



WESTERN NEW YORK

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Michelob Ultra - WNYPGA

Michelob Ultra enters Year 3 at The Western New York PGA Partnership Family as a Title Partner for the 2026 Season

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The Western New York Section, PGA of America (WNYPGA) is proud to announce that Michelob Ultra will return as a Title Partner for the 2026 season. This upcoming year marks the third year of a three-year partnership agreement, though Michelob Ultra's legacy of support for the Section extends far beyond the current agreement.

As one of the WNYPGA's most significant and longtime supporters, Michelob Ultra's continued investment reflects a deep-rooted commitment to the local golf community. By aligning with the PGA Professional, Michelob Ultra continues to play a vital role in growing the game throughout the region and enhancing the professional standards of the Section's premier events.

The partnership is centered on a shared vision of elevating the tournament experience for every participant. As a Title Partner, Michelob Ultra will maintain a dominant presence at Major Championship WNYPGA events, featuring signature on-site branding, premium hospitality, and activations that celebrate the "Superior Light Beer" lifestyle.

"The WNYPGA Team and I are excited to continue our partnership with Michelob Ultra," said Victoria Schiro, Executive Director at the Western New York PGA. "Their continued investment helps us deliver elevated events and reinforces our efforts to bring fun, connection, and professionalism to

the game.”

About the Western New York PGA

The Western New York Section, PGA of America is one of 41 Sections, serving over 280 PGA Members and Associates. The Section is dedicated to advancing the careers of PGA Professionals while promoting the game of golf through tournaments, education and community-focused initiatives.

About Michelob Ultra

Introduced in 2002, Michelob Ultra is currently the fastest growing beer brand in the United States and stands as the "Superior Light Beer" for those who prioritize an active, balanced lifestyle.

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