



FROM SHOWTIME TO SCRATCH

An **NBA legend** takes his championship mindset from the hardwood to the fairway, **chasing scratch** and **redefining golf** culture along the way.

CONCEPT-

3x NBA Champion & Coach of the Year Byron Scott leads a premium, LA-based golf docu-series documenting his personal challenge to reach scratch golfer status. Blending solo reflection with competitive rounds alongside celebrity guest golfers, athletes, and entertainers, the series explores golf as a test of mindset, discipline, and personal growth.

MORE THAN A GAME.

“

it's a journey through preparation, resilience, comradery, and joy.

”



CONFIRMED GUESTS

BARRY BONDS



MLB Legend

DON CHEADLE



Academy Award Nominee Comedy Icon

GEORGE LOPEZ



ERIC DICKERSON



NFL Legend

MATT BARNES



NBA Vet / "All The Smoke"

DEREK FISHER



5x NBA Champion

MARCUS ALLEN



Super Bowl MVP

ANTHONY ANDERSON



Actor / Comedian

JEROME BETTIS



NFL Hall of Famer

NIKKI BLADES



Media Personality

Beyond the guests confirmed for the pilot, Byron Scott has an extensive network of close friends and golf partners across professional sports, entertainment, and social media who would appear throughout the full season expansion.

SAMPLE PILOT & EARLY EPISODES

COACH'S THOUGHTS

Solo early-morning Back 9; Byron's inner monologue and mindset.

THE COACH GETS COACHED 1

Deep technical session with a renowned golf coach.

IT'S SHOWTIME 2

18 holes with celebrity friends; entertainment biz, LA life, and golf.

SCRATCH GOLF CHALLENGE 1

Intense 18-hole GHIN-rated round vs. a pro/college-level player.

THE COACH GETS COACHED 2

Session with a top SoCal sports performance psychologist.

IT'S SHOWTIME 1

18 holes with Laker teammates; glory days, life, and love of golf.

LET'S GET SOCIAL

Collaboration round with a well-known LA social media golfer.

SCRATCH GOLF CHALLENGE 2

Second high-stakes GHIN-rated challenge round vs. elite competition.

PILOT PARTNERSHIP OPPORTUNITIES

COMMUNITY PARTNER

- Logo placement in pilot credits
- Social media tag + thank-you
- Partner listing in pilot materials

Ideal for local services, insurance agencies, clinics.

FEATURED PILOT PARTNER

- On-screen branding
- Optional on-location brand integration
- Inclusion in pilot materials

Best for real estate firms, construction companies, auto dealers, sports-medicine clinics.

PRESENTING PILOT PARTNER

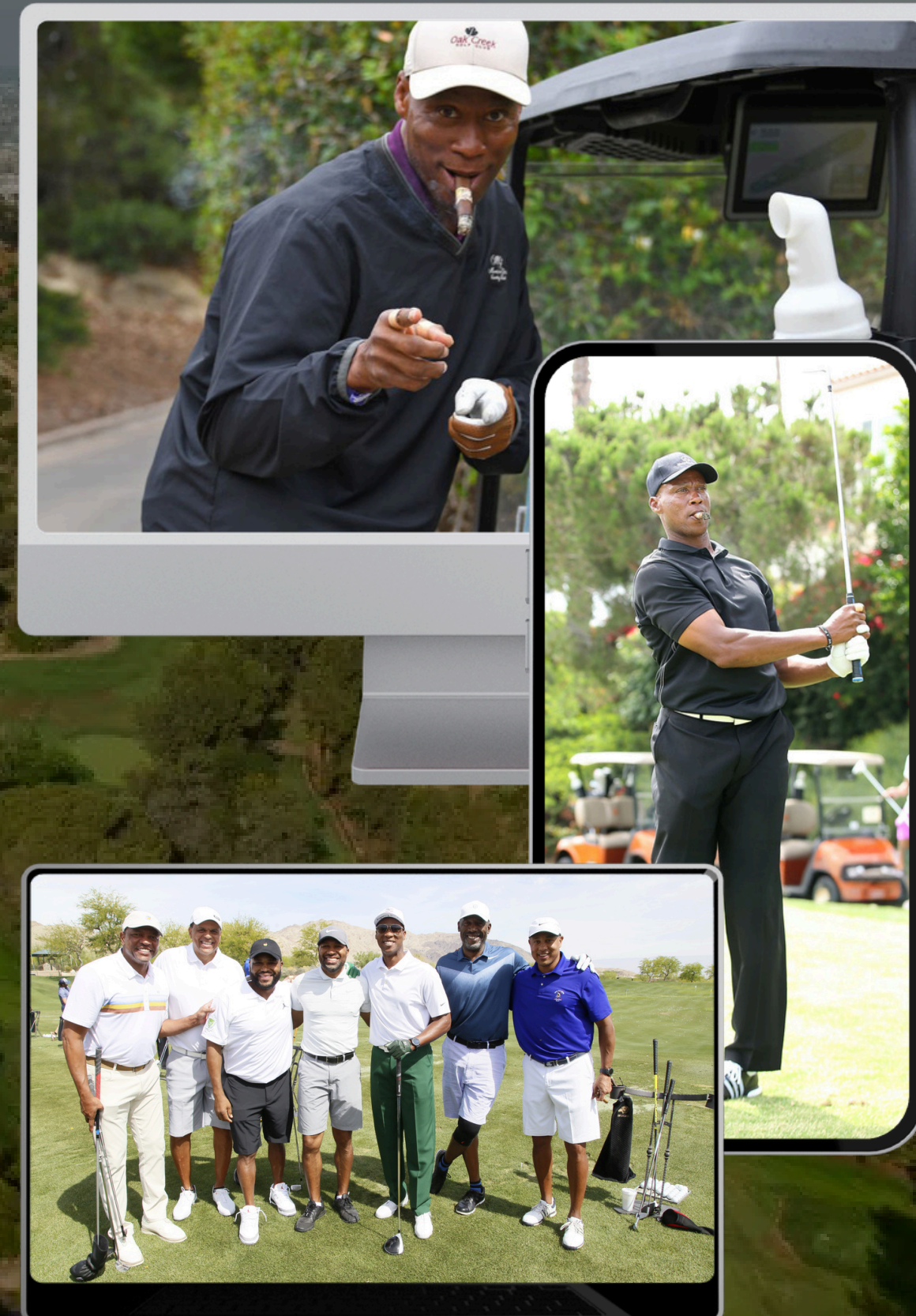
- "Pilot Presented By" Title branding
- Integrated on-course presence
- Premium logo placement
- Private golf round with Byron Scott
- Integrated brand discussion on-course
- Priority positioning for Season 1 partnership

Perfect for flagship and high-visibility local brands.

WHY NOW

- Over 48 million Americans are engaging with golf — across on-course and off-course formats
- On-course participation has surged to nearly 30 million players, the highest levels in over two decades
- Golf is becoming significantly more diverse, with nearly 7 million Black, Asian, and Hispanic players now on-course
- The game is getting younger, more diverse, and more urban
- Post-pandemic growth is being fueled by under-50 players and major metro markets like Los Angeles
- New media formats—especially YouTube golf—are drawing millions of monthly viewers

Golf content isn't niche anymore — it's culture.



Note: Pilot phase only. No long-term commitment. Flexible structures available.



JOIN THE PILOT PHASE

Partner with Byron Scott as the series launches.
Be part of a premium, LA-based golf series led by a **3x NBA Champion**
with massive cultural reach.
Early partners receive priority visibility, brand integration, and a front-
row position as the show advances toward full-season expansion.

Partnership & Business Development

Al Tumbocon
atumbo@gmail.com
1 (949) 289-0492
Paul Factora
paulfactora@gmail.com
(213) 675-4691

