



LIV GOLF AND HSBC ANNOUNCE GLOBAL, MULTI-YEAR PARTNERSHIP

HSBC becomes the Official International Banking Partner of LIV Golf

London and New York (July 10, 2025) – LIV Golf, the groundbreaking professional golf league, and HSBC, one of the world's largest banking and financial services organisations, today announced their innovative partnership aimed at further growing the game of golf worldwide.

HSBC is LIV Golf's first partnership with a global banking and financial organisation. The multi-year partnership will span the entirety of LIV Golf's 14-event global season, as well as support two of LIV Golf's thirteen teams, starting at LIV Golf Andalucía July 11-13 at Real Club Valderrama.

This groundbreaking collaboration will further HSBC's deep commitment and history in growing the game of golf. HSBC will also play a strategic role in supporting [LIV Golf's community partnerships strategy](#) that opens up opportunities and access for the next generation of golfers, as well as financial literacy initiatives.

Barry O'Byrne, HSBC's CEO of International Wealth and Premier Banking, said: "We are delighted to join forces with LIV Golf and are really excited to see what we can create together. HSBC has more than two decades of legacy in the sport and we can't wait to bring another level of excitement to our clients and sport fans. We are looking forward to working with LIV Golf to continue to attract new audiences to watch and play the game. We are proud to continue to open up a world of opportunity for golf, both on and off the course and have LIV Golf alongside us on this journey."

"HSBC's track record in supporting and advancing the game of golf is inspiring and admirable, and we are proud to welcome them into LIV Golf's growing roster of global partners," said Scott O'Neil, LIV Golf CEO. "HSBC's global footprint and ongoing presence in professional tournaments align perfectly with our mission to build the game for the next era of players and fans. Few sports leagues can claim a truly global reach, making a partnership with HSBC a natural alignment in our pursuit of a shared vision. We appreciate HSBC's confidence in supporting some of the world's biggest stars as they introduce and showcase the sport and its opportunities to new audiences worldwide. Together, we have an opportunity to engage younger fans, connect through music, culture, and innovation, and inspire the next generation, unlocking meaningful potential for both our brands and the sport we love."

In recognition of LIV Golf's position as the only global golf league pioneering team golf, the partnership will include team-specific support for [Crushers GC](#), captained by Bryson DeChambeau, and [Majesticks GC](#), co-captained by Lee Westwood, Ian Poulter and Henrik Stenson. HSBC will also become the presenting partner of LIV Golf's "9 to Play" broadcast segment that will appear during every LIV Golf live broadcast, with a potential reach of over 875 million households across more than 120 international markets.

"LIV Golf and Crushers GC deliver both the game and golf culture to new generations and markets across the world with a competitive spirit at our core. We are proud to represent HSBC, a brand that shares our belief in access to golf and elite performance on a global stage," said DeChambeau.

"HSBC has been a leader in shaping the global game of golf for decades; this new partnership strengthens our team and reinforces the global momentum behind LIV Golf; together, we're building something special that resonates far beyond the fairways. It will be an honour to wear the HSBC brand as we represent Majesticks GC around the world," said Westwood.

Media may [CLICK HERE](#) to download the still images of HSBC branding at LIV Golf events; [CLICK HERE](#) to download the launch video; and learn more about HSBC [here](#).

HSBC's support of golf dates back more than two decades and includes some of the most iconic tournaments around the world. Through this partnership, LIV Golf joins prestigious ranks of The Open, AIG Women's Open, Abu Dhabi HSBC Championship, HSBC Women's World Championship (Singapore), CGA-HSBC China Golf Program and more.

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About LIV Golf

The LIV Golf League is the world's only global golf league featuring 13 teams, a 14-tournament schedule, and many of the world's best golfers. Launched in 2022, the League was designed to expand the sport on a global level and create new value within the golfing ecosystem while enhancing the game's societal impact. A landmark investment by LIV Golf also launched The International Series, a set of 10 enhanced events sanctioned by the Asian Tour, with elevated prize funds in world-class destinations, offering a pathway for leading professional and amateur golfers from around the world into the LIV Golf League. Only three years into operations and with tournaments across North and Latin Americas, Asia, Australia, the Middle East and Europe, LIV Golf remains committed to developing the sport at every level and exposing more people to the positive virtues of the game through its unique blend of intense competition and entertainment.

LIV Golf is owned and operated by LIV Golf Investments whose vision and mission are centered around making holistic and sustainable investments to enhance the global golf ecosystem and unlock the sport's untapped worldwide potential.

About HSBC**HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

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