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Sapphire Golf Tour Names GROW Athletics as Marketing and Public Relations Partner

Partnership will expand brand visibility, media presence, and storytelling for the premier developmental tour advancing women in professional golf

MEMPHIS, TN — July 9, 2026 — The [Sapphire Golf Tour](#), the premier developmental tour circuit dedicated to expanding opportunity for Black and Latina women in professional golf, today announced it has engaged [GROW Athletics](#) as its official marketing and public relations partner.

The partnership comes as [Sapphire Golf Tour](#) continues to expand its national presence through the remaining events of the 2026 tour season in Chicago, Atlanta, and the Washington, D.C./Maryland region. [GROW Athletics](#) will support strategic communications, earned media outreach, brand positioning, and storytelling designed to elevate the Tour's players, partners, and mission on a broader stage.

"Sapphire Golf Tour is building more than a tournament series. We are building a platform, a pathway, and a movement for women who deserve greater visibility and opportunity in professional golf," said **Tarek "Ty" DeLavallade, Tour Commissioner and Managing Partner of Sapphire Golf Tour**. "Partnering with GROW Athletics gives us a strategic communications partner that understands the business of sports, the power of culture, and the importance of telling this story with intention. Together, we will elevate our players, expand our reach, and create more opportunities for brands, communities, and supporters to invest in the future of women's golf."

Founded to build a pipeline from youth to college to the pros, the [Sapphire Golf Tour](#) creates a pathway for women of color in professional golf. It provides rising players the opportunity to compete in professional tournaments while developing their skills and advancing toward elite-level competition.

"We're proud to partner with the Sapphire Golf Tour at such a pivotal moment in its growth," said **Imani Greene, Co-Founder and Chief Marketing Officer of GROW Athletics**. "This tour is changing the game for women in professional golf, and we're excited to help amplify that story and connect it with the audiences, brands, and media that can help it grow."

"Sapphire's mission aligns closely with our own commitment to creating access and impact through sport," added **Pamela Redmon, Co-Founder and Chief Impact Officer of GROW Athletics**. "We look forward to building a platform that reflects the talent and purpose behind this tour."

Through this partnership, GROW Athletics will work closely with the Sapphire Golf Tour to develop media strategy, secure press coverage, manage public relations efforts, and strengthen the tour's brand as it continues to expand into new markets ahead of its 2027 season.

The future of sports is here, and it is being powered by women. GROW Athletics, led by a team of women, working with the Sapphire Golf Tour, which is solely focused on women golfers, is an excellent partnership.

About Sapphire Golf Tour

The [Sapphire Golf Tour](#) is a premier developmental tour circuit dedicated to increasing diversity in professional golf by creating competitive opportunities for African American women. Designed to bridge the gap between collegiate and elite-level competition, the tour provides rising talent a platform to compete, earn, and gain the exposure needed to advance in the sport. More than a series of tournaments, Sapphire offers access to premier coaching, player development programs, and strategic exemptions that accelerate the pathway to the LPGA Tour. Learn more at sapphiregolftour.com.

About GROW Athletics

[GROW Athletics](#) is a boutique sports marketing advisory delivering the depth and expertise of large firms with the intention and care of a specialized agency. GROW helps athletes, leaders, and organizations maximize opportunity, elevate their platforms, and create lasting impact through branding and marketing, strategic communications and PR, legal and financial counsel, and philanthropy and community engagement. Learn more at teamgrowathletics.com.

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