

JEWELRY

Rolex continues golf commitment, lifting Ryder Cup partnership

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The 44th Ryder Cup, set to tee off next week, marks Rolex's 28th years sponsoring the multinational golf competition. Image credit: The Ryder Cup

By ZACH JAMES

Swiss watchmaker Rolex is reaffirming its long-term affiliation with a major sporting event.

As an official Worldwide Partner of the Ryder Cup since 2021, the horology label supports the biennial event in multiple capacities, representing both the European and American teams as well as being the Presenting Partner of the points standings that determine player qualification. This year's rendition takes up residence at the Marco Simone Golf & Country Club in Rome from Sept. 29 to Oct. 1, 2023.

"The Ryder Cup is the purest form of competition that we have in our sport," said Luke Donald, English professional golfer and testimonee for Rolex, in a statement.

"We play a lot of individual tournaments but to come together as a team and do something for the collective rather than just yourself is special there is nothing quite like representing your country or continent," Mr. Donald said. "The Ryder Cup is rich in history and there is a great rivalry between Europe and the United States.

"It is very passionate and there is nothing that matches it in the game of golf ."

Golf grandmasters

The 44th Ryder Cup, set to tee off next week, marks Rolex's 28th year sponsoring the multinational golf competition.

The event pits the United States and Europe's top talents against one another at different courses around the world. While the 2023 version takes place in Rome, each edition alternates between the two global entities, with Wisconsin hosting most recently and France for the holes prior.

Four Ryder Cup appearances

Four wins

Luke Donald unpacks the decisions made in the Ryder Cup that make a successful team.

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Ryder Cup (@rydercup) September 19, 2023

The Ryder Cup is also home to competitions elevated above its dual-team structure, like the battle between sporting superstars Jack Nicklaus and Tony Jacklin in 1969, as well as a tried and true rivalry between the two groups of competitors fueling each outing some years are more tense than others.

Rolex's role has shifted since its inaugural sponsorship in 1995, where it premiered as the Official Timekeeper for Team Europe. Now serving both Team USA and the European squad, the watchmaker joins fellow luxury brands German automaker BMW and American multinational hospitality company Hilton as Worldwide partners.

The horology brand has been intrinsically tied to golf since 1967 when it signed Mr. Nicklaus alongside fellow iconic names in the sport, Arnold Palmer and Gary Player, as its first golfing testimonees what Rolex calls its brand ambassadors.

A champion crowned, the 43rd Ryder Cup was one to remember. @ROLEX | #RyderCup
pic.twitter.com/cpy6xEjIMs

Ryder Cup (@rydercup) September 27, 2021

In the years since, the watchmaker has solidified itself as a fixture in the golf world, working with the PGA Tour across the globe since 1980 gaining special privileges not afforded to other sponsors in the process as well as supporting lower levels of the game, specifically the amateur circuit. Most recently, it was a premier sponsor of the US Open in Los Angeles ([see story](#)).

Sporting luxury

Across the luxury landscape, brands have been apt to collaborate with athletic stars as well as the competitions they call home.

Horology brands stand out above the rest, advertising across a wide net of interests, from women's soccer ([see story](#)) to tennis ([see story](#)) Rolex being among the latter.

The countdown is set to begin. #OMEGA#OMEGAOfficialTimeKeeper#Paris2024
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OMEGA (@omegawatches) July 25, 2023

In anticipation of the Summer Olympic Games in Tokyo next year, luxury labels have been active in signing representatives and sponsorship deals to be seen on a global stage among the best athletes in the world.

Swiss watchmaker Tag Heuer burst out of the gates in August with the announcement of three new brand ambassadors from different countries, spanning sprinting and swimming ([see story](#)).

Fellow Swiss watchmaker Omega was named the official timekeeper for the games in July, its 31st appearance in the role ([see story](#)).