

NEWS

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Club Car Championship at The Landings Golf & Athletic Club wins 2024 Tournament of the Year at annual Korn Ferry Tour Awards

The Landings Golf & Athletic Club named Host Facility of the Year

SAVANNAH, GA – Tournament officials announced today that the Club Car Championship at The Landings Golf & Athletic Club has earned the Korn Ferry Tour's prestigious Tournament of the Year Award following this week's annual PGA TOUR Tournament Meetings.

The Club Car Championship, operated by HNS Sports Group and played annually at The Landings Golf & Athletic Club in Savannah, Georgia, was recognized on behalf of its excellence in hosting a premier event across all facets of the tournament experience.

"We are excited to congratulate the Club Car Championship at The Landings Golf & Athletic Club on being named the 2024 Korn Ferry Tour Tournament of the Year," said Korn Ferry Tour President Alex Baldwin. "This event is widely considered one of the favorite stops on the Korn Ferry Tour each season amongst our players, fans and staff, and that is a testament to the incredible work from the tournament operator, HNS Sports Group, and the strong support and commitment from Club Car and The Landings Golf & Athletic Club. We are thrilled that the golf world was able to experience this premier tournament as it became a televised event in 2024, and we're elated to recognize its success by being named Tournament of the Year."

Tournament of the Year

- Delivered a first-class experience for players, caddies, sponsors, volunteers, fans and staff throughout tournament week
- Engaged with the greater Savannah community through strong charitable efforts, culminating in more than \$450,000 raised for charitable organizations in greater Savannah and beyond, bringing the tournament's seven-year total to more than \$1.6 million
- Provided an impressive fan experience, with a variety of activations leading up to and during tournament week, including a 5k, youth clinic, fan zone and Military Appreciation Day
- Increased sales efforts within the local and regional business communities, helping achieve 35% year-over-year revenue growth from 2023 to 2024
- Title sponsor (Club Car) hosted various business activities during tournament week for suppliers, partners and clients, including a "State of the Business" breakfast and a special pro-am specifically for Club Car's guests, in addition to working collaboratively with the tournament on a vendor program that supports the tournaments revenue efforts while generating money for charity

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- In 2024, became one of seven Korn Ferry Tour events to be televised on Golf Channel
- Deployed a strong year-round marketing, public relations and social media plan to promote tournament efforts and initiatives and drive fan engagement
- Offered an elevated on-site hospitality experience and utilized clean tournament signage
- Had a vast and dependable volunteer contingent, led by engaged volunteer chairmen who were consistently well-trained and prepared for competition days

In additional news, The Landings Golf & Athletic Club became the winner of the Korn Ferry Tour's first-ever Host Facility of the Year Award for demonstrating exceptional performance and engagement in contributing to a best-in-class experience for players, caddies, sponsors and other key tournament constituents.

Host Facility of the Year

- Winner of the first-ever Host Facility of the Year Award
- Led by Executive Director of The Landings Golf & Athletic Club Steven Freund, the entire staff consistently displayed incredible passion for and was actively engaged with all facets of the tournament
- Played a central role in contributing to the outstanding experience for players, caddies, title sponsor, tournament sponsors and other key constituents
- The club provided generous hospitality for Korn Ferry Tour players through dining, access to club amenities and a housing program in partnership with members of the club
- Approximately 90% of the tournament's volunteers were members of The Landings Golf & Athletic Club, indicative of the Club's active and engaged membership
- New in 2024, The Landings Golf & Athletic Club provided additional benefits to the caddies through a caddie hat sponsorship
- In addition to investing as the presenting sponsor of the event, The Landings Golf & Athletic Club also served as a partner in supporting the investment that enabled the tournament to be televised on Golf Channel

The 2025 Club Car Championship at The Landings Golf & Athletic Club is March 31 – April 6, in Savannah, Georgia, at The Landings Golf & Athletic Club's acclaimed Deer Creek Course.

For more information about the Club Car Championship at The Landings Golf & Athletic Club, including tickets, sponsorship and volunteer opportunities, please visit the tournament's website at clubcarchampionshipattlc.com.

To stay connected about the Club Car Championship at The Landings Golf & Athletic Club on social media, follow the tournament on X (Twitter), Instagram and Facebook at [@clubcarchamp](https://www.instagram.com/clubcarchamp).

About Club Car Championship at The Landings Golf & Athletic Club

The Club Car Championship at The Landings Golf & Athletic Club is an official event on the Korn Ferry Tour, and is owned by Tournaments for Charity, Inc., a Georgia non-profit corporation, and operated by HNS Sports Group. The event features a purse of \$1,000,000 and the tournament is conducted to showcase the best golf on the Korn Ferry Tour on one of the premier venues on Tour, The Landings Golf & Athletic Club – Deer Creek Course, for the enjoyment of spectators and to benefit charitable organizations in Savannah and beyond. All four rounds of the Club Car Championship are broadcast on Golf Channel. The tournament is one of only three regular-season events on the Korn Ferry Tour to air on network television. For more information, visit our website at www.clubcarchampionshipattlc.com.

About Club Car

With over 60 years of experience of innovation and design in producing small-wheel vehicles, Club Car is a leading manufacturer of gas and electric golf, utility and personal transportation vehicles. Since 1958, the Club Car product portfolio has grown to include much more than golf cars, now encompassing

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vehicles for commercial and consumer markets, built with an uncompromised desire for superior safety, quality, and performance. As a global leader in sustainability and electrification, the Club Car Vehicle Group includes luxury electric vehicle brand, Garia, and lightweight electric utility vehicle brand, Melex. Garia and Melex product portfolios share similar characteristics of reliability, thoughtful design, and proven performance. Club Car Vehicle Group is proud to be on the forefront of environmentally responsible Zero Emission Vehicle (ZEV) technologies. For more information, visit www.clubcar.com.

About The Landings Golf & Athletic Club

The Landings Golf & Athletic Club is a private, residential golf and athletic club dedicated to providing an enriching Club experience which enables our members to enjoy a fun, personally rewarding, and fulfilling lifestyle. Located 12 miles from historic Savannah, Georgia, The Landings Golf & Athletic Club offers members access to six championship golf courses, two of which were designed by Arnold Palmer himself. The Club's Deer Creek Course annually hosts an Official Korn Ferry Tour event, The Club Car Championship at The Landings Golf & Athletic Club, welcoming some of the best golfers in the world to The Landings Golf & Athletic Club each spring. The Club also boasts 31 tennis courts, 15 pickleball courts, eight bocce courts, ten unique dining options, five clubhouses, five swimming pools, and a 52,000 sq. ft. wellness center. Our welcoming community, robust golf & court sport tournaments, and unique member events make our Club the most desirable private residential golf, athletic, and social club in the Southeast.

About Korn Ferry Tour

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops golf's next stars, preparing them to compete and win on the game's biggest stage. The Korn Ferry Tour, which has served as a path to the PGA TOUR since its inception, annually awards PGA TOUR cards based off its points list, with the No. 1 player earning exemptions into the following year's PLAYERS Championship and U.S. Open. With more than 650 PGA TOUR titles, 32 major championships and eight FedExCup champions, Korn Ferry Tour alumni make up 83 percent of the PGA TOUR's current membership. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for PGA TOUR cards, visit PGATOUR.COM or follow the Korn Ferry Tour on social media. Ten Korn Ferry Tour events in 2025 are televised on Golf Channel in the United States, with tournament coverage available internationally in more than 170 countries and territories via 23 media partners.

About HNS Sports Group

HNS Sports Group is well-positioned to assist companies that find value in the golf industry and build and execute comprehensive golf branding or sponsorship strategies. Effectively understanding the golf marketplace today is a significant challenge, the HNS Sports Group team possesses over 125 years of collective experience that is applied to lead companies in their efforts to maximize value from golf sponsorship and event participation. To learn more about HNS Sports Group, visit www.hnssports.com.

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