



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Mike McCarley, Founder & CEO

R&A

**TGL**



®









NOW ON THE TEE  
**Rory McILROY**



NEXT ON THE TEE  
**Tiger WOODS**



**Tiger WOODS**  
466 YDS  
60  
5 VS 3



**Tiger WOODS**  
466 YDS  
60  
5 VS 3



**Tiger WOODS**  
466 YDS  
60  
5 VS 3



**Tiger WOODS**  
466 YDS  
60  
5 VS 3





**TGL**














































































EPISODE 2





# MAXIMIZE GAP IN THE SPORTS CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MON		<b>OPPORTUNITY</b>										
TUE												
WED												
THUR												
FRI												
SAT												
SUN												



# A-LIST INVESTORS



 **1 Billion Social Followers** 





**TGL**



®