

Pro Shop Announces \$20M Series A and Partnership With PGA and Elysian Park Ventures

Client News

March 7, 2024

Gunderson Dettmer represented client Pro Shop, a new media and commerce company focused on golf, in its \$20 million Series A financing and investment partnership between the PGA of America and Elysian Park Ventures. Pro Shop will become the PGA TOUR's preferred partner for entertainment projects, which will enable access to highlights and archival footage to connect golf with mainstream culture.

The Series A financing was led by Powerhouse Capital with participation from the PGA TOUR and EP Golf Ventures. The new capital will be used to create Pro Shop Studios.

In the [announcement of the transaction](#), Pro Shop president and co-founder Chad Mumm said, "Combined with last year being the second-highest year ever for golf participation and the expansion of golf into the cultural zeitgeist, it's clear that the sport is having a moment. Pro Shop's goal is to captivate fans of the game everywhere and foster new ones. Golf is universal and the opportunity to further expand upon the PGA TOUR's vast storytelling potential couldn't be more exciting."

The Gunderson Dettmer deal team was led by Andy Bradley and included Tim Greene, Max Perlman, Nate Gray, Yeji Han and Alan Gao.

Companies

[Pro Shop](#)

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