reserved and National Guard members are eligible to claim up to two (2) complimentary tickets for Wednesday through Sunday (August 26-30), while supplies last.

Discounted admission will be provided up to two (2) discounted tickets from Wednesday through Sunday (August 26-30), while supplies last.

COLLEGIATE TICKET OFFER PRESENTED BY CHIPOTLE

College students with a valid .edu email address will receive a special 25% discount on TOUR Championship tickets for Thursday-Sunday (limit four tickets per day). With every Collegiate Ticket transaction, Chipotle will provide a BOGO code to be used at any Chipotle restaurant, while supplies last.

The first 500 unique purchasers of the University Student Ticket Offer presented by Chipotle will receive a Chipotle-branded divot repair tool post event.

PARKING & RIDESHARE

The new General Parking Lot will be at the Lakewood Amphitheatre from Wednesday, August 26 through Sunday, August 30, and offers air-conditioned shuttle buses to the TOUR Championship. Simply enter "Lakewood Amphitheatre Gate 1 Parking" as the destination to be directed to the General Parking Lot.

The TOUR Championship is excited to collaborate with Uber, its official rideshare partner, to provide an efficient and seamless transportation experience for guests traveling to and from the tournament. Simply enter "TOUR Championship" as the destination to be directed to the designated lot.

With a dedicated drop-off and pick-up area located on 2nd Avenue, fans are just steps away from the golf action after entering through the Rideshare Gate. As the day at East Lake Golf Club comes to an end, fans can rest in the Rideshare Lounge as they wait for their ride home.

TICKETS, PARKING & LOGISTICS (cont.)

GATE TIMES

Gates will open at 9 a.m. on Wednesday, August 26

Gates will open at 10 a.m.

- Thursday, August 27
- Friday, August 28
- Saturday, August 29
- Sunday, August 30

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

Strollers and diaper bags

Additionally, fans are allowed to bring their own food in a 1-gallon clear plastic bag, with food items wrapped in clear wrap. Reusable plastic or metal cups (up to 32oz) are also permitted, provided they are empty upon entry. No memorabilia can be brought into the tournament 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 TOUR Championship offers shuttle carts for disabled guests through tournament grounds. 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.

- At Alston Gate entrance adjacent to No. 10 tee near the Information Booth
- Player right of No. 1 fairway near No. 3 green
- Behind No. 5 green near Shaded Bleachers presented by Qualtrics
- At Glenwood Gate between No. 15 tee and No. 14 green
- At Rideshare Gate at No. 13 fairway
- Between Driving Range and No. 16 fairway
- Player left of No. 18 green near the East Lake Clubhouse

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

COMMUNITY IMPACT

The TOUR Championship is the culmination of the PGA TOUR season and the FedExCup Playoffs where the TOUR's top 30 global stars compete at East Lake Golf Club for the sport's ultimate prize, the FedExCup. The tournament has raised more than \$71 million in community impact funds since 1998 and proudly supports the East Lake Foundation; Focused Community Strategies; the Grove Park Foundation; Purpose Built Schools Atlanta; and First Tee – Metro Atlanta. Accenture, The Coca-Cola Company, and Southern Company are the exclusive Proud Partners of the TOUR Championship.

HOPE TEE SHOT OPENING CEREMONY

Thursday, August 27 at 10:25 a.m.

The TOUR Championship announced its 2026 HOPE Tee Shot honorees with First Tee – Metro Atlanta members Ariel Collins and Jacob Smith selected to each hit the opening tee shots at moments before the PGA TOUR's 30 best players begin the first round of competition on Thursday, August 27, . As part of the annual tournament tradition, both honorees also receive a scholarship on behalf of TOUR Championship Proud Partner Accenture.

Since 2008, the TOUR Championship alongside its Proud Partners, Accenture, Coca-Cola and Southern Company, has recognized First Tee – Metro Atlanta who exemplify the "HOPE" that continues to build in the East Lake community and throughout Atlanta. Each year, both honorees emerge from an intense selection process comprised of a golf competition, essay contest and interviews with tournament leadership. Collins, 16, and Smith, 14, will be honored during the HOPE Tee Shot Opening Ceremony on the No. 1 tee box at East Lake Golf Club.

Ariel Collins

Collins, a rising junior at Acellus Academy, has been a member of First Tee – Metro Atlanta for nine years. Throughout her golf career, Ariel has relied on her commitment to Respect – one of First Tee's Nine Core Values – which has become the foundation for every aspect of her life. Collins has come to understand that Respect isn't just about others, but about yourself and she uses that frame of mind to better serve as a positive mentor both on and off the course.

When not playing golf, Collins is coaching golf. Ariel volunteers as head golf coach for the Henry County Special Olympics Golf Team, which has enriched her life with purpose, joy and inspiration. Ariel also enjoys watching her favorite player, Nelly Korda, compete on the LPGA Tour.

Jacob Smith

Smith has been an active participant within First Tee – Metro Atlanta since 2017. As a rising freshman at Drew Charter School, Jacob has leaned on Perseverance – another one of First Tee's Nine Core Values – to keep him working hard even when things get difficult. He's learned that improvement comes from staying committed and continuing to push forward no matter what happens, which has guided his approach to golf and life.

Smith's favorite PGA TOUR player is Jordan Spieth, and when he's not playing golf, he enjoys watching college football. One of his proudest moments on the golf course to date was his hole-in-one on No. 8 at the John A. White Golf Course.

COMMUNITY IMPACT (cont.)

TEE UP YOUR FUTURE PRESENTED BY DELTA AIR LINES

Wednesday, August 26

8:30 a.m. - 3 p.m.

Tee Up Your Future at the TOUR Championship introduces students to the broad range of career opportunities that power the business of sports and aviation. Through engaging discussions with industry professionals, behind-the-scenes insights, and career readiness experiences, participants gain exposure to pathways in technology, marketing, operations, finance, hospitality, and event management. The program is designed to inspire the next generation of leaders by connecting classroom learning with real-world careers and expanding students' understanding of opportunities within and beyond the game of golf.

The program will invite 25 students from Drew Charter Schools and KIPP Atlanta to visit Delta headquarters. The day will kick off with a panel, followed by a hands-on experience, lunch, networking and transition to East Lake for a behind-the-scenes tour.

DRIVING THE FUTURE: LEADERSHIP & SPORTS BUSINESS EXPERIENCE PRESENTED BY ACCENTURE

Wednesday, August 26

10 a.m. - 3 p.m.

The HBCU Career Exploration Program presented by Accenture provides Historically Black College and University students with an opportunity to explore careers in consulting, technology, strategy, and Sports. Participants engage directly with Accenture and PGA TOUR professionals, learn about emerging industry trends like AI, develop professional skills, and gain insights into internship and full-time career opportunities. The experience is designed to empower students, expand their professional networks, and equip them with the knowledge and resources needed to succeed in today's evolving workforce.

The program will invite 20 HBCU students through Fairways to Leadership and Black Sports Business Academy to visit the TOUR Championship. The day will kick-off in the Accenture chalet with a panel, followed by a Mentor Match Case Study, lunch, networking and a behind-the-scenes tour.



TOUR

CHAMPIONSHIP™



PROUD PARTNERS