PARTNERSHIP PROSPECTUS

SIX CONTINENTS. SIX ROUNDS OF GOLF WORLD RECORD ATTEMPT

Fore Bros × Battle Back Golf, in association with the Invictus Games Birmingham 2027. Four wounded military veterans, 105 hours, and a place in the story and history for a small number of partners.

FIRST TEE SHOT

4 April 2027

06:00, Johannesburg

Fore Bros Productions

THE ATTEMPT

18 HOLES. SIX CONTINENTS.

From 06:00 in Johannesburg on Sunday 4 April 2027, Paddy, Ronan, Conor, Declan and four wounded veterans play six full 18-hole fourballs across six continents. The clock never stops. The final putt is planned for The Belfry roughly 105 hours later.

6	6×18	105	4
CONTINENTS	HOLES PLAYED	HOURS, TARGET	WOUNDED VETERANS

A carefully planned route: direct long-haul flights with no connections, and spare time built in at Singapore and Auckland.

SUN 4 APR	MON 5 APR	TUE 6 APR	TUE 6 APR	WED 7 APR	THU 8 APR
AFRICA	**ASIA**	**OCEANIA**	**SOUTH AMERICA**	**NORTH AMERICA**	**EUROPE**
Royal Johannesburg	Laguna National, Singapore	Royal Auckland & Grange, Auckland	Club de Golf Mapocho, Santiago	Trump Doral, Miami	The Belfry, Warwickshire
SQ479 · 13:45	**NZ283 · 18:45**	**LA800 · 19:10**	**LA500 · 23:00**	**BA206 · 17:00**	**Final putt ~14:30**

Courses and flights to be confirmed.

THE CAUSE AND THE MOMENT

WHY THIS. WHY NOW.

THE CAUSE · BATTLE BACK GOLF

TOO MANY VETERANS FIGHT THE BATTLE AFTER SERVICE ALONE.

Battle Back Golf gives wounded, injured and sick service personnel purpose, challenge, and a community that understands. Every pound raised keeps that route to recovery open.

2009
GOLF RECOVERY SINCE

200+
PERSONNEL HELPED

THE MOMENT · INVICTUS GAMES BIRMINGHAM 2027

THE UK'S VETERAN SPORT YEAR

The Games come to Birmingham in July 2027, putting a national spotlight on veteran recovery and adaptive sport. Our challenge lands three months ahead, in April 2027, in association with the Games: the same story, told first, with a world record attempt attached.

550
COMPETITORS

25
NATIONS

2027
JULY, BIRMINGHAM

Figures as reported by Battle Back Golf and as publicly announced for the Invictus Games Birmingham 2027.

WHO YOU REACH

210,382,556

views across Fore Bros Golf, January to October 2026, across YouTube, Instagram, Facebook, TikTok and Shorts.

21.0M
VIEWS A MONTH, AVERAGE

105,236
NEW FOLLOWERS THIS YEAR

781
PIECES OF CONTENT

69.1%
UK AUDIENCE

65.8%
AGED 25 TO 44

94.9%
MALE

29:39
AVG VIEW DURATION

TRUSTED BY Callaway · Unibet · BMW · American Golf · The Grint

Source: Fore Bros Golf Monthly Analytics Report, October 2026. Year to date; audience shares are October 2026.

WHAT THIS PROJECT COULD REACH

6.0 TO 9.3M VIEWS

THE SHOW · VIEWS

3 large YouTube episodes, 3.5 to 4 hours long per episode.

CONSERVATIVE

1.1M

3 × 369K, our 2026 average per episode

HIGHER

1.4M

3 × 468K, our October average per episode

DISTRIBUTION · VIEWS

30 clips, 10 per episode, cut for social

CONSERVATIVE

4.9M

30 × 164K, our October average per social upload

HIGHER

7.9M

30 × 264K, our 2026 average per social upload

Illustrative, not a forecast or a guarantee. Built from Fore Bros Golf 2026 averages, which include views of older content. Views, not unique viewers.

THE ASK

HELP US MAKE HISTORY.

Back four wounded military veterans, six continents and one record attempt. Be part of a story that keeps recovery, purpose and belonging alive for the people who served, and for their families.

OPERATIONS

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PARTNERSHIPS

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PRODUCTION

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