



BMW CHAMPIONSHIP

For Release: August 18, 2026

Contact: Luke Parker
BMW of North America, LLC
luke.parker@bmwna.com

Kelly Chicas
BMW of North America, LLC
kelly.chicas@bmwna.com

The BMW Championship Returns to St. Louis as the Top 50 Players on the PGA TOUR Compete at Bellerive Country Club.

- The penultimate event of the PGA TOUR playoffs for the FedExCup cup takes place August 18-23.
- The Gardner Heidrick Pro-Am will officially kick off championship week with special guests including U.S. Olympic gold medalist Matthew Tkachuk, St. Louis legend Ozzie Smith and more.
- Guests will enjoy interactive fan challenges, premium hospitality venues, custom vehicles inspired by PGA TOUR players, and opportunities to experience BMW's latest models up close, including the all-new BMW X5, electric BMW iX3, and updated BMW 7 Series flagship sedan.
- All proceeds support the Evans Scholars Foundation. The BMW Championship has raised over \$63 million since 2007, creating life-changing educational opportunities for over 4,300 young caddies.

St. Louis, MO – August 18, 2026... The BMW Championship returns to St. Louis for the first time since 2008, as the top 50 players on the PGA TOUR compete at historic Bellerive Country Club for a place in the TOUR Championship and continue their pursuit of the FedExCup.

This year's championship also marks BMW's 20th year as title sponsor of the PGA TOUR event. Since becoming title sponsor in 2007, the BMW Championship has been named PGA TOUR Tournament of the Year a record six times while raising more than \$63 million in support of the Evans Scholars Foundation.

Throughout tournament week, BMW welcomes fans to engage in a variety of experiences across the grounds at Bellerive while showcasing its newest vehicles, including the all-new BMW X5, electric BMW iX3 and updated BMW 7 Series flagship sedan. From product displays and premium hospitality venues to interactive fan activations, the BMW Championship serves as a unique platform for BMW to connect with customers while supporting a truly meaningful partner organization; the Evans Scholars Foundation.

Bringing BMW to Bellerive.

The brand's presence will be felt throughout tournament week with vehicle displays positioned at key locations across the course. Guests will be able to experience a wide range of BMW products, including BMW M models, electrified vehicles and several of the newest additions to BMW's portfolio like the recently unveiled BMW X5; proudly assembled in Spartanburg, South Carolina for more than 25 years.

A centerpiece of this year's activation is the opportunity for fans of the game and the Ultimate Driving Machine to view custom BMW models created in collaboration with PGA TOUR players. Displayed within the BMW Experience zone, these vehicles showcase the personalities and passions of some of golf's most recognizable names while creating a unique connection between the sport and the BMW brand.

New for 2026.

This year's event introduces a new twist on one of the tournament's most anticipated traditions.

For the first time, PGA TOUR players will select their preferred Hole-in-One prize, choosing between the all-new BMW X5 and the all-electric BMW iX3. Should a player record a hole-in-one on the designated par-three 16th hole during tournament play, they will drive home in the vehicle they selected.

BMW will also serve as the exclusive presenting partner of Chasing Sunday: The BMW Championship, a new digital content collaboration with the PGA TOUR and NFL Films designed to bring fans closer to the action through authentic behind-the-scenes storytelling and player access.

Fun Throughout Championship Week.

Wednesday's Gardner Heidrick Pro-Am will once again bring together PGA TOUR professionals alongside notable figures from sports, entertainment and golf culture. Participants are expected to include golf personality Roger Steele, golf content creator Sara Winters, golf content creator Mac

Boucher, U.S. Olympic gold medalist Matthew Tkachuk, St. Louis Cardinals legend Ozzie Smith, and a member of the Savannah Bananas, with additional details on the Savannah Bananas integration to be announced.

The BMW Experience will serve as a central fan destination featuring interactive golf challenges, giveaways and displays of custom BMW vehicles. Guests will also have opportunities to test their skills through "Beat the Pro" chipping and putting challenges inspired by PGA TOUR professionals.

Special for BMW Owners.

Located in the heart of the action overlooking the par-three 16th hole with views of the 10th and 15th greens, the BMW Owners' Pavilion is exclusively available to BMW owners and one guest upon presentation of a BMW key fob or Digital Key in the My BMW App. The pavilion offers a premium hospitality experience with one of the event's best viewing locations, allowing owners to enjoy tournament action from a unique vantage point throughout the week.

Driving Impact Through the Evans Scholars Foundation.

Beyond the competition, the BMW Championship continues to generate meaningful impact through its support of the Evans Scholars Foundation.

Since BMW became title sponsor in 2007, the tournament has contributed more than \$63 million to the Evans Scholars Foundation, helping support more than 4,300 Evans Scholars with life-changing educational opportunities. BMW's hole-in-one scholarship program remains a signature part of this commitment. Any hole-in-one recorded during tournament play will result in an additional Evans Scholarship on behalf of the PGA TOUR professional responsible for the ace. This week's festivities will include recognition of the newest BMW Hole-in-One Scholar, Juliya Tabaka, whose scholarship was made possible by Akshay Bhatia's shot during last year's event.

###

About the BMW Championship

The BMW Championship dates back to 1899 when it debuted as the Western Open, making it the third-oldest tournament on the PGA TOUR schedule, behind only the British Open and U.S. Open. BMW has sponsored the tournament since 2007 when it became the penultimate event of the PGA TOUR's FedExCup Playoffs. The BMW Championship features a field of the top 50 players in the FedExCup standings to determine the final 30 players for the FedExCup final at the TOUR Championship in Atlanta. Since 2007, the BMW Championship has contributed more than \$63 million to the Evans Scholars Foundation, the event's charitable beneficiary. To learn more, visit www.bmwchampionship.com.

About the Western Golf Association/Evans Scholars Foundation

Established in 1930 by the Western Golf Association and celebrated amateur golfer Charles “Chick” Evans Jr., the Evans Scholars Foundation provides full tuition and housing college scholarships to high-achieving caddies with limited financial means. This year, a record 1,310 caddies are enrolled as Evans Scholars at 28 leading universities nationwide. Scholarship funds come mostly from contributions by more than 43,500 supporters across the country who are members of the Evans Scholars Par Club program, including Evans Scholars Alumni, as well as proceeds from the BMW Championship. Since the Program’s inception, more than 12,870 caddies have graduated as Evans Scholars.

#