

Montucky Cold Snacks Named Official Domestic Light Beer Partner of World Long Drive



NEW YORK (March 7, 2024) – World Long Drive (WLD) today announced a significant partnership with Montucky Cold Snacks, designating the brand as the official domestic light beer for the 2024 season.

The collaboration will see Montucky Cold Snacks prominently featured throughout WLD tour events and televised broadcasts, further enhancing the fan experience with its distinctive branding. Additionally, Montucky Cold Snacks will activate at select events, elevating hospitality offerings, sampling opportunities, and exclusive giveaways in designated hospitality areas to enrich the overall event atmosphere.

In a joint effort to engage audiences and offer unique insights, World Long Drive and Montucky Cold Snacks will collaborate on a compelling content series. This series will showcase Montucky Cold Snacks products while providing behind-the-scenes access and valuable perspectives into the dynamic world of World Long Drive.

"We are thrilled to welcome Montucky Cold Snacks as our official domestic light beer partner for the 2024 World Long Drive season," said GF Sports & Entertainment President Shawn Tilger. "Their commitment to enhancing the fan experience aligns perfectly with our vision, and we look forward to delivering exciting experiences for our audience together."

This partnership marks a new chapter for both WLD and Montucky Cold Snacks, and both are excited to embark on this journey to elevate the sport of long drive while offering unparalleled experiences for fans.

"As a brand rooted in the outdoors committed to always putting fun first, a partnership with World Long Drive is a perfect match," said Montucky Cold Snacks Vice President of Marketing Seamus Gallagher. "Even at the highest level of athleticism, it's obvious the long drivers are having more fun than anyone. We're beyond excited to bring a little of our good-timing Montana ways to the spectators on tour and at home."

The World Long Drive season tees off March 17-18 in Huntington Beach, California, and will finish with the World Championship, held at Bobby Jones Golf Course in Atlanta, in August.

###

About Montucky Cold Snacks:

Montucky Cold Snacks was founded in 2012 by two young Montanans who were tired of their day jobs and wanted to create a business and product that they were passionate about. Our American Style, 'Cold Snack' Lager is a light, effervescent, sessionable beer, designed to be crisp, clean, and refreshing like a gurgling mountain stream. With an ABV of 4.1% and just 102 calories per 12 oz. serving, no corn syrup, no corn or rice fillers, and a vegan friendly recipe, our beer's charmingly simple snackability is perfect for the river,

ski hill, taking Rover to the park, or really any other adventures you have! Plus, as a brand rooted in the outdoors bringing people together, you can feel top notch knowing that MCS supports charities, nonprofits, and local causes via in-kind and cash sponsorships and donations.

MCS is 100% American Made. Visit us online at montuckycoldsnacks.com to check out our most recent vibes, merch, and news. We hope you enjoy our beer as much as we enjoy making it. Thanks for your support and keep snackin'!

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 nine 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.

Contact:

Jonathan Deutsch | Tony Fay PR | 469.534.8525 | jonathan@tonyfaypr.com
Reeves Eddins | Tony Fay PR | 901.647.9697 | reeves@tonyfaypr.com

**TONY
FAY** | PUBLIC
RELATIONS

   @TONYFAYPR | TONYFAYPR.COM

Tony Fay PR | 2626 Cole Ave, Ste 300, Dallas, TX 75074

[Unsubscribe info@tonyfaypr.com](mailto:info@tonyfaypr.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by news@tonyfaypr.com powered by



Try email marketing for free today!