



2026 PGA & LPGA TOURNAMENT SPONSORSHIP

Men's and Women's Tournaments



KSDY50
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PGA & LPGA TOURNAMENT WEEKLY SPONSORSHIP MAY-SEPT 2026



Viewer Demographics

- 71% men; 29% women
- 44% A18-49; 48% A25-54
- 66% some college education
- 48% HH income \$75k+
- 79% homeowners
- 30% have children in HH
- 67% own a pet
- 77% own a tablet/smartphone
- 64% engage in social media
- 46% shop online



2026 PGA TOUR SCHEDULE – 16 Events

May 7–10 Truist Championship — NC
May 14–17 PGA Championship — PA
May 21–24 Charles Schwab Challenge — TX
May 28–31 Memorial Tournament — OH

Jun 4–7 Canadian Open — CAN
Jun 11–14 Travelers Championship — CT
Jun 18–21 U.S. Open — NY
Jun 25–28 Rocket Mortgage — MI

Jul 2–5 John Deere Classic — IL
Jul 9–12 Scottish Open — SCO
Jul 16–19 The Open Championship — ENG
Jul 23–26 3M Open — MN
Jul 30–Aug 2 Wyndham Championship — NC
Aug 6–9 FedEx St. Jude — TN
Aug 13–16 BMW Championship — IL
Aug 20–23 TOUR Championship — GA

2026 LPGA TOUR SCHEDULE – 14 Events

May 7–10 Founders Cup — NJ

May 14–17 Mizuho Americas Open — NY

May 21–24 Match Play — NV

Jun 4–7 ShopRite Classic — NJ

Jun 11–14 Meijer Classic — MI

Jun 18–21 KPMG Women's PGA (Major) — TX

Jun 25–28 Dow Invitational — MI

Jul 9–12 Evian Championship (Major) — France

Jul 16–19 Dana Open — OH

Jul 23–26 CP Women's Open — Canada

Jul 30–Aug 2 Women's Open (Major) — UK

Aug 6–9 Scottish Open — Scotland

Aug 13–16 Portland Classic — OR

Aug 20–23 CME Tour Championship — FL

2026 PGA & LPGA TOURNAMENT SEGMENT SPONSORSHIP ENTITLEMENTS



Golf Segment Sponsorship

Starting at: \$5,000 – \$7,500 per Week with a 13 week minimum schedule. (Each one hour episode airs 3 times each week on KSDY TV – Tuesday @ 7:30 PM, Thursday @ 7 PM and Saturday @ 11:30 AM)

Our most popular package, placing brands directly within show content to actively engage viewers.

Typical Inclusions:

- Sponsored show segment (5:30 or 6:00 minutes)
- Four :30 or Two :60 second commercial placements minimum per episode
- Eight :30 or Four :60 second commercial placements per episode
- Billboard and promo mentions- Brand integration within show dialogue
- On-camera Product Placement with verbal mention
- Category protection (when available)

Ideal for auto dealers, casinos, healthcare, legal services, and regional brands.
(Production cost for :30 second commercial included)



John Kentera Sports Talk Show

Sponsor Packages Weekly One Hour Series

KSDY TV Channel 50.1

Program Overview

The John Kentera Sports Talk Show is a weekly One hour television series delivering timely sports commentary, interviews, and local relevance. The program offers advertisers flexible, high-impact sponsorship opportunities designed to maximize exposure, repetition, and brand alignment.

Our Sponsorship Philosophy

We do not believe in one-size-fits-all advertising. Instead, we work closely with sponsors to customize packages that match budget, objectives, and desired audience impact. Whether a brand is testing television for the first time or seeking category ownership, we deliver measurable media value.

Sponsorship Investment Tiers

Starter Package – Brand Presence

Starting at: \$2,500 – \$4,500 per Week with a 13 week minimum schedule. (Each one hour episode airs 3 times each week on KSDY TV – Tuesday @ 7:30 PM, Thursday @ 7 PM and Saturday @ 11:30 AM).

Designed for brands seeking efficient entry into television with consistent visibility.

Typical Inclusions:

- Sponsored billboard mention (opening or closing)
- :30 second commercial X 2 minimum per episode
- Two Station Promos minimum per Week – Run of Schedule
- On-air (In Program) verbal mention (where appropriate)

Ideal for local businesses, retail, restaurants, auto services, and first-time TV advertisers. (Production cost for :30 second commercial included)

Growth Package – Segment Sponsorship

Starting at: \$5,000 – \$7,500 per Week with a 13 week minimum schedule. (Each one hour episode airs 3 times each week on KSDY TV – Tuesday @ 7:30 PM, Thursday @ 7 PM and Saturday @ 11:30 AM)

Our most popular package, placing brands directly within show content to actively

engage viewers. Typical Inclusions:

- Sponsored show segment (5:30 or 6:00 minutes)
- Four :30 or Two :60 second commercial placements minimum per episode
- Eight :30 or Four :60 second commercial placements per episode
- Billboard and promo mentions- Brand integration within show dialogue
- On-camera Product Placement with verbal mention
- Category protection (when available)

Ideal for auto dealers, casinos, healthcare, legal services, and regional brands. (Production cost for :30 second commercial included)

Premium Package – Featured / Title Partner

Starting at: \$10,000 per Week with a 13 week minimum schedule. (Each one hour episode airs 3 times each week on KSDY TV – Tuesday @ 7:30 PM, Thursday @ 7 PM and Saturday @ 11:30 AM)

High-impact positioning for brands seeking ownership, exclusivity, and dominant presence. Sponsor spokesperson appearance on show to discuss features and benefits of product, service. Includes personal appearance by Coach at sponsor location and on-camera commercial endorsement by Coach. (Production cost for :30 second commercial included)

Typical Inclusions:

- Title sponsorship or multi-segment sponsorship (Auto Group presents...)
- Opening and closing billboards with fly-in logo
- Multiple sponsored segments
- Premium commercial inventory – minimum 8 minutes per hour

- Ten Station Promos minimum per Week – Run of Schedule
- Promotional mentions throughout the episode
- Category exclusivity and first right of renewal

Ideal for auto groups, casinos, financial services, and destination brands.

Why Sponsor the John Kentera Sports Talk Show

- Trusted local sports personality
- Loyal and engaged sports audience
- Repetition-driven sponsorship model
- Cost-efficient alternative to traditional spot TV
- Custom-built packages scalable to virtually any budget

Next Steps

Sponsorship packages are built around your objectives and budget. We are happy to prepare a customized proposal outlining recommended assets and investment levels.

_____	Production Fees <i>(if applicable)</i>	Total Investment

Business Name (Print)		

Client Name (Print)		

Client Signature		Date

Account Executive (Print)		Sales Office

Ernest Cartwright, Executive Producer

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