MediaRoom

Farmers Insurance® Named Founding Partner and Official Insurance Partner of TGL Presented by SoFi

Farmers Insurance Sponsoring TGL's Perfect Season Challenge, Launching Today at TGLGolf.com

WOODLAND HILLS, Calif. and PALM BEACH GARDENS, Fla., Dec. 1, 2025 /PRNewswire/ -- Farmers Insurance today announced it is sponsoring TGL presented by SoFi, the primetime team golf league, as a Founding Partner and its Official Insurance Partner. Farmers® is a new Founding Partner for TGL's second season, which returns with its opening match Sunday, Dec. 28 on ABC, the league's broadcast network debut.

With a multiyear commitment, Farmers Insurance kicks off its sponsorship withTGL's Perfect Season Challenge, launching today at TGLGolf.com. The Perfect Season Challenge asks fans to pick the winning team of each regular season TGL match plus a few predictive questions to try and win $500,000 for a perfect score or prizes for first, second, or third place podium finishes on the leaderboard.

"Partnering with TGL represents a fresh, dynamic way for Farmers to connect with the golf community, creating new opportunities to engage fans through elevated experiences," said Joyce Chagan, Head of Brand Strategy for Farmers Insurance. "At Farmers, we believe you shouldn't have to compromise, whether it's quality for savings or the way you experience sports. TGL was built to reimagine the fan journey, and we're excited to bring our 'Don't Compromise' platform to life both in-venue and nationwide."

"Farmers Insurance values our technology-driven vision for the future of golf, and we're honored to welcome them to TGL," said Jason Langwell, Chief Revenue Officer, TMRW Sports. "Farmers Insurance recognizes the engagement that primetime team golf delivers with a wide spectrum of sports fans, especially younger fans."

In addition to serving as presenting sponsor of the Perfect Season Challenge, Farmers Insurance's partnership includes national ads, in-broadcast integrations, and digital and social media content. As one of the largest insurers in the U.S. of vehicles, homes, small businesses and more, Farmers Insurance is TGL's latest Founding Partner and joins a roster including Best Buy, Businessolver, Genesis, Hankook Tires, Proofpoint, and Shriners Children's. SoFi serves as TGL's Presenting Sponsor and Naming Rights Sponsor for SoFi Center.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services products. Farmers Insurance Exchange, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2025 Fortune 500 list. For more information about Farmers Insurance, visit Farmers.com.

TGL presented by SoFi Media Hub:

The Media Hub offers media members a wide selection of downloadable assets, including player and team images, league and team logos, explainer content, match highlights, overviews of holes, statistics, and more. Media can register for access and apply for match credentials at TGLMediaHub.com.

About TGL presented by SoFi:

Created by TMRW Sports, TGL presented by SoFi features six teams of top PGA TOUR players, including co-founders Tiger Woods and Rory McIlroy, competing in a season-long, fast-paced competition that brings team golf to primetime. TGL's home is the custom-built SoFi Center, a tech-infused venue on the campus of Palm Beach State College in Palm Beach Gardens, Fla. TGL's first season concluded in March 2025 with the awarding of the inaugural SoFi Cup to the league's champion, Atlanta Drive GC, and was recognized with several awards, including the Sloan MIT Sports Analytics Conferences' Alpha Award for Best Sports Innovation and being nominated for SBJ's Sports Business Awards Breakthrough of the Year. In addition to Atlanta Drive, TGL's teams include Boston Common Golf, Jupiter Links Golf Club, Los Angeles Golf Club, New York Golf Club, and The Bay Golf Club, as well as Motor City Golf Club debuting in Season 3, 2027. To learn more about TGL, its teams, rosters, competitive format, schedule and technology, visit TGLGolf.com.

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