

HAVAS Play

THE RYDER CUP



Sept 26–28, 2025
Bethpage Black, NY

FROM ROAR TO RESULTS

KEY MOMENTS: EUROPE'S HUGE FRI-SAT CUSHION: SHANE LOWRY CLINCHES RETENTION

- Crowd scale: 250k+ spectators (weeklong)
- Economic impact: ~\$200M NY State; ~\$160M Long Island; around 1,000 jobs.
- TV impact: NBC/Peacock avg 3.22M (U.S. Sunday); Sky Sports' most-watched weekend (8.8M across portfolio).



**NYC TAKEOVER:
"RYDER CUP LIVE"
AT ROCKEFELLER
CENTER FAN ZONE.**

15-13

FIRST AWAY WIN FOR EUROPE SINCE 2012



Captains:

Keegan Bradley (USA),
Luke Donald (Europe).



- **Bethpage:** Public "People's Country Club," Tillinghast design; fans camp for tee times.
- **Fan culture:** Electric... and edgy (with some criticism of spectators' behavior).

PARTNERSHIPS WITH REAL IMPACT

Ideas brands should take note of for 2027

Ryder Cup's agentic AI, Outcome IQ, delivered dynamic insights to enhance the fan experience across broadcast, digital, and social channels.

Key partner of the Ryder Cup: In 2025, the Ryder Cup showcased the BMW iX3 at the Par 3 14th hole, drawing attention on TV in a unique way.



The Nicklaus-Jacklin Award presented by Aon honors the Ryder Cup player who best embodies sportsmanship, teamwork, and wise decision-making. Tommy Fleetwood 2025 Winner

Highlighted the presence of the Rolex GMT-Master II among captains and players.



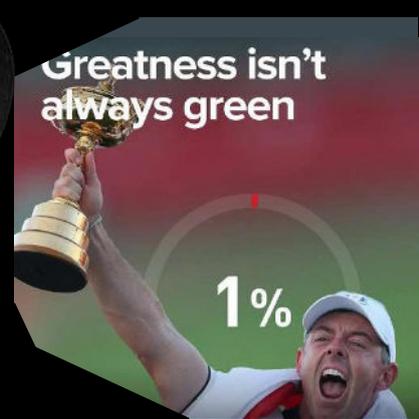
WORLDWIDE PARTNERS OF THE RYDER CUP



PRESSURE, MEASURED

Does data make drama deeper or distract?

WHOOOP, THE OFFICIAL HEALTH AND FITNESS WEARABLE OF THE RYDER CUP 2025, USED REAL-TIME DATA TO DEEPEN FAN ENGAGEMENT AND STRENGTHEN ITS PRESENCE IN GOLF.



FAN ACCESS:

NBC will showcase WHOOP Live heart rate data from players during broadcasts.

AMBASSADORS:

Golf stars like Justin Thomas and Tyrrell Hatton wear WHOOP devices.

ACTIVATION:

Multi-channel strategy across broadcast, social media, branding, and press.

POSITIONING:

Reinforces WHOOP's role in golf's elite performance ecosystem.

STYLE AS STRATEGY

Does what you wear change performance or just perception?

PARTNERSHIP WITH TEAM EUROPE HIGHLIGHTS THE BRAND'S LUXURY STATUS AND ELEVATES GOLF AS A SPORT OF STYLE.

- Emphasizes timeless elegance and exceptional fabrics
- Highlights discreet luxury
- Positions golf as a refined lifestyle
- Reinforces golf as a sport of style and sophistication



VS.



OUTFITS THE 2025 U.S. TEAM WITH PERFORMANCE-READY UNIFORMS BLENDING CLASSIC AMERICAN STYLE AND TEAM SPIRIT.

- Uniforms and outerwear for play, plus tailored ceremony attire
- All-American Red, White & Blue designs
- Commemorative pieces like Polo Bear and "13th Man" shirts
- Emphasizes team pride and Ryder Cup spirit

