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MEDIA CONTACT:

Patrick Pharris
Turtleback Mountain Golf & Resort
(702) 491-7464
Patrick@PreRealInvestments.com

**2026 New Mexico Open Breaks 72-Year Sponsorship Record,
Drives Championship Expansion**

New Mexico True leads record sponsorship effort with \$50,000 commitment, joined by Troon, GolfNow, Citizens Bank, New Mexico Copper Corporation, and a growing roster of sponsors

ELEPHANT BUTTE, N.M. — The 2026 New Mexico Open at Turtleback Mountain Golf & Resort presented by New Mexico True has generated more sponsorship financial support than any tournament in its 72-year history.

The record-setting effort is led by a \$50,000 commitment from New Mexico True as the championship's Presenting Sponsor. Significant support also comes from Live Forever Golf, Marina Vista, Goodwin Recruiting, Masek Rocky Mountain Golf Carts, Ekmar Abstract & Title, Sierra Vista Hospital, Bartoo Sand & Gravel, GCX Group and Player One Productions. Individual sponsorship commitments range from \$500 to \$50,000, and tournament organizers expect additional sponsors to join the championship before the end of August.

The sponsorships are helping fund one of the nation's highest-paying State Open purses, national-caliber broadcast and streaming coverage, the historic debut of AI broadcast personality Duff Foreman™ and free admission for spectators throughout the championship, Sept. 14-16, 2026.

“Enabling free admission for spectators will encourage more folks to travel to the area for the event, providing those spectators with the opportunity to explore the City of Elephant Butte, the City of Truth or Consequences and the Sierra County region,” said Acting Tourism Secretary Lancing Adams.

Sponsor support has helped increase the championship's professional purse to \$137,000. A review of publicly available purse information indicates the increase would position the championship as the second highest-paying State Open administered by a PGA of America section and the fourth highest-paying State Open championship nationwide.

“The level of sponsorship support we have received this year is changing what’s possible for the New Mexico Open,” said JC Wright, PGA, general manager of Turtleback Mountain Golf & Resort. “It’s allowing us to increase the purse, produce a live broadcast with Notah Begay III and the NB3 Broadcast team, and bring greater attention to the championship and our region.

“Our ownership has stepped up in a big way, along with our sponsors and partners, volunteers from communities across New Mexico, and the players, families and spectators who travel here to be part of it,” Wright said. “Their support is helping us bring more visitors to the region and more business to the hotels, restaurants, shops and other local businesses that serve them.” The investment is also making possible what is expected to be the most extensive broadcast and media coverage of any PGA of America sectional championship. Acclaimed golf

broadcasters Notah Begay III and Ryan Burr will host three days of live tournament coverage available through KRQE Now and KTSM+ and streamed on YouTube Live, Facebook Live and Instagram Live. The tournament and its broader media campaign are expected to generate nearly 100 million media impressions while showcasing Turtleback Mountain Golf & Resort, Elephant Butte, Sierra County and New Mexico to golf fans and potential visitors across the country and around the world.

The broadcast will feature the live tournament debut of Duff Foreman™, an autonomous, conversational AI broadcast personality developed for live sports. Based on a review of publicly available information, tournament organizers believe Foreman could become the first known lifelike AI broadcast personality to appear live on-screen and interact with human hosts during coverage of a professional golf tournament.

The championship will also produce a daily media news feed featuring tournament highlights, interviews with featured players and other tournament news for distribution to more than 80 broadcast television news stations, nearly 500 radio stations, print and online news publications, and podcasts throughout New Mexico's primary tourism feeder markets.

"The support behind this year's New Mexico Open represents a significant step forward for the championship," said Cory Armstrong, executive director of the Sun Country Section of the PGA of America. "That investment is going directly into the purse, expanded coverage and the experience for players and spectators. It's exciting to see the support behind the New Mexico Open continue to grow, both here in New Mexico and beyond."

For the first time, spectators are being actively invited to attend the New Mexico Open, with admission free throughout championship week. Residents and visitors will have an opportunity to watch leading PGA professionals and elite amateur golfers compete while experiencing Turtleback Mountain Golf & Resort and the surrounding community.

The championship is expected to produce measurable economic benefits for the region as players, production crews, sponsors, volunteers, spectators and other visitors travel to Sierra County for tournament week. Organizers plan to measure the tournament's economic impact following the championship.

The New Mexico Open Pro-Am will be held Sept. 13, followed by the 54-hole professional championship Sept. 14-16 at Turtleback Mountain Golf & Resort in Elephant Butte.

About New Mexico True

The New Mexico Tourism Department developed the New Mexico True brand in 2012 to position the "Land of Enchantment" as a premier destination for leisure travel. Built upon the idea that a trip to New Mexico is an "adventure steeped in culture," the award-winning New Mexico True brand is the platform for unified messaging through advertising, media relations, sponsorship, trade, and other strategic initiatives, altogether serving more than 50 communities and 500 businesses across the state's six regions. For more information, visit www.newmexico.org.

About the New Mexico Open

The New Mexico Open is New Mexico's premier state golf championship, bringing together many of the Southwest's top professional and amateur golfers to compete in a 54-hole stroke-play tournament for one of the region's largest purses. Organized by the Sun Country Section of the PGA of America, the championship has been played annually since 1954 and showcases elite competition while celebrating the game's tradition and growth throughout the state. Since 2025, the tournament has been hosted at

Turtleback Mountain Golf & Resort under a multi-year agreement. Visit:
www.suncountrygolf.com/newmexicoopen/

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort, home of the New Mexico Open, is a premier golf, residential and resort community located in Elephant Butte, New Mexico, just minutes from Elephant Butte Lake. The property features an 18-hole championship golf course, residential neighborhoods, planned resort amenities, and a growing calendar of golf, lifestyle, and community events. As one of southern New Mexico's premier destination communities, Turtleback Mountain Golf & Resort is helping drive tourism, residential investment, and economic growth throughout Sierra County while providing an exceptional experience for golfers, homeowners, visitors, and future resort guests. Turtleback Mountain's golf experience is professionally managed by Troon, the leader in providing golf and club-related leisure and hospitality services. Learn more: www.turtlebackmountaingolfandresort.com/.

About the Sun Country Section of the PGA of America

The Sun Country Section of the PGA of America serves more than 300 PGA of America Golf Professionals across New Mexico and West Texas. Through professional education, player development, tournament administration and community outreach, the Section supports the growth of the game while promoting excellence in golf instruction, player engagement and facility operations. The Section conducts championships and qualifying events, develops junior and recreational golf programs, and works with golf facilities, industry partners and local communities to expand participation and strengthen the game throughout the region. For more information, visit SunCountryGolf.com. Visit:
www.suncountrygolf.com/newmexicoopen/.

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