

SPORTS ILLUSTRATED Presents 'THE GOLF CLASSIC' Featuring Austin Reaves of the Los Angeles LAKERS as Special Guest

The Golf Classic Returned for its 19th Consecutive Year, Held at Angeles National Golf Club on July 10th, 2023, Benefitting UCLA Children's Hospital

LOS ANGELES, CA, UNITED STATES, July 12, 2023 /EINPresswire.com/ -- [Sports Illustrated](https://www.sportsillustrated.com/) presented 'The Golf Classic,' a highly-anticipated VIP golf outing, held on Monday, July 10th at the esteemed Angeles National Golf Club. The Golf Classic, an annual event with a 19-year history as one of the longest-running lifestyle golf events in the country, announced an inaugural partnership with Sports Illustrated to expand the reach of the tournament through the storied media enterprise. The annual event combines networking, comradery and competitive golf through a scrimmage-style tournament that raises funds for UCLA Children's Hospital.

Talent attendees included special guest host Austin Reeves (LA LAKERS), who was joined by NBA stars Metta World Peace and Charles Oakley, NFL player Joe Haden, Evan Ross, Brody Jenner, Brandon Thomas Lee, Gabriel Aubry, Tom Ellis, Skeet Ulrich, Jesse Lee Soffer, Paris Brosnan, Austin Mills, Blake Webber, Jake Adams, Jesus of Golf, Chord Overstreet, Don Benjamin, Adam Senn, Kyle Schmidt, Erik Paladino, Nate Hill, DJ Politik, Beau Casper Smart, and Sports Broadcaster Ashley Haas who emceed the day, among many other players to comprise the 140 participants.

The Golf Classic was created in 2004 to provide an outlet for executives and entertainment industry VIPs, paired with celebrity guests to engage in peer-to-peer networking and friendly competition while supporting a good cause. Conceived by one of the nations' premiere experiential marketing agencies, ENTER, founding creative Zev Norotsky has curated a tournament widely recognized as the originator of a new era of lifestyle driven golf event' attracting key influencers, athletes, celebrities, young creatives and entertainment industry elite.



The Golf Classic Founder Zev Norotsky with LA Lakers Austin Reaves

Participants played on a championship-level course that offered unique challenges to golfing enthusiasts of every skill level. Angeles National Golf Club, located in Sunland, California is a Par 72 championship, 18 hole golf course, with four sets of tees, comprising two lakes, one creek and 54 bunkers.

"As we look ahead to our 20th year it only made sense to partner with the leading authority in sports media to bring this event to a wider audience and continue to raise the bar for what a brand driven and culturally relevant golf event can look like." - Founder, Zev Norotsky



participant Brody Jenner on the course

For the 2023 Los Angeles outing, The Golf Classic welcomed exciting beverage partners including pouring stations throughout the course presented by [Casamigos](#), plus Saint James Tea, Celsius Energy, Flying Embers Hard Kombucha, Hello Soju, and Mezcla. Liquid Death kept guests hydrated, along with Drip Hydration Protein shots and a Hyperice massage area offered on-site wellness relief. OOKA showcased their revolutionary new doseable pod device.

“

The Golf Classic has long been the originator in lifestyle golf events in the US, ostensibly creating the blueprint for what a celebrity and professional athlete driven golf experience can look like.”

*Founder of The Golf Classic,
Zev Norotsky*

Shock'd Golf balls and Golf Tournament Solutions' Golf Cannon activated immersive challenges on the course. Geometry provided commemorative branded towels for players, Crep Protect kept golfers' shoes looking clean on the course and Palm Golf Co outfitted each player with

fresh new golfing gloves, while Goodr outfitted their signature golf sport designed sunglasses..

Beyond Meat kept tastes satisfied with an on-site food truck as did the in-demand Yeastie Boys food truck, while Uncle Paulie's served up their signature specialty cuisine favorites. Official hotel partner for this year's tournament was the L'Ermitage Beverly Hills and The Golf Classic introduced an auto partnership with BMW.

Following Los Angeles, ENTER and Sports Illustrated will hit the road for a marquee golf event ahead of Big Game Weekend at TPC Summerlin. The second annual SI INVITATIONAL will be held on February 8th in Las Vegas, with more details to follow.

About Sports Illustrated

Sports Illustrated (SI) is an unparalleled and influential leader recognized for shaping modern culture and uniting athletes, teams and fans worldwide. At the intersection of sports, lifestyle and entertainment, Sports Illustrated is a 360-degree enterprise that delivers immersive content, innovative digital experiences, unforgettable events, and original products. Its award-winning media arm brings powerful storytelling to life through probing profiles and up-to-date news on SI.com, across social media platforms and through the monthly print magazine. The most trusted name in sports transcends media through SI Tickets, a fan-first ticketing platform, SI Sportsbook, a digital sports betting platform, SI Studios, the brand's home for film, TV, and long form audio adaptations of SI's thought-provoking storytelling, and more. SI brings its unique and [authentic](#) perspective to marquee events and captivating brand activations including The Sportsman of the Year Awards, "The Party", SI Swimsuit Launch Weekend and the SI Circuit Series. Visit www.SI.com.



Winning team member, model Gabriel Aubry with the prize trophy

About Authentic Brands Group

Authentic Brands Group (Authentic) is a global brand development, marketing and entertainment platform, which owns a portfolio of more than 40 iconic and world-renowned Lifestyle, Entertainment and Media brands. Headquartered in New York City, with offices around the world, Authentic connects strong brands with best-in-class partners and a global network of operators, distributors and retailers to build long-term value in the marketplace. Its brands generate more than \$25 billion in global annual retail sales and have an expansive retail footprint in 150 countries, including 10,800-plus freestanding stores and shop-in-shops and 380,000 points of sale.

Authentic is committed to transforming brands by delivering powerful storytelling, compelling content, innovative business models and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. Authentic's brand portfolio includes Marilyn Monroe[®], Elvis Presley[®], Muhammad Ali[®], Shaquille O'Neal[®], David Beckham[®], Dr. J[®], Greg Norman[®], Neil Lane[®], Thalia[®], Sports Illustrated[®], Reebok[®], Brooks Brothers[®], Barneys New York[®], Judith Leiber[®], Ted Baker[®], Hunter[®], Vince[®], Hervé Léger[®], Hickey Freeman[®], Frye[®], Nautica[®], Juicy Couture[®], Vince Camuto[®], Lucky Brand[®], Aéropostale[®], Forever 21[®], Nine West[®], Eddie Bauer[®], Spyder[®], Volcom[®], Shark[®], Tretorn[®], Prince[®], Airwalk[®], Izod[®], Jones New York[®], Van Heusen[®], Hart Schaffner Marx[®], Arrow[®], and Thomasville[®]. Visit authentic.com.

ABOUT Casamigos:

Brought to you by those who drink it. Casamigos was founded by longtime friends George Clooney, Rande Gerber, and Discovery Land Company CEO & founder Michael Meldman. Tequila-filled nights with friends is how Casamigos was born. Launched in 2013, these small batch, ultra-premium tequilas are made from the finest hand-selected 100% Blue Weber agaves grown in the rich red clay soil and cool climate of Mexico's Jalisco Highlands for a minimum of seven years.

Visit www.casamigos.com

Natalie Arias

The Influence

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/644210603>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.