

WORLD LONG DRIVE

PRESS RELEASE



World Long Drive Teams Up with TrackMan Golf to Launch Virtual, Prize-Backed Tournament

A promotional graphic for the World Long Drive Virtual Tournament. On the right side, there is a black and white photograph of a golfer with long hair, wearing a cap and a patterned shirt, looking upwards. On the left side, there is text. At the top left, the WLD logo is next to the word 'TRACKMAN'. Below that, the title 'WORLD LONG DRIVE VIRTUAL TOURNAMENT' is written in large, bold, red letters. Underneath the title, there is a paragraph of text: 'Join the competition from any Trackman location and take your shot at winning \$1,000 in monthly cash prizes. Top 50 per division (men and women's) will advance to WLD Virtual Finals in September.' Below this is another line of text: 'FINALS PRIZE POOL IS \$25,000 WITH THE TOP 5 TAKING HOME CASH!'. At the bottom left, there is a red rectangular button with the text 'REGISTER TODAY' in white. At the very bottom, there is a line of text: 'Visit WorldLongdrive.com on how to sign up, rules and regulations.'

[Click Here](#) for Digital Assets

ATLANTA (May 16, 2023) – World Long Drive (WLD), owned by GF Sports & Entertainment, today announced a partnership with TrackMan Golf to launch an international WLD virtual tournament this summer designed to allow golfers of all levels to compete in World Long Drive.

From casual to avid golfers, all participants will be able to take part in the competition at any TrackMan Golf location worldwide for a chance to win \$1,000 across three separate, monthly tournaments. Thereafter, the top 50 male and 50 female long drivers from June, July, and August will advance to the WLD Trackman Virtual Finals in September for a chance to win a combined prize pool of \$25,000, with the top five taking home cash.

“If you have ever wanted to test your swing at long drive, it’s now easier than ever,” said Shawn Tilger, President of GF Sports & Entertainment. “As we continue to grow and broaden the game, we believe that it is imperative to create opportunities for fans to put their own skills to the test.”

Each competitor will have two minutes and 30 seconds to drive six balls, and their longest drive will count as their final score. Hitters must become a WLD virtual member (\$25 one-time fee) and pay a \$50 tournament entry fee to participate. Each participant can hit as many rounds as they would like throughout the three months to get their best drive.

“As the tour-proven leader in golf technology, TrackMan is always seeking new ways to create a better game,” said Bernd Larsen Linde, VP of Marketing at Trackman. “We are happy to help the World Long Drive tournament use TrackMan simulators as a competition platform, allowing long hitters everywhere a chance to compete against the best in this up-and-coming side of the sport.”

For more information, please visit worldlongdrive.com/virtualtournament.

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About World Long Drive:

The World Long Drive Championship is the largest annual domestic professional golf event not associated with the PGA of America, the PGA Tour, or the LPGA. It was first held in 1974, and since 2000 consisted of Open, Women's, Seniors (over-45s), and Amateur events. The World Long Drive tour is comprised of over 12 events domestically and over 30 events internationally all culminating for the season finale World Long Drive Championship. World Long Drive tour and championship is owned and operated by GF Sports and Entertainment based out of New York, NY.

World Long Drive has partnered with PIVOT Agency out of the San Francisco Bay area to reintroduce the brand and sport into the corporate market leveraging partner relationships.

PIVOT Agency is a full-service sports marketing agency, built at the nexus of brands and culture, and forming alliances between consumer brands, athletes, sports, the arts, causes, business and media. Today it has grown into four (4) unique and successful divisions, encompassing Property Representation, Brand Consulting, Travel and Hospitality. PIVOT's property division consults with top organizations in the sports and entertainment world including GF Sports & Entertainment, Pro Pickleball Association, Athletes Unlimited, Cedar Fair, OpTic Gaming, NRG, Spacestation Gaming, Illinois State University and a growing portfolio of professional and collegiate properties.

About GF Sports and Entertainment:

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns two of the ATP Tour's longest running American tennis tournaments, the Dallas Open and the Atlanta Open, as well as the National Lacrosse League New York Riptide. GF Sports & Entertainment also incubates new and emerging sport concepts, this includes Wolf Pack Ninjas, which operates ninja-focused events globally and just completed the purchase of World Long Drive, an international long drive tour.

GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit www.gfsportsandentertainment.com.

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