



September 30, 2024

Agents and Managers,

The PGA TOUR is pleased to announce the Agent Certification Program. This program will launch with the 2025 PGA TOUR Season and is designed to align with industry standards while elevating and enhancing the role of player representatives in professional golf.

The PGA TOUR Agent Certification Program establishes specific guidelines, standards, and procedures to safeguard the membership, their management teams, tournaments, and the PGA TOUR. Player agents and managers who wish to receive a PGA TOUR issued season-long credential with continued access to services offered through the PGA TOUR must complete the program. This includes season-long credentials for PGA TOUR, PGA Tour Champions, Korn Ferry Tour and PGA TOUR Americas.

PGA TOUR Certified Player Agents and Managers will receive **expanded** access, including access into Player Family Dining and parking at all events. This program also ensures certified agents and managers receive year-round access and support including access to practice areas, locker room, access to PGA TOUR Links, receipt of PGA TOUR communications, and continued services offered by key departments like Player Relations, Competitions, Brand Communications, Player Content, and Player Partnerships. Please note, access will vary at various events, including THE PLAYERS Championship, Presidents Cup, and PGA TOUR Americas tournaments.

To obtain a season long PGA TOUR credential, applicants must:

- Complete Integrity Program (interactive video)
- Complete PGA TOUR Agent/Manager Education Modules (interactive video)
- Submit an annual online credential application
- Accept the new PGA TOUR Manager Credential Application Terms and Conditions and Code of Conduct
- Confirm player association through the Player Membership application
- Pay an annual non-refundable fee as outlined below:
  - \$1,500 application fee per agency
  - \$500 plus tax for each player agent/manager credential (Clubhouse, Locker Room, Practice Area, Media Center, and Player Family Dining) **or** \$375 plus tax for each player manager support credential (Clubhouse only)

This structured approach ensures that all PGA TOUR Certified Agents and Managers meet standards of professionalism and are fully supported in their roles. Many of you who work across other sports leagues are likely familiar with similar requirements. Agents and Managers that do not complete this process will be asked to purchase weekly tournament tickets through the respective tournament they wish to attend, will not have access to restricted areas, and will not have access to PGA TOUR resources like LINKS.

More details to come with the launch of the 2025 PGA TOUR Credentialing Process in November.

Sincerely,

Tyler Dennis  
Chief Competitions Officer