



SILICON BEACH
PRODUCTIONS, LLC

STORYTELLING | MEDIA | SPORTS | DOCUMENTARIES | INSPIRATION

EVERY SEASON TELLS A STORY:

FAIRWAY TO REDEMPTION

THE ROAD TO REDEMPTION

A SILICON BEACH PRODUCTIONS ORIGINAL



WHEN ONE
SEASON ENDS,
ANOTHER BEGINS.

A SILICON BEACH PRODUCTIONS ORIGINAL

THE FINAL WHISTLE

The clock hits zero.
The game is over.
The season is done.
But the story isn't.



HOME	0:00	GUEST
17		24
QTR	DOWN	TO GO
4	4	10
		BALL ON
		37

THE LOCKER ROOM

The cleats come off.
The pads come off.
The noise fades.

What remains...
Is who you really are.

FINISH.
ONE MORE TIME.

HOME	0:00	GUEST
17		24
QTR 4	DOWN 4	TO GO 10

TODAY:
☒ EFFORT
☒ TOUGHNESS
☒ EXECUTION
☐ WIN
WE WILL

THE JOKE



THE INVITATION

It starts with one message.

You're in.

Another season.

Another opportunity.

You are the team now.



THE ARRIVAL



NFL PLAYERS
GOLF INVITATIONAL



THE FIRST TEE

OH, IT'S ON.



THE NEXT SEASON STARTS NOW.



GAME ON.

PLAY GOLF.



ONE SEASON ENDS...ANOTHER BEGINS.

WHEN THE CROWDS STOP CHEERING...

The greatest competition isn't against someone else. It's becoming the person you're capable of becoming.

For the world's greatest competitors, retirement doesn't end the pursuit of excellence.
It simply changes the arena.

Again and again, elite athletes choose golf—not because it's easy,
but because it continues to challenge their discipline, patience, resilience, humility, and pursuit of mastery.

Golf doesn't replace competition. It transforms it.



BAKER MAYFIELD
TAMPA BAY BUCCANEERS

 HANDICAP
11.8



JASON KELCE
PHILADELPHIA EAGLES

 HANDICAP
9.1



LARRY FITZGERALD
ARIZONA CARDINALS

 HANDICAP
5.8



TONY ROMO
DALLAS COWBOYS

 HANDICAP
+2.5



THEY MASTERED FOOTBALL.



THEY CHOSE GOLF.

Because golf isn't simply a game. It's one of the few pursuits that grows with us through every chapter of life.

Golf is different.

NOT BECAUSE IT'S EASIER.
BECAUSE IT NEVER STOPS TEACHING.



AT EVERY AGE

It teaches fundamentals.



IN COMPETITION

It builds discipline.



IN BUSINESS

It creates opportunity.



IN CHALLENGE

It brings perspective.



IN COMMUNITY

It builds relationships.



IN RETIREMENT

It provides purpose.

GOLF DOESN'T ASK,
"Did you win yesterday?"

IT ASKS,
"Who are you becoming today?"

LONG AFTER THE TROPHIES FADE...
GOLF IS STILL THERE.

TEACHING | CONNECTING | CHALLENGING | HEALING

ONE GAME. A LIFETIME OF GROWTH.



THROUGH EVERY CHAPTER OF LIFE.

ACT IV THE SECOND SEASON

THE COMPETITION CONTINUES. THE JOURNEY DEEPENS. THE LEGACY GROWS.



*“FOR MOST PEOPLE...
SUNDAY IS THE END OF THE WEEKEND.
FOR COMPETITORS...
**IT'S WHERE
LEGENDS ARE MADE.**”*



NEW COURSES.
NEW CHALLENGES.



NEW STORIES.
NEW RIVALRIES.



ONE GOAL.
CHAMPIONSHIP.



**FAIRWAY TO
REDEMPTION**
THE SECOND SEASON

ACT V

THE WALK

CHAMPIONSHIP SUNDAY

THE WALK TO THE FIRST TEE.



THE CROWD IS BIGGER.
THE ENERGY IS HIGHER.
THE STAKES ARE GREATER.



THE CAMERAS ARE CLOSER.
EVERY MOMENT MATTERS.



ONLY ONE THING MATTERS NOW.
THE NEXT SHOT.



**FAIRWAY TO
REDEMPTION**

THE SECOND SEASON



RESPECT.
FRIENDSHIP.
COMPETITION.
THIS IS WHAT
THE SECOND SEASON
IS ALL ABOUT.

ONE OF US IS
GOING HOME WITH
THE TROPHY TODAY.

YEAH...
I'VE ALREADY
PICKED OUT THE SPOT
FOR IT'S NEW HOME.

THE FUN ENDS HERE.

**THE CHAMPIONSHIP
BEGINS.**

“ PRESSURE DOESN'T
CREATE CHAMPIONS.
IT REVEALS THEM. ”

THE FINAL MOMENT

THE EMBRACE.

BEYOND THE COMPETITION.
FOREVER THE CONNECTION.



MORE THAN A GAME.
FAMILIES. FRIENDS. LEGACIES.
ALL PART OF THE JOURNEY.



RESPECT ENDURES.
RIVALS TODAY.
BROTHERS TOMORROW.



MOMENTS THAT MATTER.
NOT MEASURED BY SCORE,
BUT BY HEART.



A COMMUNITY UNITED.
FANS. CADDIES. FAMILIES.
ONE FAIRWAY.



LEGENDS AREN'T JUST MADE
ON THE COURSE.
THEY'RE MADE IN MOMENTS LIKE THIS.



THE SECOND SEASON		
1	J. WALKER	-18
2	M. THOMPSON	-18



THE FAMILIES
BEHIND EVERY CHAMPION.



THE JOURNEY
SHARED. CHALLENGED. EARNED.



THE SUPPORT
THAT NEVER FADES.



THE NEXT GENERATION
INSPIRED BY EXAMPLE.



THE MEMORIES
THAT LAST A LIFETIME.



FAIRWAY TO
REDEMPTION
THE SECOND SEASON

THE TROPHY ENDS THE TOURNAMENT. THE EMBRACE DEFINES THE SEASON.

32 TEAMS. 32 LEGENDS. ONE FAIRWAY.

REPRESENT YOUR TEAM. HONOR THE GAME.

A COLLECTION OF NFL LEGENDS. UNITED BY COMPETITION. DRIVEN BY PURPOSE.

FAIRWAY TO
REDEMPTION
THE SECOND SEASON



LEGENDS ON THE GRIDIRON. CHAMPIONS ON THE FAIRWAY.



THE SECOND SEASON

FAIRWAY TO REDEMPTION



ONE GAME ENDS.
ANOTHER BEGINS.



BEYOND THE GRIDIRON.
LEGENDS ON THE FAIRWAY.



BUILT ON COMPETITION.
DEFINED BY CHARACTER.



THE SECOND SEASON.
FAIRWAY TO REDEMPTION.

THE SECOND SEASON
FAIRWAY TO REDEMPTION





THE SECOND SEASON

FAIRWAY TO REDEMPTION



A FAN EXPERIENCE LIKE NO OTHER.

More than a tournament.
It's a movement.
Where football legends
and golf unite to inspire,
compete, and give back.



LEGENDS COMPETE

32 NFL Legends.
One incredible field.
Competing for more than a title.



FAN CONNECTIONS

Meet & greets. Autographs.
Q&A sessions. Get closer
to the legends you love.



LIVE ENTERTAINMENT

Music, energy, and atmosphere
that bring the weekend to life
on and off the course.



FAMILY FUN ZONE

Games, interactive activities,
and experiences for fans
of all ages.



PURPOSE DRIVEN

Every moment gives back.
Supporting military, youth,
and communities in need.

SUNDAY'S
FEEL
DIFFERENT

THE SECOND SEASON FAIRWAY TO REDEMPTION

POS	PLAYER	TODAY	TOTAL
1	R. WILLIAMS	-4	-16
2	T. GONZALEZ	-3	-14
3	B. URLACHER	-2	-13
4	A. PETERSON	-1	-11
5	L. FITZGERALD	E	-10



LEGENDS
ON THE
FAIRWAY.
IMPACT
IN OUR
COMMUNITY.

#THESECONDSEASON

THE SECOND SEASON

OFFICIAL MERCHANDISE

AT EVERY TURN, FANS EXPERIENCE MORE.

LEGENDS
COMPETE.
WE ALL
WIN.

FUTURE
LEGEND.

SUNDAYS
FEEL
DIFFERENT

MORE THAN A WEEKEND.
A MEMORY THAT LASTS.

- ✓ Incredible Golf
- ✓ Legendary Players
- ✓ Exclusive Access
- ✓ Unforgettable Moments
- ✓ Meaningful Impact

LEGEND ALLEY

Walk among the legends.
Take photos. Share stories.
Create memories.

INTERACTIVE FAN ZONE

Test your skills. Win prizes.
Fun for all ages, all weekend.

BEHIND THE SCENES ACCESS

Get closer to the action with
exclusive experiences and
insider access.

LIVE MUSIC & HOSPITALITY

Great food. Live music.
Unmatched atmosphere.
All weekend long.

IMPACT PAVILION

See how your support
changes lives. Because this
is bigger than golf.

CHAMPIONSHIP FINISH

Feel every shot.
Celebrate every moment.
Be part of something special.

LEGENDS ON THE FAIRWAY. FANS AT THE HEART. TOGETHER, WE MAKE IT MATTER.





THE SECOND SEASON

FAIRWAY TO REDEMPTION



CORPORATE HOSPITALITY
MORE THAN A TOURNAMENT.
IT'S YOUR STAGE.

ELEVATE YOUR BRAND. REWARD YOUR CLIENTS. INSPIRE YOUR TEAM.



EXCLUSIVE ACCESS.



Premium Hospitality Venues



Meet & Greets with NFL Legends



Inside-the-Ropes Experiences



Gourmet Dining & Premium Beverages



Preferred Parking & Dedicated Concierge



Custom Branding & Activation Opportunities



ENTERTAIN. CONNECT. LEAVE A LASTING IMPRESSION.

Create unforgettable moments for your guests in a setting where legends compete and relationships grow.



CUSTOMER APPRECIATION



CLIENT ENTERTAINMENT



TEAM ENGAGEMENT



BUSINESS DEVELOPMENT



BRAND EXPOSURE

HOSPITALITY EXPERIENCES

- ▶ Champion Club – All-Inclusive Premium Venue
- ▶ Fairway Club – Elevated Lounge Experience
- ▶ 18 Green Suites – Private Suites with Views
- ▶ Legends Lounge – NFL Player Appearances & Interactive Sessions
- ▶ Pro-Am Experience – Play with NFL Legends
- ▶ Corporate Challenges – Engage & Compete



PREMIUM VENUES



NFL LEGEND INTERACTION



WORLD-CLASS HOSPITALITY



INSIDE THE ROPES ACCESS



CUSTOM BRANDING



LEGENDS ON THE FAIRWAY.



YOUR BRAND IN THE MOMENT.



MEMORIES THAT DRIVE LOYALTY.

LET'S CREATE SOMETHING
EXTRAORDINARY TOGETHER.
PARTNERSHIPS@THESECONDSEASON.COM



THE SECOND SEASON

FAIRWAY TO REDEMPTION

THE FUTURE IS LIMITLESS.
ONE FORMAT. ENDLESS POSSIBILITIES.
LEGENDS. COMPETITION. PURPOSE.

IMAGINE.

**ONE ICONIC FORMAT.
ENDLESS LEGENDS.
UNLIMITED IMPACT.**

The Second Season is built to evolve
across sports, cultures, and generations.
The stage is global.
The mission remains the same.
Redemption. Legacy. Impact.



ADAPTABLE. SCALABLE. GLOBAL.
THE SECOND SEASON FORMAT TRANSCENDS SPORTS AND CONNECTS GENERATIONS.

NBA

NBA LEGENDS.
NEW CHAMPIONS.
SAME PURPOSE.

MLB

BASEBALL GREATS.
TIMELESS RIVALRIES.
A NEW CHAPTER.

OLYMPIANS

BEYOND THE MEDAL.
CHAMPIONS ON A
DIFFERENT COURSE.

NASCAR

RACING LEGENDS.
COMPETE OFF THE TRACK.
LEGACY ON THE FAIRWAY.

SOCCER

GLOBAL STARS.
GLOBAL STAGE.
UNITED BY THE GAME.

MILITARY VETERANS

HONORING SERVICE.
BUILDING COMMUNITY.
CHANGING LIVES.

CELEBRITY EDITIONS

ENTERTAINERS. INFLUENCERS.
ICONS ON THE COURSE.
FUN. COMPETITION. IMPACT.

INTERNATIONAL COMPETITIONS

TAKING THE GAME GLOBAL.
UNITING CULTURES.
EXPANDING THE MISSION.

ONE FORMAT. LIMITLESS POSSIBILITIES.

 COMPETITION That Inspires	 STORIES That Resonate	 PLATFORMS That Unite	 LEGACIES That Last	 IMPACT That Matters
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THE SECOND SEASON – BUILT FOR TODAY. DESIGNED FOR TOMORROW.
NEW LEGENDS. NEW STORIES. NEW COURSES. SAME PURPOSE.



JOIN THE JOURNEY.
BE PART OF WHAT'S NEXT.
thesecondseason.com