

AT&T to take over as Byron Nelson Championship sponsor

Matt Cutler

AT&T will become the new title sponsor of the Byron Nelson Championship in 2015, golf's PGA Tour has announced.

The telecommunications company will assume the title sponsorship when the current contract with HP expires after the 2014 tournament, with the computing company having held the rights since 2003. AT&T will become only the third company to strike a title sponsorship deal in the history of the event, which takes place in Texas, the United States. Financial details were not revealed.

"This is an exciting day in the history of the Byron Nelson Championship and our charity, Salesmanship Club Youth and Family Centres," said Charley Spradley, president of the Salesmanship Club, which organises the event. "With AT&T assuming the title sponsorship of our major fundraising event starting in 2015, we are taking steps to secure the future of the Byron Nelson Championship that funds our innovative services for at risk and troubled children."

The tournament is the leading charity fundraiser on the PGA Tour. "Since AT&T moved their global headquarters to Dallas, they have proven to be exemplary corporate citizens in our community," Spradley continued. "This announcement is further proof of the commitment they have made to our community." Ron Spears, AT&T's senior executive vice-president, added: "We hope the tournament will be the AT&T Byron Nelson Championship for many years into the future."

Fonte: SportBusiness International. Disponível em:

<<http://www.sportbusiness.com/news/186741/att-to-take-over-as-byron-nelson-championship-sponsor>>. Acesso em: 4 Dec. 2012.

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