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Valspar extends title sponsorship of Valspar Championship through 2030

*The Most Colorful PGA TOUR Tournament in the World
returns to Tampa Bay area March 17-23, 2025*

PONTE VEDRA BEACH, FLORIDA, PALM HARBOR, FLORIDA and CLEVELAND – The PGA TOUR, Copperhead Charities and The Sherwin-Williams Company have announced that the Valspar brand, which has sponsored the Valspar Championship since 2014, will continue its commitment to the Tampa Bay area tournament through 2030.

The extension was unveiled earlier today during a media event ahead of the 24th edition of the Valspar Championship, which returns to the Tampa Bay area March 17-23, 2025. The tournament features a purse of \$8.7 million, with \$1.72 million and 500 FedExCup points awarded to the winner. Peter Malnati will return to defend his 2024 title after claiming his second career PGA TOUR victory and first in more than eight years.

“As the final event of the PGA TOUR’s Florida Swing, the Valspar Championship sits in a pivotal spot on the golf calendar as players and fans gear up for the heart of our FedExCup Season,” said PGA TOUR Commissioner Jay Monahan. “Our friends at Valspar understand the importance this event carries in the Sunshine State and have embraced that role through unique activations including the Valspar Be Bright mural initiative and the Valspar Caddie Hat Program. The PGA TOUR is proud to continue building upon these enhancements with Valspar as we take our relationship into the next decade.”

Affectionately known as “The Most Colorful PGA TOUR Tournament in the World,” the Valspar Championship has been contested annually on the Copperhead Course at Innisbrook Resort since making its debut on the PGA TOUR schedule in 2000. The 2025 Valspar Championship will be broadcast on NBC/Peacock, GOLF Channel, the NBC Sports App, NBCSports.com, PGA TOUR LIVE on ESPN+ and distributed internationally via the TOUR’s World Feed.

“We are very proud of the growth of the Valspar Championship,” said Todd Rea, President, Consumer Brands Group, Sherwin-Williams. “This tournament has exceeded our expectations in strengthening our customer and vendor relationships, elevating the Valspar brand, and, most importantly, investing in the community in a meaningful way. Together with Copperhead Charities, we are excited to extend our partnership with the PGA TOUR through 2030 and look forward to making an even greater impact in the community in the years to come.”

Celebrating its 10th anniversary, the Valspar Caddie Hat Program rewards PGA TOUR caddies who wear Valspar branded hats throughout the season, with various perks and exclusive caddie appreciation events at PGA TOUR tournaments. The initiatives are part of Valspar's commitment to shining a colorful light on the important role caddies play for their players and the PGA TOUR.

"The continued support of Valspar allows for Copperhead Charities to make a meaningful charitable, economic and tourism impact in our Tampa Bay community," added Rondé Barber, tournament general co-chair and head of Copperhead Charities. "We are honored to be Valspar's partner and to keep the world's finest professional golfers competing in our community."

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About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

Fans can follow the PGA TOUR via: the PGA TOUR app and PGATOUR.COM; social media channels, including [YouTube](#), [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)); the PGA TOUR Channel on Free Ad-Supported Television (FAST) platforms such as the Roku Channel, Samsung TV Plus, PlutoTV, Xumo, LG Channels, Tubi, Amazon's Freevee, FireTV and Alexa devices; and WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

About the Valspar Championship

The Valspar Championship is Tampa Bay's PGA TOUR event and a part of the annual FedExCup competition. The 2025 Valspar Championship will be held on the Copperhead Course at Innisbrook Resort in Palm Harbor, Florida from March 17-23. Defending champion is Peter Malnati. The tournament is nationally televised on NBC Sports and Golf Channel and is aired in over 220 countries; and is owned and operated by Copperhead Charities, Inc. The title sponsor for the tournament is Valspar. For more information, visit www.valsparchampionship.com and follow @valsparchamp on X/Twitter.

About Copperhead Charities, Inc.

Copperhead Charities history of supporting charities through professional golf dates back to 1977, with charitable funds generated exceeding \$51 million. The 2025 Valspar Championship will be the 24th full-field PGA TOUR event sponsored by the Copperheads (General Chairs Rondé Barber and John Astrab). Over 200 Tampa Bay area civic and business leaders are members of The Copperheads. The tournament is managed by Pro Links Sports with Executive Director Hollis Cavner and Tournament Director Tracy West.

About Valspar

Valspar is a well-known, industry-leading paint and coatings brand established in 1806 and is a part of The Sherwin-Williams Company. With a commitment to helping consumers make their next project a success, Valspar offers high-quality interior and exterior paints, durable stains, and precision brushes and rollers that make the work of painting well worth the effort. Valspar has been the title sponsor of the Valspar Championship and Official Marketing Partner of the PGA TOUR since 2014.

About The Sherwin-Williams Company Consumer Brands Group

Sherwin-Williams Consumer Brands Group offers innovative products to meet customers' paint and coating needs. The company manufactures products under well-known brands such as Valspar®, HGTV Home® by Sherwin-Williams, Purdy®, Krylon®, Minwax®, Thompson's® Water Seal®, Cabot® and many more. Founded in 1866, The Sherwin-Williams Company is a global leader in the manufacture, development, distribution and sale of paints, coatings and related products to professional, industrial, commercial and retail customers. For more information, visit Sherwin.com.