



Pre-Tournament Media Kit

MAY 6-10, 2026

QUAIL HOLLOW CLUB | CHARLOTTE, NC



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Media Availability

The following representatives and partners are available for interviews upon request. Please direct your request to the corresponding media rep for each group

Truist Championship – Laura Vescovi (lauravescovi@pgatourhq.com); Katie Harris Moser (kmoser@luquire.com) or Clare Cook (ccook@luquire.com)

- Adam Sperling: Executive Director
- Sam Harker: Director of Operations
- Volunteers
- PGA TOUR Fan Shop

Truist – Amy Konrath (amy.konrath@truist.com); Shelley Miller (shelley.miller@truist.com)

- Bill Rogers, Truist Chairman and CEO
- Dontá Wilson, Truist Chief Consumer and Small Business Banking Officer
- Travis Rhodes, Truist Regional President
- Joe Smith, Truist Head of Brand Experiences

Quail Hollow Club – Lee Patterson (pattersonl@quailhollowclub.com); Katie Harris Moser (kmoser@luquire.com) or Clare Cook (ccook@luquire.com)

- Johnny Harris: President
- Johnno Harris: Executive Committee Chairman
- Keith Wood: Director of Greens and Grounds

Atrium Health – by request

HendrickCars.com - by request

Small Business Vendors

- F&B: Cowfish; Inizio; Noble Smoke; Two Scoops; Sabor; Proof of the Pudding; Gleezy
- Retail: 704 Shop; Girl Tribe

Tournament Overview

Executive Director: Adam Sperling

Adam Sperling is the Executive Director of the Truist Championship, where he oversees all aspects of Charlotte's PGA TOUR event, from tournament operations and business development to community engagement and charitable impact. He previously served as Director of Professional Golf at Quail Hollow Club and was Executive Director of the 2022 Presidents Cup, which set records in attendance, sponsorship, and economic impact for the region. Over his 20-year career in professional golf, Sperling has held leadership roles with the

PGA TOUR, the AT&T Pebble Beach Pro-Am, and the Shriners Children's Open. He and his family live in Charlotte.

Truist Title Sponsorship:

In a seven-year agreement announced on August 6, 2024, Truist Financial Corporation became the title sponsor of the PGA TOUR's Charlotte event, now known as the Truist Championship set to be hosted at Quail Hollow Club through 2031. The Truist Championship is part of Truist's pledge to develop a purpose-driven partnership with the PGA TOUR and Quail Hollow Club that will foster competition, camaraderie, and meaningful charitable impact. Truist's unrivaled commitment to inspiring and building better lives and communities, especially within its hometown Charlotte market, will be on display during tournament week and beyond through business networking opportunities, community experiences, and programs focused on meeting critical needs across the greater Charlotte region.

Quail Hollow Club:

On April 13, 1959, James J. Harris hosted a meeting at Morrocroft Farm that marked the Club's formal beginning. On December 18, 1959, the twenty-one Founders of the Club executed its Certificate of Incorporation, which was filed on January 4, 1960, officially constituting Quail Hollow Club. The Course and the Clubhouse are located at 3700 Gleneagles Road in Charlotte, N.C. Quail Hollow Club has what is considered by many to be one of the finest courses in the southeastern United States. The course was originally designed by famed golf course architect George Cobb in 1961 to capture the beauty as well as challenging terrain of the Piedmont region. In the intervening years, the course has undergone a series of improvements, including modifications to several holes by Arnold Palmer in 1986 and a redesign by Tom Fazio in 1997. Quail Hollow has been the site of the Kemper Open (1969-1979), World Seniors Invitational (1980-1989), the Truist Championship (2003-), the PGA Championship (2017 & 2025) and the Presidents Cup (2022). Quail Hollow strives to bring the world's best golfers to the Carolinas.

PGA TOUR Signature Events

The Truist Championship is one of eight Signature Events in 2026, showcasing the top 72 players on the PGA TOUR. With a prize purse of \$20 million and 700 FedExCup points for the winner, this limited-field event offers an exciting opportunity for the best players to compete at the highest level. Unlike traditional tournaments, there is no cut at the Truist Championship. Players qualify based on their position in the PGA TOUR's Priority Ranking, which can be found at pgatour.com/signature-events.

Past Champions of Truist Championship:

2003 David Toms

2004 Joey Sindelar

2005 Vijay Singh
2006 Jim Furyk
2007 Tiger Woods
2008 Anthony Kim
2009 Sean O'Hair
2010 Rory McIlroy
2011 Lucas Glover
2012 Rickie Fowler
2013 Derek Ernst
2014 J.B. Holmes
2015 Rory McIlroy
2016 James Hahn
2017 Brian Harman
2018 Jason Day
2019 Max Homa
2020 Cancelled (Covid)
2021 Rory McIlroy
2022 Max Homa
2023 Wyndham Clark
2024 Rory McIlroy
2025 Sepp Straka

Schedule of Events

Monday, May 4

- Practice Round for professionals
- Course closed to the public
- 4-6 p.m. - Tesori Family Foundation All-Star Kids Clinic (First Tee – Greater Charlotte)

Tuesday, May 5

- Practice Round for professionals
- Player Press Conferences (visit [pgatourmedia.com](https://www.pgatourmedia.com) for the full schedule)

- Course open to Truist Teammates – closed to the public
- 10 a.m. - Inaugural Truist Championship Tuesday: Charlie Sifford Statue Unveiling at the Charlotte Trail of History
- 1-2:30 p.m.: Merchandise tent media preview

Wednesday, May 6

- Gates open at 7 a.m.
- Practice Round for professionals
- Truist Championship Pro-Am presented by ReliaQuest
- Truist Championship Celeb-Am
- Volunteer Appreciation Day
- Charity of the Day: 24 Foundation

Thursday, May 7

- Gates open at 7 a.m.
- First round of competition begins at approx. 7:00 a.m. (twosomes off No. 1)
- 7:10 a.m. - Moment of Silence for Scott Davenport (1 Tee)
- 2 – 3:30 p.m. - Subpar Podcast recording in Truist Fan Zone – South End
- Charity of the Day: Charlotte Family Housing

Friday, May 8

- Gates open at 7 a.m.
- Second round of competition begins at approx. 7:30 a.m. (twosomes off No. 1)
- 7:10 a.m. - Folds of Honor Friday Ceremony presented by Coca-Cola Consolidated
- 12 – 1:30 p.m. - Subpar Podcast recording in Truist Fan Zone – South End
- Charity of the Day: Humane Society of Charlotte

Saturday, May 9

- Gates open at 7 a.m.
- Third round of competition begins at approx. 7:30
- Charity of the Day: Safe House Project

Sunday, May 10 – Mother's Day

- Gates open at 7 a.m.
- Final round of competition begins at approx. 7:30 a.m.
- 7:10 Navy Leap Frogs Parachute with Truist Championship Trophy (No. 1 Tee)
- Trophy Ceremony immediately following the final putt (18 Green)

2026 Truist Championship Operations by the Numbers

BY THE NUMBERS

OPERATIONS



143,715
SQ FT OF TENTING



243,361
SQ FT OF FLOORING



136
STRUCTURES



356
GOLF CARTS



2.4K
EVENT VOLUNTEERS



15
VIDEO BOARDS
WITH 10 TOUR BOARDS



84
DAYS TO BUILD
FEB 9 - MAY 4



40K
EST CARS PARKED

Competition

Competition Storylines

- **Rory's Return:** Four-time Truist Championship winner (2010, 2015, 2021, 2024) and World No. 2 Rory McIlroy will make his first start on TOUR since his successful title defense at the Masters Tournament. McIlroy is the only player with multiple Truist Championship titles at Quail Hollow Club
- **PGA Championship:** Of the 72 players in the field at the Truist Championship, 37 are already qualified for next week's PGA Championship at Aronimink Golf Club near Philadelphia. The winner of the Truist Championship will earn a spot in the field at the PGA Championship, if not otherwise qualified.
- **Sponsor exemptions:** Jordan Spieth, Tony Finau, Max Homa, Mackenzie Hughes

Players to Note

- **Rory McIlroy:** Four-time Truist Championship winner (2010, 2015, 2021, 2024) is the only player with multiple Truist Championship titles at Quail Hollow Club;
- **Matt Fitzpatrick:** World No. 3 enters the week having won three of his last four starts on TOUR (Valspar Championship, RBC Heritage, Zurich Classic of New Orleans)
- **Xander Schauffele:** Two-time runner up at Quail Hollow (2023, 2024) returns to Charlotte on a streak of four consecutive top-15 finishes on TOUR, including his best finish of the season at THE PLAYERS Championship (3rd)
- **Sepp Straka:** Defending champion claimed his fourth career PGA TOUR title at The Philadelphia Cricket Club in 2025; finished T8 the last time the tournament was held at Quail Hollow Club in 2024

- **Cameron Young:** World No. 4 and Wake Forest University product seeks his second PGA TOUR victory in North Carolina after claiming his first at the 2025 Wyndham Championship in Greensboro

Tournament Logistics

Gate Times

Gates will open daily at 7 a.m.

Parking and Transportation

General Parking

Fans can choose from three parking lots, each offering shuttle service to the main entrance:

- SouthPark Mall – Purple Lot, open Wednesday – Sunday: 4400 Sharon Rd.
- Ballantyne Corporate Place – Black Lot, open Thursday – Sunday: 11215 Rushmore Dr.
- Hedgemore Plaza – Green Lot, open Thursday – Sunday: 4701 Hedgemore Dr.

Rideshare

Considered a preferred method of transportation for the Truist Championship, rideshare offers convenience and efficiency for getting to and from Quail Hollow Club regardless of where fans reside in the Charlotte community. Enter “Truist Championship” as your destination in your rideshare app. Drop-off and pick-up are at the main shuttle depot near the main entrance, accessed via Gleneages Road.

Convention Center Uptown Shuttle

Ticket holders traveling to the Truist Championship from Uptown may consider the Charlotte Convention Center shuttle as the most convenient and cost-efficient mode of transportation. Board the complimentary shuttle at the Convention Center on E M.L.K Jr. Blvd to ride to and from Quail Hollow Club at your leisure, offering an ideal experience for those looking to get the most out of the tournament as well as exploring Uptown Charlotte.

CATS LYNX Blue Line

Making it easier than ever to get to Quail Hollow Club, the Truist Championship has partnered with the City of Charlotte to offer transportation via Light Rail. Ticket holders are encouraged to use the LYNX Blue Line which will transport fans to and from the event with multiple on-boarding locations en route to Quail Hollow. Exit the Light Rail at Sharon Road West Station where shuttles will then transport travelers to the main entrance. Available Thursday-Sunday only.

Bike Parking

Complimentary bike parking will be located across Gleneages Road from the main entrance to the event.

General Parking passes can be purchased by visiting TruistChampionship.com/parking.

Main Entrance to the Truist Championship:

The main entrance of the Truist Championship offers a welcoming, fan friendly hub designed to set the tone for the day. Guests are greeted with convenient refreshment options, including light snacks and a full bar, along with comfortable Truist interior walls the frame the space. Charging stations, restrooms, accessibility shuttles and bag check services ensure smooth arrival experience for all. Fans can also learn more about Birdies for Better and the Charity of the Day and capture the moment with a photo at the iconic foundation crowned by the Truist Crown centerpiece.

Smart Map presented by CPI Security

Find your way around the Truist Championship with the interactive 3D Smart Map, offering turn-by-turn directions to amenities and fan activations, plus live player-location data to help you follow the action across the course.

Cashless Experience

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

Bag Policy and What You Can Bring

Bag check will be located at the main entrance only.

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 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](#).

Fan Experience

New Charlotte-themed Fan Zones

New Charlotte-themed fan zones: The tournament will introduce three new fan zones that will highlight the culture of the City of Charlotte including The Park (1 Fairway), South End (13 Fairway) and the Green Mile Courtyard presented by Diamonds Direct (nestled between 16 and 18 Fairways). Each fan zone will feature partner programming themed to match the personality of the space. More on each space:

Truist Fan Zone – The Park: It's time to take your best shot—in more ways than one! Check out our virtual golf game and the glambot at the Truist Fan Zone in The Park near 1 Fairway, open to all Truist Championship ticket holders. While you're there, you can watch Matt Moore create golf-themed art and snag some fun giveaways.

Truist Fan Zone – South End: We're celebrating Mother's Day all week long in The Queen's Lounge at the Truist Fan Zone in South End. Moms of all kinds are invited to stop in for complimentary manicures and other fun surprises to thank you for all that you do. And everyone is welcome to stop by to see who's filming in the Content Creator Space or create some content of your own in the Photo Op area. Feel free to tag #Truist and #TruistChampionship when sharing on social media so we can follow the fun!

Green Mile Courtyard presented by Diamonds Direct: Between the 16th and 18th fairways, Diamonds Direct, presenting sponsor of the Green Mile Courtyard, will be on site with giveaways. Fans can also purchase food and beverages from the courtyard's upscale concession offerings, including the Green Mile French Dip, turkey avocado sandwiches, BBQ chopped salads and warm pretzels.

Food + Drink

- **Two Scoops:** Local, award-winning homemade ice cream. Be sure to scoop up the Truist Championship's exclusive flavor, Purple ParFection, featuring purple ice cream, marshmallow fluff, and chocolate-covered pretzels.

Available in two locations—the Park fan zone, between the 1st and 9th fairways and the South End fan zone between the 10th green and 13th fairway.

- **Cutwater Cocktail Bar:** A two-story bar featuring Cutwater's perfectly mixed canned cocktails, offering relaxed vibes, great views and a front-row seat to the action.

Located near the 7th green and 2nd tee.

- **Tito's Golf Club:** Enjoy putting contests, fun giveaways, lounge seating and great views of the golf, all while catching the action on nearby screens. While you're there, be sure to try out the tournament's signature cocktail, the Tito's Carolina Crown Transfusion.

Located between the 13th green and the South End fan zone.

- **Blackstone Griddles at the Turn:** All hot menu items are cooked to order on Blackstone griddles and seasoned with Blackstone's signature blends. Menu highlights include pimento cheese smashburgers, cheesesteaks, pork tacos and Carolina chili dogs.

Located in the South End fan zone between the 10th green and 13th fairway.

- **Noble Smoke:** Authentic Carolina barbecue, smoked over wood and hickory and packed with bold Southern flavor.

Located in the South End fan zone between the 10th green and 13th fairway.

- **Sabor:** Latin street food featuring chips and queso, empanadas and churros.

Located in the South End fan zone between the 10th green and 13th fairway.

- **Inizio:** A Charlotte staple serving fresh, hot Neapolitan-style pizza.

Located in the Green Mile Courtyard between the 16th and 18th fairways.

- **Cowfish:** All-natural Brasstown Beef sliders served on King's Hawaiian rolls, paired with Carolina Kettle Chips.

Located near the 18th fairway.

- **Green Mile Courtyard Refreshments:** Elevated classics including the Green Mile French Dip, turkey avocado sandwiches, BBQ chopped salad and warm pretzels.

Located in the Green Mile Courtyard between the 16th and 18th fairways.

- **PGA TOUR Pass Night Swim Coffee:** PGA TOUR Pass app members can enjoy complimentary craft coffee.

Located in between the range and main entrance

Activations

- **Technics Sound Deck:** The immersive, experiential fan viewing area designed to blend golf culture with behind-the-scenes premium audio allows fans to listen in on exclusive player and caddie conversations at the 13th green, featuring product demos and giveaways.

- **ZYRTEC:** Fans can 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.
- **Supergoop! SPF Re-Application Station:** Open to the public stand where fans can sample Supergoop! suncare and reapply their SPF throughout the day on the course.
- **HendrickCARS.com Grandstands:** Experience the action up close at the HendrickCars.com Grandstands, featuring public seating options at Hole No. 2 and Hole No. 7, and for the first time in tournament history, the iconic Par-3 17th green. Available to the public all day Wednesday-Sunday, these locations deliver some of the best views Quail Hollow has to offer and place fans at the center of the tournament atmosphere. Don't miss photo opportunities with impressive vehicle displays from the Official Automotive Retailer of the Truist Championship.
- **FAGE:** As the Official Yogurt of the PGA TOUR, FAGE will offer fans complimentary samples of their signature yogurt.
- **Skechers:** Fans can visit the Sketchers pop-up shop and scan a QR code to browse and purchase their signature footwear, with purchases shipped directly to your house.
- **theScoreBET:** With iconic views across the water towards the 17th green and 18th fairway, new and existing users on theScore BET can visit various locations around the course to participate in interactive games to unlock offers and score exclusive prizes.
- **Knockaround Jumbo Shades:** Strike a pose with Knockaround's oversized Jumbo Sunglasses near the 2nd Green and 3rd Tee. Post your photo on social and tag Knockaround to be eligible for select sweepstakes.
- **Diamonds Direct:** Between the 16th and 18th fairways, Diamonds Direct, presenting sponsor of the Green Mile Courtyard, will be on site with giveaways. Fans can also purchase food and beverages from the courtyard's upscale concession offerings, including the Green Mile French Dip, turkey avocado sandwiches, BBQ chopped salads and warm pretzels.
- **Atrium Health First Aid:** First-Aid Centers will be staffed by the medical team at Atrium Health. There are four First Aid Centers throughout the course, which are located by the 5th Green, near the 9th Tee Box, between the 9th and 10th Fairways, and by the 17th Green.
- **Atrium Health Family Care Center:** The Atrium Health Family Care Center, located by the 2nd Green, provides a complimentary air-conditioned space for parents to change, nurse,

and feed their children in a comfortable setting, featuring soft seating, private bays, and electric outlets for breast pumps. Note, due to privacy reasons, Atrium Health will not be able to store breast milk on site on your behalf.

- **Atrium Health Patient Experience:** On Wednesday, May 6, Atrium Health and the Truist Championship will deliver a VIP Experience to a deserving patient named Landon, who suffers from a [complex heart condition](#). Landon will be on-site to experience a behind the scenes tour at Quail Hollow Club, visiting the Titleist manufacturers truck, receiving a custom club fitting on the Range and serving as an honorary 1st Tee starter for the Panthers Celeb-Am at 1pm. - *Media availability offered upon request.*
- **Free Water Stations:** Atrium Health is proud to provide complimentary water refill stations throughout the Truist Championship grounds. Fans are encouraged to bring an empty, reusable water bottle to stay hydrated while enjoying the tournament.
- **Sunscreen Kiosks:** Atrium Health is proud to support sun safety at the Truist Championship with branded sunscreen kiosks located throughout the course. Complimentary sunscreen is provided by Supergoop! Sunscreen is also available at all First-Aid Centers.
- **Kids' Zone:** Stop by *The Park* Fan Zone along the 1st Fairway to check out the Kids' Zone, hosted by Atrium Health and First Tee – Greater Charlotte. With hands-on activities designed for kids of all ages, it's the perfect spot for young fans to play, learn, and have fun between tournament action.

PGA TOUR Fan Shop

The Fan Shop has been completely redesigned to offer an enhanced and immersive shopping experience. With a refreshed layout, custom fixtures and a dynamic atmosphere, the space provides fans with a premier retail destination located next to the Main Entrance. This year's selection features exclusive product launches and curated collections from leading brands such as Sun Day Red, 47 Brand, Good Good, Breezy and Elsworth and Ivy alongside specialty items from Charlotte-favorites **704 Shop and Girl Tribe**.

Tickets and Hospitality

General Admission

For General Admission tickets for the Truist Championship, visit www.TruistChampionship.com/tickets

Hospitality

Three newly introduced [hospitality venues](#) still have limited availability for purchase to fans at the 2026 event:

- **The Lawn:** Located on the back lawn of the Quail Hollow Clubhouse, this elevated experience provides viewing decks overlooking the 10th tee, 18th green and a shaded, front-row view of the practice putting green. The Lawn offers an intimate environment complete with a large videoboard, upscale food and beverages for purchase and private restrooms. Weekly and daily packages remain.
- **The ULTRA Club:** THE ULTRA Club offers an ideal vantage point of the incoming approach shot from the challenging, par-4 ninth hole while putting you on top of all the action on the green. Enjoy a sports bar ambiance featuring covered viewing areas and numerous televisions to keep up with the competition. Saturday and Sunday tickets remain available and include beer, wine, seltzer, soda, water with premium spirits and food available for purchase.
- **The Nest:** The Nest offers a VIP experience and panoramic views of the 10th green, 11th tee, 12th green and par-3 13th . This centrally located venue with expansive patio seating is inclusive of an upscale food and beverage program and provides the ideal location to entertain clients or enjoy time with family and friends.

Youth Tickets

Kids 15 and under get in free with each ticketed adult

Community Impact

Birdies for Better and Five Charities of the Day

As part of its commitment to community impact, the Truist Championship has selected five official Charities of the Day as the top fundraisers through the tournament's Birdies for Better program. As of April 29, participating nonprofits have collectively raised more than \$2M, marking a significant milestone. The 2026 Truist Championship Charities of the Day are:

- Wednesday, May 6: 24 Foundation
- Thursday, May 7: Charlotte Family Housing
- Friday, May 8: Humane Society of Charlotte
- Saturday, May 9: Safe House Project
- Sunday, May 10: Augustine Literacy Project

Truist Championship Tuesday

On Tuesday, May 5, the Truist Championship and the Charlotte Trail of History will unveil a commemorative statue honoring golf pioneer Dr. Charles "Charlie" Sifford. The ceremony marks the launch of Truist Championship Tuesday, a new initiative designed to extend the championship's impact beyond tournament week and invest meaningfully in the community

year-round. Tuesday's unveiling brings together tournament representatives, civic leaders and members of the Sifford family to reflect on Dr. Sifford's historic role in breaking color barriers in professional golf and his lasting influence in Charlotte and beyond.

Military Appreciation

The Truist Championship is proud to announce a comprehensive lineup of military appreciation programming for the 2026 event, highlighted by a complimentary ticket program for service members, veterans and their families, along with the inaugural Folds of Honor Friday presented by Coca-Cola Consolidated. For more information on Truist Championship military programming, visit www.truistchampionship.com/military.

- **Military Tickets:** Active duty, reserve, National Guard, and Veteran members can claim up to two (2) complimentary grounds tickets any one day of the Truist Championship, while supplies last. Valid identification and credentials are required. For more information, visit
- **Folds of Honor Friday Presented by Coca-Cola Consolidated:** On Friday, May 8, the Truist Championship will host its inaugural Folds of Honor Friday presented by Coca-Cola Consolidated, a day dedicated to honoring service and bringing the National Anthem to golf. The festivities also support Folds of Honor's mission to provide educational scholarships to the families of fallen or disabled military service members and first responders in the local community. Fans are encouraged to wear red, white, and blue in support of the day's celebration. A special ceremony will take place on the 1st Tee at 7:10 a.m., with a rendition of the National Anthem performed by the United States Fleet Forces Band Brass Quintet.
- **Navy Week x Truist Championship:** As part of Navy Week in Charlotte, taking place May 4-10, the Truist Championship will welcome active-duty Sailors throughout tournament week in celebration of service, leadership and community connection. Navy Week activations will be showcased on Friday, May 8, during Folds of Honor Friday presented by Coca-Cola Consolidated, featuring a performance of the National Anthem by the United States Fleet Forces Band Brass Quintet and a presentation of the national colors by a color guard comprised of USS Constitution Sailors and other surprise activations during the week. In addition, Sailors will serve as pin attendants on the 13th hole during competition, symbolizing the 13 stripes of the American flag.
- **PGA TOUR Fan Shop Discounts:** From Wednesday, May 6, through Sunday, May 10, eligible service members will receive a 10% discount at the PGA TOUR Fan Shop located near 2 Green. Valid military I.D. is required at the time of purchase.

Volunteers

Volunteer Appreciation Day will be celebrated tournament week on Wednesday, May 6. The Truist Championship is grateful to the volunteer force made up of 1,300 dedicated members of not only the Charlotte community but people who have traveled far and wide. Below are some key stats to celebrate the Truist Championship volunteer force:

Sustainability

The Truist Championship will bring new sustainability initiatives this year designed to help with on-site waste management.

- Truist is partnering with local nonprofit Envision Charlotte to have their Truist-funded mobile glass crush truck onsite at the tournament. Glass disposed of during the tournament will be converted into sand and repurposed for construction projects, landscaping, and other applications.
- Truist also plans to repurpose the mesh scrim used for fencing and branding into custom golf tees for creative purposes such as spectator giveaways, client gifts, and more.
- PGA TOUR is partnering with Crown Town Compost to collect food scraps and other compostable materials from the tournament, turning food waste into nutrient-rich compost locally.
- PGA TOUR is also donating excess food to Second Harvest Food Bank of Metrolina to provide meals to individuals and families across the NC and SC region.
- Atrium Health will feature 10 free refillable water stations and provide 5,000 sustainable drinkware to fans on a first come, first served basis redeemable at any Atrium Health first-aid station.
- Coca-Cola Consolidated will support on-site sustainability efforts through its “Bottles to Bottles” program. Branded recycling bins will be placed throughout tournament week in select fan areas, with tournament vendors transporting plastic, aluminum, and cardboard materials to Coca-Cola Consolidated facilities for recycling.

Honoring Moms at the Truist Championship

In honor of Mother’s Day on Sunday, May 10 fans are encouraged to wear purple to celebrate the national holiday. When fans enter the Main Entrance, [Champ the Retriever](#) will be handing out Mother’s Day flowers and commemorative pins to fans onsite.

Economic Impact

The Truist Championship annually has a significant economic impact on the region, with spending from hotels, fans, players and event buildout contributing to local growth. Additionally, the tournament’s broadcast exposure will be huge, reaching over 200 countries across 30 languages with 44 broadcast partners, showcasing Philadelphia to a global audience.

Small Business Impact

As Small Business Month begins, the Truist Championship offers a rare opportunity for Charlotte’s small businesses to capture a surge of visitors and harness national visibility that can create lasting momentum well beyond tournament week. This year, over 50 small

businesses are supporting the tournament. From signature local flavors to exclusive tournament merchandise, to helping honor Mother's Day with complimentary flowers, small businesses are bringing an authentic Charlotte experience to attendees.