



2026 Media Coverage Opportunities

Below is a summary of standout events happening during 3M Open week that present strong opportunities for media coverage — from youth engagement and military recognition to celebrity appearances and live entertainment. All events take place at TPC Twin Cities in Blaine, MN unless otherwise noted.

MONDAY, JULY 20

First Tee Girls Clinic presented by The Toro Company

The First Tee Girls Clinic presented by The Toro Company will welcome young female golfers to TPC Twin Cities for an afternoon focused on skill development, confidence building, and fun. Participants will rotate through interactive stations featuring fitness, putting, driving, and chipping while learning from coaches and mentors in an engaging and supportive environment.

Time: 1:00 PM

Location: Back of the Driving Range, TPC Twin Cities

Who:

- Girls from First Tee – Minnesota hosted by Jennifer Huber, PGA Teaching Professional
- Speakers:
 - Jennifer Hines, Assistant Tournament Director, 3M Open
 - Jim Triggs, CEO, First Tee – Minnesota
 - Brooke Carey, Manager Government Contracts, The Toro Company

What/Why: The First Tee Girls Clinic is designed to introduce and inspire the next generation of female golfers by creating a welcoming environment where participants can build confidence, develop new skills and connect with coaches, mentors and collegiate student-athletes. The clinic reflects a shared commitment to growing the game and creating opportunities for young women both on and off the course.

Visuals: Young golfers participating in putting, chipping, driving and fitness stations; instruction and mentorship from former LPGA Competitor Jennifer Huber, PGA Professional from Hazeltine and additional First Tee coaches from Minneapolis, St. Paul and Rochester. Teachers will provide one-on-one interactions with participants; energetic, hands-on learning and smiles throughout the clinic.

Callaway Wounded Warriors Club Fitting

In partnership with Birdies for the Brave and Next 18, Callaway Golf Company will host a special club fitting experience for one veteran and one first responder at TPC Twin Cities. Participants will receive personalized club fittings from Callaway experts, tour the Callaway equipment truck, and enjoy a unique behind-the-scenes PGA TOUR experience that honors their service and sacrifice.

Time: 2:00 PM

Location: Driving Range, TPC Twin Cities

Who:

- Jeremy Larson – Jeremy served 13 years in the United States Army as a Combat Engineer and Recruiter and served in the Air Force Reserve and Air National Guard as a firefighter. A retired Firefighter-EMT from St. Paul, Minnesota, he credits Next 18 with helping him find healing, connection and purpose after years of service to his country and community.
- Dan Larsen – Dan is a U.S. Army veteran who served as a commissioned officer in the Army Nurse Corps, providing care to Soldiers, military families and retirees at military medical centers across the country. Through his involvement with Next 18 as both a participant and volunteer, he has become an advocate for mental wellness, connection and support among veterans and first responders.
- Callaway Golf
- Next 18, a nonprofit that supports veterans and first responders through golf, camaraderie and mental wellness.

What/Why: Callaway Warrior Club Fittings are a nationwide initiative led by Callaway Golf in partnership with Birdies for the Brave that recognizes the service and sacrifice of military veterans and first responders through the game of golf. The experience combines custom club fittings with exclusive behind-the-scenes access at PGA TOUR events, using golf as a vehicle for connection, recovery and community. At the 3M Open, the program is held in partnership with Next 18, a nonprofit that supports veterans and first responders through golf, camaraderie and mental wellness.

Visuals: Personalized club fitting with Callaway technicians; veteran and first responder testing clubs on the driving range; inside the Callaway Tour equipment truck; interactions with Callaway staff, Next 18 representatives; authentic moments highlighting the participants' stories and experiences.

TUESDAY, JULY 21

First Tee Game Changers Clinic & Money Bootcamp, presented by Huntington Bank, ORS Nasco & UNRL

As part of the First Tee Game Changers Academy, selected teens from First Tee chapters across the country will participate in a day of golf, leadership, and financial literacy programming at TPC Twin Cities. Participants will rotate through golf skill stations and life skills activities before taking part in the Huntington Bank Money Bootcamp designed to build financial confidence and decision-making skills. The experience is focused on developing the next generation of leaders both on and off the golf course.

Time: 10:30 AM

Location: Back of the Driving Range, and Huntington Bank Military Outpost, TPC Twin Cities

Who:

- Selected teens from First Tee Game Changes Academy (participants from chapters across the U.S.)
- Local First Tee – Minnesota Participants from Northside Chapter
- First Tee coaches and program facilitators
- Austin Smotherman, PGA TOUR player and First Tee Ambassador
- Emceed by Emma Carpenter, sports broadcaster and Minnesota Golf Alum

What/Why: The First Tee Game Changers Academy Honoring Joe Louis Barrow Jr. is First Tee's longest-running national participant event, bringing together 72 teens from First Tee chapters across the country for a five-day leadership and empowerment experience. This year marks the first time the academy has been held in conjunction with a PGA TOUR event, giving participants unique access to the 3M Open and opportunities to engage with PGA TOUR players, industry leaders and tournament partners. At TPC Twin Cities, participants will take part in a clinic led by First Tee Ambassador and PGA TOUR player Austin Smotherman, along with golf skill stations, leadership activities and Huntington Bank's Money Bootcamp—an interactive financial literacy session designed to build confidence and decision-making skills. Local First Tee – Minnesota participants will also join the day's programming, reinforcing First Tee's mission of developing character, confidence and leadership through the game of golf.

Visuals: First Tee Game Changers Academy participants and local First Tee – Minnesota youth participating in golf instruction, leadership activities and Huntington Bank's Money Bootcamp; clinic led by PGA TOUR player and First Tee Ambassador Austin Smotherman; mentor interactions and authentic moments of teamwork, confidence and connection.

Golf 4 All Day

In partnership with 3M Community Impact, the 3M Open will host Golf 4 All Day at TPC Twin Cities, welcoming 500 local youth for an interactive afternoon that reimagines golf through music, food, and hands-on experiences across the course including the 3M Health & Safety Experience and 3M Auto Aftermarket. Participants will enjoy activations throughout Fan Village, Northwoods, and the Main Entrance while engaging with current and former athletes, including Emma Carpenter, Wally Szczerbiak, John Randle and Randall McDaniel.

Time: 12:45 – 3:30 PM

Location: Main Entrance, Northwoods and Fan Village, TPC Twin Cities

Who:

- 500 youth from local organizations
- Special guests include:
 - Randall McDaniel, NFL Hall of Famer
 - John Randle, NFL Hall of Famer
 - Wally Szczerbiak, former NBA Player

- Emma Carpenter, media personality and Minnesota Golf Alum
- Vice President of 3M Community Impact Michael Stroik (Please reach out to Anya Balke to arrange any interviews: abalke@mmm.com)

What/Why: Golf 4 All Day celebrates the power of golf to bring people together while introducing local youth to the game in a fun, welcoming environment. In partnership with 3M Community Impact and local community organizations, the event uses interactive experiences, athlete engagement and hands-on activities to inspire the next generation.

Visuals: More than 500 local youth participating in interactive experiences throughout the course; hands-on activations at the 3M Health & Safety Experience and 3M Auto Aftermarket; high-energy music and entertainment; athlete interactions with participants; vibrant scenes throughout Fan Village, Northwoods and the Main Entrance.

WEDNESDAY, JULY 22

R.S. Hughes Championship Pro-Am

A highlight of 3M Open week, the R.S. Hughes Championship Pro-Am provides partners and guests the opportunity to play alongside PGA TOUR professionals. Patients and families from Fairview will also serve as kid captains on Hole 17, creating memorable moments with players while celebrating strength, resilience, and community.

Time: Tee times begin at 6:40 a.m.

Location: First and Tenth Tee, TPC Twin Cities

Who:

- PGA TOUR players
- Celebrities, including:
 - Adam Thielen, 3M Open Ambassador and former NFL player
 - Larry Fitzgerald, future NFL Hall of Famer
 - Kevin O'Connell, head coach of the Minnesota Vikings
 - Matt Boldy, Minnesota Wild starting forward, 2026 gold medalist
- Patients and families from Fairview will serve as kid captains on Hole 17

What/Why: A highlight of 3M Open week, the R.S. Hughes Championship Pro-Am offers celebrities and partners the opportunity to play alongside PGA TOUR professionals. As a unique and heartwarming feature, patients and families from Fairview will serve as kid captains on Hole 17, creating unforgettable moments with tour players while celebrating strength, resilience, and community care.

Visuals: Celebrities and pros in action, young patients tending the flag on Hole 17, emotional interactions between players and families, vibrant activity on the course.

PGA TOUR WIVES AKA SPORT EVENT

PGA TOUR Wives (approximately 12–15 participants) will join AKA SPORT Scholarship Recipients at Victory Links Golf Course for a fun 18-hole putting challenge designed to kick off 3M Open week with a focus on connection and community. The activation highlights AKA SPORT's youth development mission and scholarship program and will conclude with PGA TOUR Wives presenting a check to support additional local scholarships.

Time: 10:00a.m. check presentation

Location: Victory Links Golf Course Putting Area

Who:

- PGA TOUR Wives (12-15 Wives Anticipated)
- AKA SPORT Kids

What/Why: PGA TOUR Wives will join AKA SPORT, a Minnesota nonprofit that provides youth sports and fitness programming, for a fun 18-hole putting challenge with scholarship recipients designed to kick off 3M Open week with connection and community. The activation highlights AKA SPORT's mission to keep kids active through inclusive, multi-sport experiences while supporting its local scholarship program.

Visuals: PGA TOUR Wives and youth participants engaging in a lighthearted putting challenge; interaction and connection throughout the course; check presentation recognizing support for AKA SPORT scholarships.

FRIDAY, JULY 24

Folds of Honor Friday, presented by Huntington Bank, Cub, and Ascentek

Spectators are encouraged to wear red, white, and blue for the third annual Folds of Honor Friday, honoring U.S. service members and first responders. The day will begin with a special patriotic ceremony and national anthem performance on the 1st Tee, setting the tone for a day of recognition and remembrance. Presented in partnership with Huntington Bank, Cub, and Ascentek, Folds of Honor Friday is part of the PGA TOUR's ongoing partnership with the organization founded by Lt. Col. Dan Rooney.

Time: Ceremony at 6:20 AM

Location: 1st Tee, TPC Twin Cities

Who:

- Emma Carpenter, National Anthem Performer, media personality and Minnesota Golf Alum
- Bill Brown, 3M CEO
- Adam Thielen, 3M Open Ambassador and former NFL player
- Rocky Sickmann, Folds of Honor
- Local families receiving scholarships

What/Why: A meaningful patriotic tribute recognizing service members and first responders. Educational scholarships will be awarded, including four through the 3M Open Fund.

All-Day Activation Includes:

- Fans encouraged to wear red, white, and blue
- Commemorative Folds of Honor pin at gates while supplies last
- FanShop round-up donation option and 10% discount for military
- Huntington Bank Military Outpost opens at 10:00am for those that claimed Friday tickets in advance.

Visuals: Flag presentation, scholarship recipients, military families, emotional and impactful storytelling.

Nick Dunlap to Throw Ceremonial First Pitch at Target Field

Time: 6:35-6:55 PM (exact time TBD)

Location: Target Field

Who:

- Nick Dunlap, PGA TOUR pro

What/Why: In celebration of 3M Open week, Nick Dunlap will deliver the ceremonial first pitch prior to the Minnesota Twins vs. Athletics game.

Visuals: Nick Dunlap on the pitcher's mound, cross-sport branding and fan excitement, and potential interaction with Twins players and fans.

SATURDAY, JULY 25

3M Open Swings & Strings Post-Round Concert

Following the conclusion of third-round play at approximately 6 PM, fans are invited to enjoy Swings and Strings featuring multi-platinum recording artist Andy Grammer at TPC Twin Cities. Included with a Saturday 3M Open ticket, the post-round concert delivers a high-energy entertainment experience to cap off one of the most exciting days of tournament week.

Time: Approximately 6:00 PM (Immediately following conclusion of play)

Location: TPC Twin Cities

Who: Andy Grammer, Multi-Platinum Pop Music Artist

What/Why: Live concert on the tournament grounds open to all Saturday ticketholders.

Important Note: Media coverage must be pre-approved by artist management. Contact Caitlin Moyer at cmoyer@3mopen.com by Friday, July 17 at 5:00 PM CT.

Visuals: Large crowds, energy-filled performance, post-round celebration.

SUNDAY, JULY 26

Family Day

The 3M Open celebrates Family Day on Blaze Championship Sunday with a lineup of kid-friendly activities throughout Fan Village to complement the final round of golf. Highlights include a Peppa Pig meet-and-greet presented by Fairview (ticket required), appearances from local sports mascots, kids-only autograph zones, and surprises designed for the whole family. Guests can also enjoy the Sunday Special Family Meal Deal—\$25 for four hot dogs and four non-alcoholic beverages—available from 10 AM–2 PM at the Cub Grill in Fan Village while supplies last.

Time: All Day

Location: Fan Village, TPC Twin Cities

Who: General public, families, kids

What/Why: Celebrating Championship Sunday with family-friendly programming and activities.

Highlights Include:

- Peppa Pig Meet-and-Greet (ticket required; presented by Fairview)
- Family Meal Deal: \$25 for 4 hot dogs and 4 non-alcoholic drinks, available from 10 a.m. -2 p.m., while supplies last
- Fairview will be handing out ‘all about the kids’ teddy bears starting at 11:00am by the Fairview Family Care Center while supplies last!
- Kids-only autograph zones
- Appearances by local sports mascots

Visuals: Families enjoying the tournament, character appearances, kids engaging with golf and athletes.

Ticketing Promotions

Kids 15 & Under Get in Free

Thanks to Cub, all children 15 and under receive free admission to the 3M Open all week long with a ticketed adult. It’s a great way to introduce the next generation to the game of golf.

Student Discount

The 3M Open is proud to offer discounted tickets for college students with a valid “.edu” email address. This exclusive offer provides students with an affordable way to experience PGA TOUR action up close at TPC Twin Cities and enjoy all the excitement of tournament week, including access to Fan Village, on-course viewing, and live entertainment throughout the grounds.

Military Tickets – SOLD OUT

The 3M Open proudly offers complimentary admission to all members of the military community. Active duty, retired military, and veterans with valid military ID are eligible for two (2) free tickets to the tournament. Attendees may select the day they wish to attend during registration. Once onsite, they can enjoy the action from the Huntington Bank Military Outpost presented by Cub & Ascentek, located in Fan Village. The outpost is open starting at 10 a.m. each day and includes access to complimentary non-alcoholic beverages courtesy of Pepsi, as well as lunch served daily on a first-come, first-served basis, courtesy of Sysco Foods.

Fan Experiences & Activations

DRIVER by 3M and PING

DRIVER is an immersive brand experience that brings 3M’s material science and PING’s engineering leadership to life through the parallel worlds of golf and automotive innovation. This exciting, open-to-all space in Fan Village, showcases how advanced materials, precision engineering, and performance-driven design power are both the modern driver on the course and the modern driver on the road. This interactive experience transforms complex technology into hands-on experiences, from club-in-hand games to edge-of-your-seat driving simulators.

NEW: 3M Open 50/50 Raffle

New for 2026, the 3M Open will introduce its first-ever 50/50 raffle with net proceeds benefitting the TB1 Fund and The Brown Boys Benefit. Fans can purchase tickets on-site Thursday–Sunday in packages ranging from \$20 (10 chances) to \$200 (2,019 chances). The winning ticket will be drawn on Monday, July 27, with a maximum jackpot prize of \$50,000 in accordance with Minnesota charitable gaming regulations. For more details and information, please visit: <https://3mopen.us.bumpcbraffle.com/en>

The Perfect Drive by Toro – Mobility Shuttles

To enhance accessibility and embrace sustainable practices, the 3M Open together with The Toro Company will offer a fleet of five (5) Toro Vista electric vehicles. Fans who need help getting around the course can find clearly marked stops at the main entrance, VIP entrance, Fan Village, and Hole 7 green. Additional services will be provided upon request at hole 14.

Fairview Family Care Center + Sun Safety Stations

As the official healthcare partner of the 3M Open, Fairview is proud to bring two activations that will put fans at the center. Fans are encouraged to always be safe in the sun by visiting Fairview's Sun Safety Stations located throughout the course. Families and fans looking for private feeding and changing areas are invited to visit the Fairview Family Care Center in Fan Village.

Food & Beverage

Come Hungry: A Taste of What's Cooking at the 3M Open

Fan Village will be buzzing with flavor, offering a variety of mouthwatering options to satisfy every craving. Jersey Mike's will be serving up its fan-favorite subs, including a gluten-free bread option for those with dietary preferences. The Cub Grill returns with a variety of fan favorites like the pork carnitas taco, pulled chicken sandwich, turkey club croissant and for our vegetarian fans the Greek mediterranean wrap. Back by popular demand, the Vikings Table Food Truck powered by Xcel Energy will be serving up golf inspired cuisine.

Over in The Northwoods, My Burger—a local favorite—joins the fun with its special-edition Greenskeeper Burger, crafted exclusively for the 3M Open. Red's Savoy Pizza will be slicing up jumbo pieces of its legendary 'Sota Style Pizza—thin crust, passive-aggressive sauce, piled high with toppings, and smothered with cheese. The Northwoods will also feature dodopop and its wildly popular "dirty pop," a fizzy, flavorful twist on classic soda that's sure to make a splash.

Available at most concessions, the Pepsi meal deal provides fans with a value option that includes a 100% Nathan's all beef hot dog and any 20oz Pepsi product.

3M Open Signature Cocktails

This year's signature cocktail lineup has something for everyone. From crisp Ace Palomas made with Dobel Tequila Diamante to the Lemon Good Good featuring 10 Year Bushmills Irish Whiskey available at concessions with a full bar offering or enjoyed at their Fan Village location while enjoying live golf views of hole 18. With refreshing classics like the Grey Goose Transfusion and local favorite Gray Whale Minnesota Gin & Soda, fans will have plenty of options to raise a glass throughout the week.

Cocktails for a Cause: Visit the Dobel Tequila Club or Bushmills Irish Whiskey Bar, where \$1 from every cocktail purchased Thursday–Sunday will be donated to charities supported by the 3M Open Fund.

Birdie Beer Special: Every time a birdie is made on Hole 13, fans can enjoy half-price beer for the next 10 minutes, Thursday–Sunday.

Community Impact

Charitable Proceeds

Since its inception in 2019, the 3M Open has donated more than \$9 million to charitable organizations, positively impacting over one million lives. In alignment with 3M's commitment to improving lives in the communities where people live, work, and learn, the tournament is on track to reach 2 million lives by 2026.

This year, the 3M Open will give to more than 25 charities through the 3M Open Fund. In addition, the tournament will spotlight its pillar charitable partners—First Tee – Minnesota, Fairview, Folds of Honor and Greater Twin Cities United Way—by raising awareness throughout tournament week and contributing funds following the event.

Sustainability Commitment

Sustainability continues to be a focus for the 3M Open. The 3M Open continues to build on its sustainability success by improving how surplus food and materials are identified, collected, and donated in partnership with catering and operations teams. These refinements will allow more resources to be recovered for community benefit while maintaining strong diversion through recycling and composting.

This year's efforts include:

- Continuing to focus fan, volunteer and vendor education about the 3M Open sustainability goals
- Revamping efforts to add enthusiastic volunteers to be a part of the Nature Valley sustainability crew that focuses on providing guidance and education onsite to fans to learn and understand the 3M Open waste streams
- Improve our food rescue/donation program by collaborating closer with our caterer: Par Caterers
- Maintain an 80%+ diversion rate from waste-to-energy (Zero Waste to Landfill) and focus on improving composting and donations, especially concerning Construction and Demolition (C&D) waste.

Volunteers

The tournament will have approximately 1,925 volunteers to assist in conducting the event before, during and after tournament week. Volunteers will be 3M employees, area youth organizations, local schools, retirees, etc.

Volunteer Story Opportunity: Josh Swanson, the 2025 PGA TOUR Volunteer of the Year, returns to the 3M Open after being recognized for more than 30 years of volunteer service and his inspirational leadership while undergoing treatment for pancreatic cancer. His story reflects the dedication and impact of the tournament's nearly 1,900 volunteers.