

## **World Long Drive Announces Partnership with ALT Sports Data to Introduce Regulated Sports Betting**

*Legal wagering on World Long Drive events to begin with  
WLD Kingsport August 26-28*

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**KINGSPORT, Tenn. (August 16, 2023)** – World Long Drive (WLD) today announced a multi-year partnership with ALT Sports Data, Inc. – the San Diego-based leader in trading and consumer data for action, alternative, and emerging sports. The official data distribution partner for WLD, ALT Sports Data will introduce regulated sports betting for long drive events.

The collaborative efforts between WLD and ALT Sports Data will allow sportsbook operators to create pre-event markets and manage in-game odds, giving fans a new way to connect with World Long Drive.

“The ability for fans to bet on our competitions is an exciting new element to World Long Drive and another avenue for growth in our sport,” President of GF Sports & Entertainment Shawn Tilger said. “With ALT Sports Data, World Long Drive is now eligible to be offered to every major sportsbook around the world.”

The debut of betting on WLD events begins with the first nationally televised competition of 2023: WLD Kingsport (August 26-28). Bettors from Colorado, Tennessee, and Wyoming will have the opportunity to wager on the men’s Open Division, the Women’s Division, and the Senior’s Division online via BetMGM. World Long Drive expects to expand into additional states in the near future.

Along with pre-event bets, sportsbooks will be able to offer live odds and betting options based on the competition. Each individual sportsbook operator will determine what bets to offer. Wagers can be made on:

- Tournament winner
- Player finish
- Match Play head-to-head winners
- Total yardage in a set (over/under)
- Number of balls in play/out of bounds (over/under)
- Longest ball in a set, group, or event
- Winner of a group (groups of 16)

“ALT Sports Data is committed to driving engagement to World Long Drive, capitalizing on their unique brand and innovative approach to the sport,” Co-founder and CMO of ALT Sports Data Todd Ballard said. “Legal sports betting offers a way to bring in new fans to a sport that’s already seen tremendous success. Adding legal gambling to a fast-paced, high-energy sport like World Long Drive will accelerate the brand to reach new heights.”

This announcement comes after World Long Drive agreed to an exclusive partnership with U.S. Integrity, a leading technology-driven sports wagering monitoring company. The agreement will span the entirety of the 2023 calendar year and carry into 2024.

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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](http://www.gfsportsandentertainment.com).

**About ALT Sports Data, Inc.:**

ALT Sports Data is a leading source of official and unofficial alternative sports trading data unlocking millions of participatory fans and potential bettors for sportsbook operators, media platforms and event producers. This enables partners to offer real-time dynamic trading data

from a robust sports portfolio and engage with one billion global alternative sports fans. The proprietary trading platform covers the full wagering lifecycle for all offered events. Pre-match and live odds service generates independent, algorithm-driven, and mathematically correct betting markets using dedicated models. Where available, specialist sports seamlessly incorporate in-play betting markets aligned with the enthralling nature of the associated live sports.

For more information about ALT Sports Data, visit [www.altsportsdata.com](http://www.altsportsdata.com).

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