



Beyond the Putting
Green: The PGA/LIV
Golf Merger

Note from the In-Room Director

Dear Delegates,

My name is Olivia Brownfield, and I am excited to serve as your director for *Beyond the Putting Green: The PGA/LIV Golf Merger*. As a freshman, I am beyond honored to be granted the responsibility of being your director for this conference. I am eager to see the ideas and creativity you all will undoubtedly bring to the table and watch all your arcs unfold in committee.

I am a freshman this year, majoring in Economics and International Relations. I participated in Model Congress and Model UN all throughout my high school career and am thrilled to be able to continue my journey in college. I have had the opportunity to attend conferences with the William & Mary Travel MUN team, as well as staff the incredible conferences that the organization hosts. In addition to the International Relations Club, I am involved in other organizations on campus and am always looking to get involved with something outside of my comfort zone.

I am excited to see the creativity and discussion you all will bring to the committee, and I hope you all find enjoyment in putting your own twists on the topic. I am so excited to see you all in Williamsburg this April for &MUN XII. I look forward to a weekend of lively discussion, twists and turns, and creativity. If you have any questions, comments, or concerns please do not hesitate to reach out. I am more than happy to help.

Sincerely,
Olivia Brownfield (she/her)
ombrownfield@wm.edu



Note from the Crisis Director

Dear Delegates,

I am pleased to welcome you to this year's iteration of &MUN. I am especially excited to chair this committee as golf is one of my favorite hobbies. I first started going to the range with my dad in Middle School and ever since then I try to play when I can. Moreover, this topic combines two of my favorite areas of interest: sports and politics.

Before delving into the topic, let me introduce myself. My name is Connor Gold and I am a Sophomore at William & Mary, and I will likely be studying Government with a minor in Marketing. I am originally from Marblehead, MA (about 40 minutes outside of Boston) and aside from being a member of IRC, I am on the men's rugby team here at the college. I am also a huge basketball fan (go Celtics) and enjoy catching a movie whenever I have free time.

My goals for this committee are to see a comprehensive plan for the future of professional golf at home and abroad. Regardless of your position's status in golf, everyone has skin in the game and everyone is vying for not only money but glory in one of the world's most prestigious sports. While some of you may not be golf enthusiasts, there are nevertheless key parallels between the realm of sports and the realm of politics. Thus, I am very excited to see a fruitful, intellectual, and riveting debate come Spring time.

Best wishes,

Connor J. Gold

Director, PGA Tour-LIV Merger

cjgold@wm.edu



Background

Content Expectations

Our committee deals with many topics in the realm of not only sports but politics as well. While criticisms of a nation's government may be warranted, any remarks about a nation's citizens, culture, or customs are never acceptable. The most important qualities to me are respect, professionalism, and substance. As long as all of these things are adhered to, I don't foresee any issues arising. Politics and sports are my two biggest interests, and I am genuinely excited about this committee. I believe that robust and open debates are the best; however, if delegates choose to abuse the dias's congeniality, then committee will become very sour very quickly. Furthermore, any violations of &MUN's codes of conduct will result in action taken by the USG and the &Secretariat.

Structural specifics

As a source of clarity, our committee will start on January 1st 2024, following the initial falling of the LIV-PGA merger. Anything that happens between January 1st and the start of &MUN will not automatically be incorporated into portfolio powers. Delegates may use anything happening over the 3-and-a-half-month period as inspiration for both front and backroom activity, but it will not automatically be a part of committee. Moreover, as crisis director, I may incorporate anything that happens after the official publication of this backroom guide as a source of updates, but this is of course at the discretion of the backroom.

Historical Background

Origins

In the 1880s, the United States experienced a surge of popularity in the game of golf. Historians generally recognize the St. Andrew's Golf Club, established in 1888 in Yonkers, New York, as the first modern golf club. Over the next few decades, more and more golf clubs were built and the number of golfers grew exponentially. By 1915, the New York Times reported that an estimated 600 golf clubs had joined the United States Golf Association. The New York Times also approximated that the nation had 2.5 million active members at private courses and 3.5 million players at public courses.

In 1916, Rodman Wanmaker initiated the formation of the Professional Golfer's Association of America (PGA of America). This association served to regulate and enhance standards of golf, as well as promote interest in professional golf. The association hosted several domestic tournaments and sent professionals to tournaments internationally. Within less than a century since its creation, the association had garnered approximately 30,000 members, consisting of golfers and teaching professionals.

The formal beginning of the PGA Tour began in 1968, "Tournament Players Division" split from the PGA of America and named Joseph Dey as its first commissioner. Today, the mission of the PGA Tour is to showcase "golf's greatest players" and uplift the golf

community as a whole. The PGA Tour Season hosts a number of events and tournaments each year. For example, the 2024 FedExCup Season is composed of 36 official events.

Since its founding, the PGA Tour has dominated the American golf world. The organization hosts frequent tournaments, accumulates prize pools worth millions of dollars, and hosts some of the largest golf tournaments in the world. Professionals in this league are given the opportunity to play in both US and international tournaments. In late 2021, however, a new league quickly gained the attention of the golf world.

The LIV Golf League emerged as a Saudi-funded upstart with former PGA Tour player Greg Norman at the helm. The league is backed by the Saudi Public Investment Fund (PIF), which invested a reported \$2 billion in the emerging league. Boasting its mission to “modernize and supercharge” the world of golf, the LIV Golf League introduced a new format of professional golf tournaments that contrasts the PGA Tour’s traditionalist approach. Notable approaches that the league has taken to differentiate itself from golf’s traditionalism include team competitions, shorter tournaments, no cuts in tournaments, and music at events.

Merger

The relationship between the two leagues before the merger could be described as bitter and volatile. The LIV Golf League lured PGA Tour players with the promise of large payouts, greatly surpassing any possible earnings in the PGA Tour. In response to these breakaway players, the PGA Tour threatened “disciplinary action” against PGA Tour players participating in the LIV series. Tensions further increased when the PGA Tour retaliated against the players who exited the PGA Tour for the LIV Golf League. Although the majority of players who left the Tour had already formally resigned, the PGA Tour officially banned the players from ever competing in a PGA-hosted event again, following the LIV Golf League’s first event.

In August 2022, numerous LIV players and the league itself sued the PGA Tour on the accusation that the tour had violated antitrust laws. In rebuttal, the PGA Tour brought a countersuit to the new league, claiming the league had performed improper interference by influencing PGA Tour players to breach their contracts.

In addition to accusations in the courtroom, critics of each league have been outspoken. LIV critics claim an ulterior motive was the true reason the league was formed, asserting the league is a way for the Saudi Arabian government to divert attention from numerous human rights violations. PGA Tour critics accuse the organization of utilizing monopolizing, strong-arm tactics to maintain its position as the foremost golf league in the United States.

After months of bitter tension and harsh rebuttals, the golf world was taken aback when, on June 6, 2023, the PGA Tour and the LIV Golf League announced that the two leagues were planning to undergo a merger. While the exact details of the deal are still tentative, some insight into the structure of this new alliance has been provided. Under this new alliance, the PGA Tour will remain a nonprofit organization and will maintain regulation over how the tournaments are played.

However, an emerging unnamed entity will obtain all of the PGA Tour's and the DP World Tour's commercial business and rights, as well as ownership of LIV Golf. These rights, like television rights, are a source of hundreds of millions for the PGA Tour annually. This entity will be controlled by a board of directors composed of three members of the PGA Tour's board and Yasir al-Rumayyan, the governor of the Saudi Public Investment Fund who oversees LIV. With the PGA Tour holding the majority vote, there is the opportunity for the PGA Tour to ultimately maintain control over its tournaments and its dominant position in the world of professional golf.

The framework of the agreement remains unsettled with very few concrete clauses. A caveat calling for the dismissal of existing litigation was satisfied. Other clauses that remain in negotiation include bans on recruiting players and nondisparagement agreements. The agreement initially included a non-solicitation provision, however at the urging of the Department of Justice, the clause was dropped. Antitrust experts advised that the clause could be cited as a threat to the integrity of the labor market by stifling the competition for players. Amidst ongoing antitrust investigations into the PGA Tour, the Department of Justice has promised to perform a careful and thorough review of the final negotiation agreement. The wealth fund backing the endeavor and the PGA Tour are also still in the works of determining what assets each plan to contribute to the new partnership.

With all eyes on the deal, pressure for a final agreement increased as the December 31, 2023 deadline approached. The PGA Tour, PIF, and DP World Tour agreed to extend the negotiation deadline into the new year.

Reactions

Following the announcement of the unexpected merger, there was an outpouring of concerns and opinions expressed about the new partnership. A split between members of the golf community, and even the government, accompanied the announcement and subsequent negotiation talks.

Shortly after the merger was announced, concerns about the deal were brought straight to Washington. Prior to the agreement, the PGA Tour had been undergoing investigation regarding potential antitrust violations. The investigation did not halt with the deal nor with the dismissal of the litigation that initiated the investigation. Rather, United States Senators Elizabeth Warren and Ron Wyden wrote a letter to the attorney general of the Department of Justice, urging the DOJ's Antitrust Division to carefully review the PGA-LIV deal.

In addition to legal concerns about the deal, Senators Warren and Wyden also echoed concerns from the public about entering a partnership with a league backed by Saudi Arabia. Many vocalized worries that the merger was being used to "sportswash" a sordid history of human rights abuses. 9/11 Families United, a group representing thousands of families and survivors of terrorist attacks, was outspoken at the Senate about the impending deal.

Players in both leagues also contributed their reactions to the conversation. LIV golfers expressed their support of the merger, with one player, Phil Mickelson, even tweeting, “Awesome day today.” Conversely, PGA Tour golfers expressed their disappointment and displeasure with the announcement. After months of bitter reactions toward breakaway players and failed poaching attempts, players who stayed loyal to the PGA Tour felt blindsided and betrayed by their organization. Many players were also disheartened to learn about the merger, especially after months of disparaging LIV Golf, especially in regards to Saudi Arabia’s human rights violations.

Current Situation

The present status of the PGA and LIV is contentious: to state the matter in very blunt and clear terms. While the situation is obviously more complex than this, there is no other way to articulate the nature of this committee in a simple way. Since 2021, the PGA Tour has had a strict policy to forbid any golfer who joined LIV from participating in future PGA tournaments. While this is different from the major tournaments, i.e. the Masters, U.S Open, etc., not playing on the PGA Tour makes it extremely difficult to achieve the ranking necessary to play in said tournaments. Nevertheless, there has been a lot of secrecy and confusion with the specifics of the merger. The two organizations at hand originally set a December 31, 2023 deadline for the merger but that has since been extended into 2024. The biggest change that would come with a merger is the creation of “NewCo”, a holding company that will own the multibillion-dollar television rights of the PGA Tour, LIV, and their European counterpart: DP World Tour. Under the current terms, NewCo will be overseen by a board overseen by Yasir al-Rumayyan with Jay Monahan, Jimmy Dunne, and Ed Herlihy. Al-Rumayyan currently leads the Saudi Public Investment Fund (PIF) which controls LIV and other ventures in various industries. Monahan is the current commissioner of the PGA, while Dunne and Herlihy are both prominent members of the board for the PGA Tour.

In terms of the two entities' sentiments towards one another, the PGA Tour has accused LIV of being an attempt from the Saudi government to ‘sportswash’ its poor treatment of women, political dissent, and the LGBTQ community. Sportswashing is defined as the attempts of a state to use athletics as a method of expunging its unfavorable reputation. On the flip side, LIV has sued the PGA Tour for monopolistic behaviors and violating antitrust laws. This came in 2022 when the U.S. Department of Justice launched a probe into the PGA Tour. Furthermore, as of July 2023, the DOJ has said it will investigate any merger between the PGA Tour and LIV in potentially orchestrating unlawful business practices.

While the PGA Tour is held with infinitely higher prestige and esteem, its purse is nothing compared to the PIF which possesses hundreds of billions of dollars. LIV also has a much different style than the PGA Tour, including looser dress codes, shorter tournament times, and loud contemporary music being blasted during play. However, attendance for LIV events is still substantially lower than the PGA Tour, despite acquiring star golfers like Brooks Keopka, Phil Mickelson, and Jon Rahm. The dilemma that faced many professional golfers was the choice between glory and money. However, the current merger could potentially allow players to compete for both.

Moreover, many people in the PGA resent the golfers who abandoned the Tour in exchange for the extravagant paychecks LIV offered. This frustration is only fueled by the fact that many golfers who left the Tour for LIV money will have the opportunity to compete in PGA tournaments after previously being told that this would never be allowed. Much of this resentment also stems from the somewhat secretive nature of the deal and Jay Monahan’s inability to clearly articulate the primary catalyst for the new mentality towards LIV. The

primary speculation is that the PGA Tour does not have the money to keep its star players from the PIF. Furthermore, LIV knows merging will offer them the one thing the Tour has that money cannot buy: a reputation built upon years of history, tradition, and glory.

Questions to Consider

Structural Questions

1. How should the golf community address the human rights concerns in Saudi Arabia? Should the PGA address them, or should they hold an apolitical stance?
2. Should golfers who left the PGA for LIV be allowed to compete in tournaments if a merger were to occur?
3. If a merger were to occur, who should govern the organization?

Ideological Questions

1. How are sports and politics interconnected and to what extent should they be mutually exclusive?
2. What is the cultural importance behind not only sports but sports idols and heroes?
3. Considering the inherently conservative nature of golf, should the sport evolve for the future or hold to its decades-old methods?

Tiger Woods

Tiger Woods is a renowned American professional golfer, widely regarded as one of the greatest in the history of the sport. He is tied for the most wins all-time on the PGA Tour and is second all-time in major victories. Known as the face of professional golf for the better part of three decades, no other golfer has had as much of an impact on the sport, the identity of professional golfers, and the PGA Tour as him. Tiger has served on the tour's policy board for over a decade and has arguably the most sway of any person on the PGA Tour.

Jay Monahan

Jay Monahan serves as the current director of the PGA Tour, a position he has held since 2017. Over the course of his tenure, he has seen the exponential growth of interest in professional golf and has pushed the tour in a more modern direction. Monahan has been central to the negotiations between LIV Golf and its partners. Historically, he has been quite a controversial figure among the professional golf community, but there is no doubt that he wields significant control over the future of the PGA Tour and its ongoing negotiations.

Yasir Al-Rumayyan

Yasir bin Othman Al-Rumayyan is a Saudi businessman who is governor of the Public Investment Fund (PIF), the sovereign wealth fund of the Kingdom of Saudi Arabia. He also serves as the chairman of the English football club Newcastle United and the chairman of the state-owned petroleum company Saudi Aramco. He is also one of the lead negotiators and directors of LIV Golf. He and Jay Monahan are the respective heads of their organizations and are the two main negotiators in the PGA Tour - LIV Golf deal.

Phil Mickelson

One of the most charismatic golfers in the history of the sport, Phil Mickelson was known as one of the fan's favorites over his career on tour, on his way to winning six majors and 45 wins on the PGA Tour. However, "Lefty" would become the catalyst for the emergence of LIV Golf. He was the first major signing of the organization and would become the most prominent player on LIV Golf. His brash attitude towards the PGA Tour and his gambling problems have made Mickelson one of the most divisive players in professional golf.

Rory McIlroy

Former world number one and four-time major champion, Rory McIlroy has become one of the key players on the PGA Tour side of the negotiations. A young prodigy from Northern Ireland, Rory has taken a new role as the outspoken voice of the players on the PGA Tour following many of Tiger's recent problems. After recently resigning from the PGA Tour's policy board, there are many questions about Rory's role and outlook over the next few years toward LIV Golf.

Greg Norman

“The Shark” from down under, was once the the face of the PGA Tour in the late 1980s and early 1990s. As chairman of the Greg Norman Company, he has begun new careers in apparel, interior design, real estate, wine production, private equity, and golf course design. However, more recently, he was appointed as the CEO of LIV Golf. His actions helped gain some of the first signers with the new league, but recently he has started to take a back seat during most of the negotiations.

Jack Nicklaus

Arguably considered one of, if not, the greatest golfer of all time, Jack Nicklaus is an icon of the sport. Growing up just outside of Columbus, Ohio (just down the street from one of your backroom staff), “The Golden Bear” reached the pinnacle of the sport. Holding the most all-time major championship victories at 18, with 73 PGA Tour wins, he has become the face of the old guard of the sport. His comments, like Tiger, carry significant weight among the professional golf community and he has not been hesitant to share his opinion throughout his career.

Fred Ridley

Former professional golfer, Fred Ridley has become one of the most important figures in the sport, due to one thing: The Masters Tournament. Arguably the most important tournament in the world, The Masters at Augusta National Golf Club, has risen to be the most culturally significant event in golf. Ridley now acts as the chairman of Augusta National Golf Club and can control eligibility, format, and invitations, which can determine who will walk away with the green jacket.

Jordan Speith

Former world number one and three-time major winner, Jordan Speith, is one of the younger faces of the PGA Tour. His relationship with Tiger Woods, Justin Thomas, and the PGA Tour will be central to his role. He is one of two current players on this committee who is currently on the player’s policy board for the PGA Tour, giving insight into the player’s wants within the deal.

Patrick Cantlay

A controversial character, to say the least. Cantlay has never refrained from voicing his opinion on virtually anything relating to the world of golf. Some have accused him of being too involved in the merger; however, Cantlay is not a stereotypical mild-mannered golfer. Cantlay has denounced LIV while also being at the source of rumors suggesting he may jump ship and join the PIF’s golf child. A fiery person, and a skilled golfer, Cantlay’s position places him at a unique crossroads for the future of golf.

Abdulaziz bin Turki Al Saud

Leader of the Ministry of Sports in Saudi Arabia, and great-grandson of Ibn Saud, founder of Saudi Arabia. Abdulaziz spent much of his early adult life as a professional motor sports racer, but after his retirement from the sport, he began his involvement in politics. As leader of the Ministry of Sports, he has been responsible for overseeing Saudi Arabia's expansion into international leagues, expansion of the Saudi Pro Football League, and Saudi Arabia's successful bid for the 2034 Asian Games.

Martin Slumbers

Slumbers has been CEO of the Royal and Ancient Golf Club of St. Andrews since 2015. Former financial businessman, Slumbers is set to step down from his role by the end of 2024 but still seeks to leave the state of golf in steady hands. The R&A is considered one of the most prestigious golf organizations in the world and Slumber's opinion will carry weight on the culture of golf.

Mike Whan

Mr. Whan has been the CEO of the United States Golf Association (USGA) since 2021. As head of the organization, Whan leads the USGA team and their work to champion and advance the game of golf by conducting global championships, engagement programs, and broadening accessibility and sustainability. Previously head of the LPGA, Whan is a lifelong member of the golf community and has held a diverse set of roles in the business, and holds a lot of sway both politically and socially in the community.

Jimmy Dunne

Dunne is president of the Seminole Golf Club in Florida and a member of the PGA Tour's Policy Board. The right-hand man of Jay Monahan, Dunne has been a very secretive but effective player in the merger between the PGA and LIV. Some have accused him of revolutionizing the game while others have called out the secretive nature of his dealings. He and Monahan will be an interesting duo in the dynamics of the deal at hand.

Bubba Watson

Gerry "Bubba" Watson Jr. is a proclaimed self-taught golfer and Masters Winner who joined LIV golf as a non-playing captain in 2022. Outside play, Watson is a member of the 'Golf Boys' boy band along with Rickie Fowler, Ben Cane, and Hunter Mahan, Bubba is a former star who had dealt with hindering injuries in his older years. Bubba has criticized the Masters Tournaments and the PGA Tour for being hostile towards golfers that go to LIV. While his popularity fluctuates depending on who you ask, Bubba nevertheless is an important figure for both the PGA and LIV.

Jon Rahm

A man who was once poised to take over the sport of golf, enraged much of the golf community when he departed the PGA in December of 2023 to join LIV golf. A former star at Arizona State University, this Spanish native initially made headways as a protegee in Europe's youth tournaments as a child. "Rahmbo" poses an interesting dilemma as a young star who left the prestige of the PGA for the money of LIV. Currently, Rahm is ranked third on LIV's rankings, and his team Legion XIII is number one in the league's team rankings. Nevertheless, Rahm has voiced his admiration for the PGA-sponsored tournaments and could wish to make a return.

Brandel Chamblee

A former pro-golfer turned Golf Channel Analyst, Chamblee has been a very vocal talking head in the golf world. After being told to get a 'welfare check' from Brooks Koepka, Chamblee has gone from all ends of the spectrum in the LIV-PGA debate. Never short of opinions, Chamblee has gone from decrying any mergers to crying for a merger. A controversial figure (yes, this is a common theme amongst the dossier), whether or not Chamblee is an intellectual, well-thought-out, and substantive reporter or just a loud-mouth, irrelevant, washed-up bum who blows hot air to stay trendy is to be determined.

Brooks Koepka

Similar to Rahm, Koepka once dominated the PGA and was the first player to win back-to-back PGA Championships since Tiger Woods. After knee injuries slowed him down in 2020, Koepka's dominance has significantly diminished. However, in 2022 Koepka switched his previously critical stance on LIV and joined the Tour that year. While Koepka has seen some level of success in LIV, it is nothing compared to that of Rahm, or anything that he saw in his glory days.

Sir Nick Faldo

A retired British Superstar, and six-time major winner, Sir Nick has been a very loud voice in the anti-LIV field. Specifically, Faldo has criticized the lack of tradition and history of LIV and claimed PGA-abandoners will get bored in the new league. A staunch opponent of yielding any ground to LIV, Sir Nick will prove to be a very strident and unwavering voice in the fight for the traditional PGA.

Oliver Brewer

Brewer serves as the President and Chief Executive Officer of Topgolf Callaway Brands Corp. Mr. Brewer oversees all areas of the Company, and under his leadership, Topgolf Callaway Brands has transformed into an unrivaled tech-enabled Modern Golf and active lifestyle company, with a portfolio of global brands. As a very prominent businessman, Brewer has the capital to influence what direction the merger goes in while maintaining a relatively low profile in the world of professional golf.

Keith Pelley

The current (as of 1/1/24 start of committee) head of the DP World Tour, is the European counterpart of PGA and LIV. Pelley is set to leave his post in the coming year and take over operations of the NHL's Toronto Maple Leafs. Pelley also heads other sports and media-based organizations, but given his departure from the world of golf, his opinion will receive mixed results from those inheriting the conflict at hand.

Rick Cordella

The President of NBC Sports; Cordella assumed the role in September 2023, and oversees all aspects of NBC Sports' collection of brands and platforms, which includes and is not limited to the Golf Channel. A new, and relatively unknown, figure in his role as head of NBC Sports, Cordella has the power to not only shape public perception of golf but also has free rein to form his own view on the matter at hand as the situation unfolds.

Seth Waugh

The CEO of the PGA of America (different from Monahan's role as commissioner), and former head of Deutsche Bank, Waugh oversees the largest golf entity in the world and holds a lot of sway in the realm of not only sports but global finance. Waugh has held a strong anti-LIV position since the merger was first announced in the summer and shows no signs of slowing down. The father of up-and-coming pro-golfer, Clancy Waugh, Seth will pose a strong thorn in the side of any ground yielded to LIV.

Works Cited

Bartz, Diane , Shubhendu Deshmukh , and Frank Pingue . 2023. “US Justice Department to Investigate PGA Tour-LIV Golf Pact, Wall Street Journal Reports.” Reuters. June 15, 2023. <https://www.reuters.com/sports/us-doj-investigate-pga-tour-liv-golf-pact-wsj-2023-06-15/>

Blinder, Alan. “PGA Tour and LIV Golf Agree to Alliance, Ending Golf’s Bitter Fight.” New York Times. June 06, 2023. <https://www.nytimes.com/2023/06/06/sports/golf/pga-tour-liv-merger-saudi-arabia.html?smid=url-share>.

Blinder, Alan. “PGA Tour and LIV Golf Seek to Drop Litigation Against Each Other.” New York Times. June 16, 2023. <https://www.nytimes.com/2023/06/16/sports/golf/liv-pga-tour-lawsuit.html>.

Blinder, Alan. “The deal sets up a structure combining nonprofit and for-profit entities.” New York Times. June 06, 2023. <https://www.nytimes.com/live/2023/06/06/sports/pga-liv-golf-merger?smid=url-share#the-deal-sets-up-a-structure-combining-nonprofit-and-for-profit-entities>.

Blinder, Alan, Lauren Hirsch, Kevin Draper. “Pressured by U.S., PGA Tour and Saudi Fund Drop Key Part of Golf Deal.” New York Times. July 13, 2023. <https://www.nytimes.com/2023/07/13/sports/golf/pga-tour-liv-saudi-merger-deal.html>.

Britannica, T. Editors of Encyclopaedia. "Professional Golfers' Association of America." Encyclopedia Britannica, January 19, 2024. <https://www.britannica.com/topic/Professional-Golfers-Association-of-America>.

Bustillo, Ximena. “Senate hearing scrutinizes PGA Tour-LIV golf merger.” NPR. July 14, 2023. <https://www.npr.org/2023/07/11/1186972147/pga-liv-golf-merger>.

Ciolfi, Joe. 2023. “Why the PGA-LIV Tour Golf Merger Is a Big Win for Both Sides.” Business Insider. June 6, 2023. <https://www.businessinsider.com/pga-liv-golf-tour-merger-winners-losers-pros-cons-koepka-2023-6>.

Draper, Kevin. “The Alliance of LIV Golf and the PGA Tour: Here’s What to Know.” New York Times. June 07, 2023. <https://www.nytimes.com/2023/06/07/sports/golf/pga-liv-golf-merger.html>.

Draper, Kevin. 2023. "The Merger of LIV Golf and the PGA Tour: Here's What to Know." *The New York Times*, June 7, 2023, sec. Sports.
<https://www.nytimes.com/2023/06/07/sports/golf/pga-liv-golf-merger.html> .

Grej, Matias, Matt Foster. "PGA Tour threatens 'disciplinary action' against breakaway players as Dustin Johnson heads up controversial Saudi tour opener." CNN. June 01, 2022.
<https://www.cnn.com/2022/06/01/sport/dustin-johnson-heads-up-liv-saudi-golf-tour-opener-spt-intl/index.html>.

Harig, Bob. 2023. "Jon Rahm's Move to LIV Golf Is Game-Changer for Three Players' PGA Tour Status." *Sports Illustrated Golf: News, Scores, Equipment, Instruction, Travel, Courses*. December 12, 2023. <https://www.si.com/golf/news/jon-rahm-liv-golf-game-changer-three-players-pga-tour-status#:~:text=Instruction%2C%20Travel%2C%20Courses->.

Hirsch, Lauren, and Alan Blinder. 2023. "Mistrust Looms over PGA Tour as Deadline for Saudi Deal Nears." *The New York Times*, December 14, 2023, sec. Business.
<https://www.nytimes.com/2023/12/14/business/pga-tour-liv-golf-saudi-board.html>.

Hoggard, Rex. "Legal wrangling continues in PGA Tour-LIV antitrust case despite settlement." NBCSports. August 03, 2023. <https://www.nbcsports.com/golf/news/legal-wrangling-continues-pga-tour-liv-antitrust-case-despite-settlement>.

Isidore, Chris. "Saudi Arabia's Public Investment Fund just reshaped pro golf. It's not stopping there." CNN. June 07, 2023. <https://www.cnn.com/2023/06/07/investing/saudi-arabia-pif-golf-liv/index.html>.

Kirsch, George B., Benjamin G. Rader, and Randy Roberts. "The Rise of Golf in the United States." In *Golf in America*, 1–23. University of Illinois Press, 2009.
<http://www.jstor.org/stable/10.5406/j.ctt4cgg11.4>.

LIVGolf. "About LIV Golf" Accessed January 12, 2024. <https://www.livgolf.com/about>.
LIVGolf. "The LIV Golf Format." Accessed January 12, 2024.
<https://www.livgolf.com/liv-format>.

Maese, Rick. "PGA Tour, Saudi partners drop anti-poaching provision to satisfy DOJ." *The Washington Post*. July 13, 2023. <https://www.washingtonpost.com/sports/2023/07/13/pga-tour-saudi-liv-deal-doj/>.

Melton, Zephyr. "The PGA Tour-LIV merger shook the golf world. Players reacted *very* differently." June 06, 2023. <https://golf.com/news/liv-pga-tour-merger-players-react/>.

PGATour. "About Us." Accessed January 10, 2024.
<https://www.pgatour.com/company/about>.

PGATourMediaGuide. "PGA TOUR History." Accessed January 10, 2024.
<https://www.pgatourmediaguide.com/intro/tour-history-chronology>.

Schaffer, Michael. 2023. "Saudi Arabia Thought Golf Could Save Its Image. It Whiffed." POLITICO. March 10, 2023. <https://www.politico.com/news/magazine/2023/03/10/saudi-backed-golf-league-sportswashing-liv-00086394>.

Schlabach, Mark. 2023. "Masters Unlikely to Ease Entry for LIV Golfers." ESPN.com. October 26, 2023. https://www.espn.com/golf/story/_/id/38749880/masters-unlikely-change-qualifying-criteria-liv-golfers.

Strashin, Jamie. "Saudi-backed golf tour lures PGA pros, but backlash lands them in the rough." CBC. June 10, 2023. <https://www.cbc.ca/news/business/liv-tour-pga-backlash-1.6483664>.

The Guardian. "PGA Tour confirms talks with LIV and DP World Tour extended into 2024." January 01, 2024. <https://www.theguardian.com/sport/2024/jan/01/pga-tour-confirm-talks-with-dp-world-tour-and-liv-extended-into-2024>.

Underwood, Carl. "Dey Named New Player Commissioner." *Lodi News-Sentinel*. January 23, 1969. <https://news.google.com/newspapers?id=i-AzAAAAIBAJ&sjid=VzIHAAAAIBAJ&pg=7355%2C1877719>.

Warren, Elizabeth, Ron Wyden. *Letter to DOJ re PGA LIV Deal*. <https://www.warren.senate.gov/imo/media/doc/2023.06.13%20Letter%20to%20DOJ%20re%20PGA%20LIV%20Deal.pdf>. June 13, 2023

Zak, Sean. "LIV Golf timeline: How we arrived at pro golf's civil war." Golf.com. September 08, 2022. <https://golf.com/news/timeline-liv-golf-how-we-arrived-pro-golf-civil-war/>.