

THE BRIDGES CUP

PROSPECTIVE HOST VENUE INFORMATION



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Established 2022



The Bridges Cup is the premier mid-amateur golf matches, uniting elite players from around the world in a Ryder Cup - style competition held at world-class golf courses.

Through friendly competition and camaraderie, the event aims to showcase exceptional talent on renowned global courses, fostering international goodwill and sportsmanship. The Bridges Cup provides a platform for players to compete at the highest level of mid-amateur golf, while strengthening bonds between global golfing communities.



HOSTING THE BRIDGES CUP



The Bridges Cup brings 24 top mid-am players from the world's best clubs to compete in a Ryder Cup-style event. Each Bridges Cup is featured in GOLF.com and GOLF Magazine before, during, and after the event, along with coverage via the Bridges Cup website and social handles. Each host club also gets the rights to use the significant amount of content created during the event. By hosting the Bridges Cup, a club and the hosting sponsors receive unparalleled media exposure.

THE PLAYERS

The Bridges Cup committee hand-picks the most elite field of participants from the most prestigious golf clubs from around the world. The fields feature players who have won USGA events, participated in major championships, and won exclusive invitationals. A number of Bridges Cup players are also Top 100 course panelists, meaning they are well traveled and have a discerning eye for golf course architecture.

THE EXPERIENCE

The Bridges Cup committee creates a curated first-class experience which is unparalleled in amateur golf, making it one of the most sought-after invitations in golf. No other amateur golf event takes care of the player experience like the Bridges Cup. No stone is left unturned from the moment players leave their home country to the time they return, making the Bridges Cup a truly unforgettable experience that rises above all other events on the mid-amateur calendar.



SCHEDULE & MATCHES



DAY ONE:

Player Arrivals
Welcome Dinner

DAY TWO:

Practice Rounds
Team Media Day

DAY THREE:

Session One - Fourball Morning
Five Fourball Matches will be played with a total of 5 points available for the session

Session Two - Foursomes Afternoon
Five Foursomes Matches will be played with a total of 5 points available for the session

DAY FOUR:

Session Three - Fourball Morning
Five Fourball Matches will be played with a total of 5 points available for the session

Session Four - Foursomes Afternoon
Five Foursomes Matches will be played with a total of 5 points available for the session

DAY FIVE:

Session Five - Singles
Twelve Singles Matches will be played with a total of 12 points available for the session





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FORMAT



The matches are played over three competitive days. The first two tournament days includes fourball and foursomes matches and the final day includes twelve singles matches.

FOURBALL

In four-ball, each member of a two-man team plays his own ball, so four balls are in play on every hole. Each team counts the lowest of its two scores on each hole, and the team whose player has the lowest score wins the hole. If the low scores are tied, the hole is halved.

FOURSOMES

In foursomes, each two-man team plays one ball per hole with the players taking turns until each hole is complete. Players alternate hitting tee shots, with one leading off on odd-numbered holes, and the other hitting first on even-numbered holes. The team with the low score on each hole wins that hole. If their scores are tied, the hole is halved.

SINGLES

In singles, each match features one player from each team. The player with the lower score on each hole wins that hole. If their scores are tied, the hole is halved.

SCORING

Each match is worth one point. The team with the most points wins the Bridges Cup. If the matches end in a tie, the team holding the Bridges Cup retains.

POINTS

There are a total of 32 points available over all four sessions, each of which is worth one point. There are no extra holes in Bridges Cup matches. If the two sides are tied after 18 holes, half points are awarded.



HOST VENUE



THE BRIDGES CUP

Annually, the Bridges Cup brings players from the world's best golf clubs to compete in a world-class team championship. Each year the cup is featured extensively on GOLF.com and in GOLF Magazine. The lasting impressions and connection to the Bridges Cup never ends. Each host club also has rights to utilize significant amounts of content created by our media teams, and the host venue receives unparalleled media exposure throughout.

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MINIMAL IMPACT



The Bridges Cup is an elite mid-amateur Ryder Cup style competition played over four days (1 practice day, and 3 competition days). The field includes 24 competitors, 4 - 6 captains, along with tournament and media staff, with a total on site persons of approximately 50 people. While spectators are encouraged, these are limited to members and their guests and are exclusively invited by the host venue. There are no hospitality or viewing structures to be built, beyond signage, and the event is designed to be very low impact to the host venue. The course opens back up for member play following the singles matches on the final day.

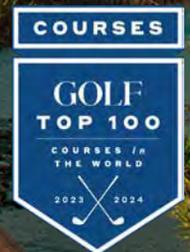


2022 NINE BRIDGES

JEJU ISLAND, SOUTH KOREA



From the inaugural event, The Bridges Cup established itself as a premier amateur event and the pinnacle of the mid-amateur team matches. The Club at Nine Bridges was the perfect host for the first event, setting the expectations of excellence from the start. The club has been one of the mainstays in the world top-100 since opening in 2001.



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2023 LES BORDES

SAINT LAURENT NOUAN, FRANCE



The Bridges Cup is hosted in year two at one of the best golf courses in mainland Europe, Les Bordes. Immediately after opening, this Gil Hanse masterpiece quickly jumps into the world top-100 and will continue to rise in years to come. Each year the event embraces the local culture and builds legacy of the event, year two was no exception. The French influence on the event was seen in all aspects of the event throughout the week.

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2024 Haesley Nine Bridges

YEOJU, SOUTH KOREA



The third edition of the Bridges Cup was held in the fall of 2024 at the impressive Haesley Nine Bridges, located just outside of Seoul, Korea. Haesley is one of Korea's most exclusive and revered private members clubs, annually recognized amongst the very best golf courses in Asia. The services, amenities, and golf experiences are world class and will be on showcase throughout the 2024 Bridges Cup week.

UNPARALLELED REACH



GOLF.com understands its audience and listens to its partners to ensure content is created and distributed effectively and efficiently. GOLF's data-driven approach allows them to continuously optimize their strategy, which means they consistently create products and content that attract, grow, and engage an avid audience. GOLF has an unparalleled reach, audience and amplification.

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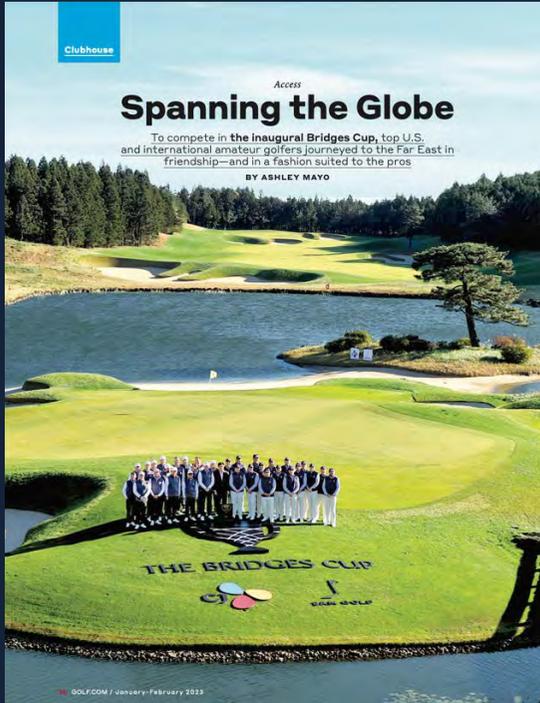
1.6M

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Spanning the Globe

To compete in the inaugural Bridges Cup, top U.S. and international amateur golfers journeyed to the Far East in Friendship—and in a fashion suited to the pros

BY ASHLEY MAYO

GOLF.COM / January/February 2023



“This event, however, would need to feel far different from others on the amateur circuit. It would treat its competitors like top-tier pro golfers—each player would receive uniforms and travel gear ahead of getting flown to the venue. Once on site, the golfers would play a course worthy of hosting a premier professional event. Nine Bridges, which is South Korea’s top-ranked course, is meticulously maintained and offers a variety of holes that test every part of a golfer’s game. The course would be peppered with scoreboards, the competitors would get interviewed during and after their rounds and all meals and logistics would be seamlessly taken care of. To play in the Bridges Cup would be to understand what it’s like to compete in the most professional team events.

The amateur golfers who competed in this tournament were handpicked by each team’s playing captain—Team U.S.A.’s Hoy McGarity, president of H&M Golf, and Team International’s Simon Hob, CEO of the Netherlands-based holding company Top 100 Golf BV. When identifying potential participants, the captains valued a player’s golf résumé (previous tournament results, affiliated clubs, number of courses played, etc.) and personality to ensure this debut event was successful in terms of quality of play and overall atmosphere. The Bridges Cup would create around scores of courses, but it also needed to be wrapped with an unprecedented vibe.

The action at Nine Bridges began with a hot start from Team U.S.A., who led 13 to 7 over Team International after the first round of four-ball matches. Team U.S.A. went on to win 11 to 3 in the afternoon round of foursomes. On the second and final day of competition, Team U.S.A. won the morning

round of four-ball matches 15 to 7, and Team International squeezed out an impressive 16-to-6 win in the final round of foursomes. Team U.S.A., however, was the clear and ultimately claimed a commanding 64-to-41 win.

The week’s surprise triumph was less tangible than anything displayed on the leaderboards. The opportunity for amateur golfers to compete for their country, proudly wear team uniforms and collectively experience the uniqueness of golf in South Korea brought these participants, many of whom had never met each other, closer together than ever expected.

“This was easily the coolest experience of my life, and I feel fortunate to have participated in a number of cool experiences,” said Team U.S.A.’s Tom Mando, a member at Merion and the director of market development at InTown Golf Club. “I loved the effort to make this feel like a Tour-level event. Everything from the way to the course signage to being milled for nine holes really made it feel like we were part of something special.”

There are only eight bridges at Nine Bridges—the symbolic ninth represents the way golf connects people. The Bridges Cup in similar fashions will impact the amateur game and connect golfers in ways that few amateur championships do. As the event develops, its main goal will always be to offer an experience unmatched within the amateur golf space. But if this inaugural event serves as any indication, competitors will have home each year with moments and friendships that will shape them for far longer than anything that transpires on-site.

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GOLF

NEWS

U.S. wins second Bridges Cup, cruising to 19-11 victory over Europe

BY: ASHLEY MAYO | MAY 1, 2023



S AINT-LAURENT-NOUAN, France — It’s interesting to watch an event grow from one year to the next.

When I touched down in South Korea last October, I didn’t know what to expect during the first-ever Bridges Cup. What it delivered was spirited vibes and an impeccable host venue in Nine Bridges Golf Club. This year, for the second iteration of the Bridges Cup, those two qualities remained the same — laughter and friendship were the core of the event, and the venue in Les Bordes Golf Club proved to be just as strong. But the quality of competition grew significantly.

Team USA and Team Europe each had 12 competitors who were handpicked by their respective captains with the following three criteria in mind: Handicap Index and a strong history of tournament play; a respected reputation on and off the course; and quality of affiliated clubs. While Handicap Index was the third-most important quality ahead of the first Bridges Cup (to ensure the inaugural event was as fun to play as it was competitive), that quality became more significant this year at Les Bordes, making it



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 Les Bordes Golf Club

thebridgescup Team USA wins the 2023 Bridges Cup at
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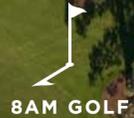


8AM Golf is an integrated collection of brands with the shared mission of supporting and celebrating golfers and the golf industry.

We value the traditions of the sport while encouraging innovative practices to help it grow.



8AM GOLF LEADERSHIP



HOWARD MILSTEIN, CHAIRMAN

A golf entrepreneur, innovator, and philanthropist, Howard Milstein launched 8AM Golf as the holding company that oversees and operates all of his golf assets. As Chairman of 8AM Golf, Milstein is Executive Chairman of the Nicklaus Companies, Publisher of GOLF Magazine, and Chairman of Golf Logix, Miura Golf, True Spec Golf, Club Conex and Chirp. All of these companies share a common goal of helping golfers enjoy the game before, during and after their rounds.

JUSTIN TIMBERLAKE, PARTNER

Justin is an investor and partner in 8AM Golf and leads creative initiatives across the 8AM portfolio of brands. As a songwriter, performer, actor and producer, Justin embodies effortless cool and is a globally recognized taste maker. He's one of the best-selling music artists in history and is also an avid and accomplished golfer. Justin's partnership with 8AM Golf, which began in 2020, will deepen his already-profound and rich interest in the sport of golf.

HOYT MCGARITY, PRESIDENT

Hoyt communicates and implements 8AM Golf's vision, mission, and overall direction as directed by the Chairman. Hoyt was a stand-out collegiate golfer at Lynn University before he played golf competitively on a number of professional tours. Hoyt co-founded Modern Golf in 2011, a Canadian club fitting company. In 2014, Hoyt became the CEO of True Spec Golf, a brand agnostic club fitting company, and in 2017, he became President and CEO of Miura Golf.



WHO ARE WE?

8AM Golf is owned by Emigrant Bank and oversees all Emigrant's golf related assets.

Emigrant Bank is the largest family owned and operated US Bank. It is owned by the Milstein family, led by Howard P. Milstein, who is the Chairman and CEO of the Bank and also the Chairman of 8AM Golf.

With approximately US\$7 billion in total assets and US\$1.3 billion in capital, Emigrant offers diverse financial services, including fine arts lending, sports franchise financing, and wealth management.

8AM has been developed not only as a standalone business, but also as a compliment to the wealth management and other specialty financial service lines of business operated by Emigrant. Its business model, like Emigrant's, is to focus on the best products, brands, and people in its business segment and accordingly optimize profitability.

The best people, brands, and platform in golf.

OUR BRANDS

8AM Golf invests in brands that empower golfers.



GOLF



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