

# LEVERAGING SPORTS TO GROW RELATIONSHIPS

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KEENAN POLAN

Director of Sales for the Barracuda Championship



# AGENDA

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- Introduction
- PGA TOUR Overview
- Barracuda Championship Overview
- Community Pillars
- Behind the Scenes
- Relationship Building
- Leveraging Sports
- Testimonials
- Questions





# ABOUT ME

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## PERSONAL

- Wife Ashley and daughter Nova
- Born in Susanville, CA
- Grew up playing sports

## COLLEGE

- Attended University of Nevada from 2007 – 2011, Management, College of Business

## WORK

- Reno Bighorns
- Barracuda Championship

## COMMUNITY WORK

- College of Business Alumni Assoc.
- BBBS – Big Brother and YPC Committee Member
- Disability Resources/New2U Computers
- High Fives Foundation
- IGA Council, PGA TOUR



## PGA TOUR BY THE NUMBERS

47 ANNUAL  
EVENTS

\$3.21 BILLION  
DONATED TO  
CHARITY

90 ACTIVE  
INT'L  
MEMBERS

28  
COUNTRIES  
OUTSIDE US



# THE BARRACUDA CHAMPIONSHIP

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## PGA TOUR & DP WORLD TOUR GOLF TOURNAMENT

Taking place July 11 – 17, 2022 at Old Greenwood Golf Course in Truckee, California, we are the area's only tier-1 professional sporting event.

## DEFENDING CHAMPION

Erik van Rooyen – his first ever win on TOUR. Hailing from South Africa, van Rooyen boasts 3 additional international victories and finished out 2021 with a 22 FedExCup ranking.

## TOURNAMENT FACTS

- Having started in 1999, the 2022 Barracuda Championship will be the 24<sup>th</sup> year of the Barracuda Championship in the region
- The tournament is played in the Modified Stableford format
- The tournament is operated by the Reno-Tahoe Open Foundation, a 501(c)3 nonprofit organization



# BARRACUDA BY THE NUMBERS



**OVER \$4.7  
MILLION DONATED  
TO CHARITY**

**ROUGHLY 800  
VOLUNTEERS**

**OVER 190  
SPONSORS &  
PARTNERS**

**BROADCAST IN  
OVER 227  
COUNTRIES**

# PILLARS

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DIVERSITY, EQUITY & INCLUSION

MILITARY/FIRST RESPONDERS

SUSTAINABILITY





# BEHIND THE SCENES

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- Revenue
  - Hospitality
  - Pro-Am
  - Sponsorship
- Operations
  - Build
  - GOLF Channel
  - Volunteers
- Players/Purse
  - \$3.7 million
  - 156 players
  - Cut – 65 + Ties





# RELATIONSHIPS

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- Meet people
- Grow your network
- Build rapport
- How can you help?
- Add value
- Make connections, generate referrals





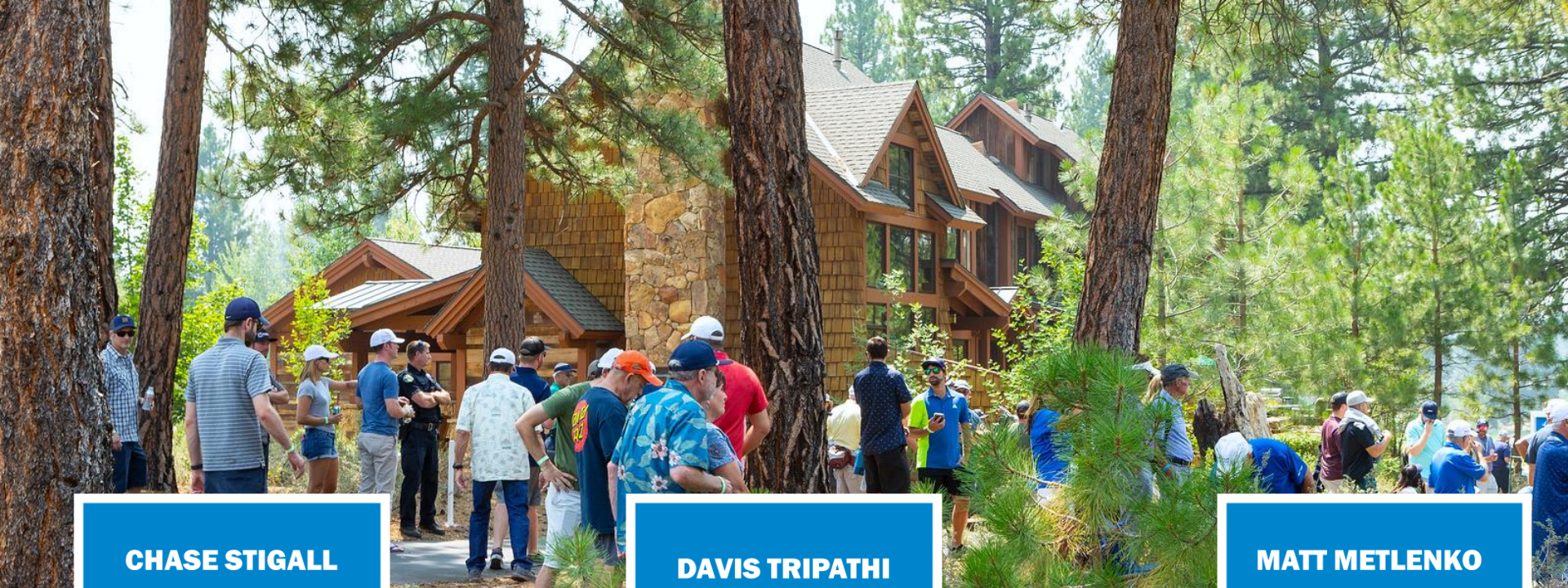
# LEVERAGING SPORTS

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- Bring people together
- Atmosphere
- Facetime
- Experience





## CHASE STIGALL

Vice President of  
Player Development  
Caesars  
Entertainment

The pro-ams with PGA TOUR professionals, incredible food and beverage in hospitality and a great branding opportunity for Caesars Entertainment are all factors in why we have been proud to partner with the Barracuda since it's inception in 1999.

## DAVIS TRIPATHI

Account Executive  
Barracuda  
Networks

For the past five years I have leveraged the Barracuda Championship Pro-Am to get prospective/existing customers into a relaxed and fun environment. Golf is an ideal way to get customers undivided attention and build trust and rapport during the time spent together.

## MATT METLENKO

Assistant Branch  
Manager  
EDGES Electrical

The Barracuda Championship provides an exceptional experience for our customers as well as our team at EDGES Electrical Group. It has become the most anticipated and rewarding event of the year.

# THANK YOU!

KEENAN POLAN

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