

### **AT&T Byron Nelson**

The AT&T Byron Nelson is a golf tournament in Texas on the PGA Tour. The tournament is held in May, and in 2018 moved to the new Trinity Forest Golf Club in Dallas. It is one of two PGA Tour stops in the Dallas-Fort Worth Metroplex – the only metropolitan area to host two events. The tournament is the leading fundraiser for charity on the PGA Tour and has raised more than \$143 million. For much of its history, it was the only PGA Tour stop named after a professional golfer; it remains one of only two such events, along with the Arnold Palmer Invitational. As host, Byron Nelson (1912–2006) commonly made appearances during the tournament. It is hosted by the Salesmanship Club of Dallas, a 600-member civic organization, and has benefited the Club's nonprofit momentous institute since its inception.

### **AT&T Byron Nelson Relocates to McKinney Host city for the next 5 Years**

In 2021, McKinney became the new home of the Byron Nelson at TPC Craig Ranch and is part of a five-year agreement with course operator ClubCorp. Key partners for the tournament include the City of McKinney, Choctaw Casinos & Resorts, Healthcare Highways and Independent Financial. They join returning Premier Partners Cadillac and Anheuser-Busch. According to tournament sources, the event's hospitality had already sold 77% within the first weeks after their announcement, with more than 95% of customers committing to multi-year deals.

[2021 At&T Byron Nelson Hype Video](#)

[Mayor Fuller's Comments](#)

### **AT&T Byron Nelson Ribbon Cutting**

The McKinney Chamber of Commerce and the Salesmanship Club of Dallas hosted a ceremonial ribbon-cutting on November 10th, 2020 at TPC Craig Ranch. The event celebrated the AT&T Byron Nelson's move to its new home in Collin County, along with early successes in secured sponsorships and hospitality commitments.

"We couldn't be more excited by the support we have received from everyone at TPC Craig Ranch, the City of McKinney and the Collin County community," said Jeff Walter, 2021 AT&T Byron Nelson Tournament Chair. "We look forward to working together to host the best players in the world as we shine a spotlight on McKinney, Texas, and deliver the best AT&T Byron Nelson to date."



## AT&T Byron Nelson Event and MEDC's Skybox



