

TOURNAMENT OVERVIEW

QUICK LINKS

Click [here](#): Event Schedule
Click [here](#): Public Map

EVENT DETAILS

Staffordshire, United Kingdom
JCB Golf & Country Club
23rd – 26th, July 2026

IMPORTANT TIMES

Gates Open
Thursday – Sunday: 10:00am
Shotgun Start
Thursday – Saturday: 1:15pm
Sunday: 1:05pm

TEAM ACTIVATIONS

MAJESTICKS GOLF + CLUB

9TH GREEN TAKEOVER

Click [here](#) for more details



A VIP Tee Party for invited guests, alongside the Majesticks Arms Pub, exclusively for Fan Club members and GA+ ticket holders



In partnership with



MAJESTICKS' LITTLE STICKS TREASURE HUNT

Click [here](#) for more details

Click [here](#) for Treasure Hunt map

A family-friendly treasure hunt that encourages younger fans to explore the course while having fun!

FAMILY FAIRWAY

Click [here](#) for layout

Located off the 5th fairway, featuring the Little Sticks Inflatable, JCB Hot Rod Digger, JCB sandpit "The Big Dig," an LED screen viewing area, seating, and food & beverage offerings

JCB WELCOME BBQ

Tuesday, 21st July
7:00pm – 9:00pm
The Clubhouse at JCB Golf & Country Club

Attendees will include JCB course contacts and guests, LIV Golf C-suite executives and SVPs, broadcast talent, and players (attendance is optional)

PODIUM CEREMONY

Sunday, 26th July
Immediately after play (approx. 6:00pm)
Located at the 18th green stage



CADDIE TEAM CHAMPIONSHIP

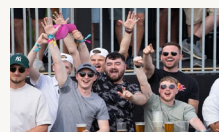
Click [here](#) for more details



PARTY HOLE

THE QUARRY

Located at the 14th Hole



Please note, the creative included does not reflect final designs. Some elements are subject to change.

FAN VILLAGE

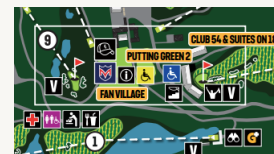
Note: Creative is not reflective of final designs and subject to change

HOURS OF OPERATIONS

Thursday – Sunday
10:00am – 30 minutes after play

LOCATION

Located right
behind the 9th green



ACTIVATION HIGHLIGHTS

Click [here](#) for Fan Village Layout
Click [here](#) for Activation Renders



JCB CHIPPING CHALLENGE



KICK-TAC-TOE



UK SUMMER LONG PUTT



KIDS ZONE

FAMILY SERVICES

Family Services offers a comfortable space with private baby changing and feeding areas, plus friendly staff available to support families throughout the event

HIDDEN DISABILITIES SUNFLOWER

Click [here](#) to learn more!

Hidden Disabilities Sunflower lanyards are available for guests who may need additional support and can be collected at any Main Entrance, Fan Services Booth, or the Family Services/Sensory Bus in the Fan Village. The Goodysphere Sensory Bus offers a calm, low-stimulation space with trained staff available to assist.

PARTNERSHIP ACTIVATIONS

This reflects Fan Village activations only.

HSBC

Click [here](#) for more details

- 10m x 10m space allocated featuring a tour spec golf simulator and reception area
- Guests will take part in a nearest pin challenge on the iconic 17th green

JCB/ASTON MARTIN F1

Pending renders

- Car display

JCB MACHINE PLACEMENTS

Click [here](#) for locations

- Machines will be displayed **throughout** the course

TOURNAMENT COCKTAIL



SWING SPRITZ

Available for purchase in the following locations:

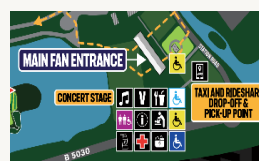
- 1st Green
- 7th/11th Fairway
- 10th/12th Crossover
- 14th Party Hole
- 16th Green
- 18th Green
- Fan Village
- Concert Space

AFTERPLAY



CHASE AND STATUS

Date: Saturday, 25th July
Time: 6:00pm (Immediately after play)
Set Length: 75-90 minutes



CONCERT STAGE

Located just beyond the Main Fan Entrance ahead of the lake on Hole 17

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