



PRESENTED BY **PXG**

Wednesday · February 26 · 2025  
TPC Scottsdale Stadium Course



The Barrow Open is presented by PXG with support from  
The Bob & Renee Parsons Foundation.

Benefiting the new Golf Neuroscience Research Laboratory  
at Barrow Neurological Institute.



PRESENTED BY 

# GETTING YOU **BACK** TO YOUR GAME

## THE BARROW OPEN

On Wednesday, February 26, 2025, the Barrow Neurological Foundation will host the inaugural Barrow Open. The elevated golf tournament experience will take place at the iconic TPC Scottsdale Stadium Course, home of “The Greatest Show on Grass,” The WM Phoenix Open, and named “One of America’s Best Courses” by *Golfweek Magazine*.

Tournament availability will be limited to ensure an elevated pace-of-play experience and ensure that all golfers receive an enjoyable and intimate round of golf at one of the most famous courses in the country.

Proceeds from the Barrow Open will benefit the new Golf Neuroscience Research Laboratory, which will:

- Study the biomechanics of the modern golf swing
- Conduct pre- and post-injury research on pro and amateur athletes
- Collect data on golfers before and after spine surgery
- Develop cutting-edge treatment and science-backed guidelines

## ALL SPONSORSHIPS INCLUDE

- Tournament merchandise for each participant
- Unlimited access to practice range
- Forecaddie assigned to each foursome
- Lunch service prior to tournament
- Unlimited on-course snacks and beverages
- Post tournament cocktail reception
  - Inclusion of one additional guest for each participant



**Registration is confirmed upon receipt of payment.**  
**Due by December 31, 2024**

### Barrow Leadership

Michael T. Lawton, MD  
*President and CEO*  
*Barrow Neurological Institute*

Katie Cobb  
*President*  
*Barrow Neurological Foundation*

### Sonntag Spine Center Leadership 2025 Barrow Open Honorary Chairs

Juan Uribe, MD  
*Chief of Division of Spinal Disorders*  
*Chair for Spine Research*  
*Vice Chairman of Neurosurgery*

Randall W. Porter, MD  
*Neurosurgeon*  
*Director of Acoustic Neuroma Program*

Scott Kreiner, MD  
*Physiatrist*  
*Interventional Spine Specialist*

### 2025 Barrow Open Committee

**Committee Chair**  
Laurie Carson

### Committee Members\*

Mark Deatherage  
Jock Holliman  
Ellen Katz  
Eric Kufel  
Janet Martin  
Andy McCain  
Earl Petznick, Jr.  
Mitch Pierce  
Heidi Teets  
Gregg Tryhus

\* list in formation

**TheBarrowOpen.org**

Donations to Barrow Neurological Foundation may entitle you to a charitable tax deduction. Please consult your tax professional.

For additional event information and registration visit [TheBarrowOpen.org](https://TheBarrowOpen.org) or scan the QR code.



# SPONSORSHIPS



## **CORE FORE CLUB – only 4 available** **\$100,000**

- Foursome of golfers to be joined by featured Barrow Physician
- Name/logo prominently featured as a Core Fore sponsor on all tournament collateral, invitations, website, and event signage
- Verbal acknowledgment during pre and post tournament play
- Tee box and pin flag recognition on one signature hole
- Featured recognition on Barrow Golf Neuroscience Research Laboratory donor display
- Priority access to Barrow Golf Neuroscience Research Laboratory for four guests

## **HOLE IN ONE CLUB – only 6 available** **\$50,000**

- One foursome in tournament
- Name/logo incorporated on tournament website
- Tee box and pin flag recognition on one hole
- Recognition on Barrow Golf Neuroscience Research Laboratory donor display
- Priority access to Barrow Golf Neuroscience Research Laboratory for two guests

## **BIRDIE CLUB – only 8 available** **\$25,000**

- One foursome in tournament
- Name/logo incorporated on tournament website
- Recognition on Barrow Golf Neuroscience Research Laboratory donor display
- Priority access to Barrow Golf Neuroscience Research Laboratory for one guest

## **PAR CLUB – only 8 available** **\$12,500**

- One foursome in tournament
- Name/logo incorporated on tournament website

## **CADDIE CLUB – only 8 available** **\$10,000**

As an Caddie Club sponsor, your donation will assist in covering costs associated tournament prizes, food and beverage, merchandise, entertainment, and marketing collateral.

- Invitation for two guests to the post-tournament reception
- Tee box and pin flag recognition on one hole
- Name/logo incorporated on tournament website

### **TIMELINE**

**10:00am – 11:00am**

Registration

**11:00am – 12:00pm**

Lunch and practice range access

**12:00pm**

Welcome Remarks

**12:15pm – 5:00pm**

Shotgun Start

Best Ball Format

Beverage and snacks available throughout play

**5:00pm – 6:30pm**

Awards and Cocktail Reception

### **TOURNAMENT PLAY FORMAT**

Tournament play will consist of a 2-person “best ball”, low net format. Each participant must use at least 3 scores. USGA Handicap required.

### **SIGNATURE HOLES**

Located throughout the course, prizes will be awarded to participants for Longest Drive, Closest to the Pin, Longest Putt, and Straightest Drive.

### **AWARDS**

Prizes will be awarded to each member of the foursome representing the lowest three team scores.



## THE BARROW GOLF NEUROSCIENCE RESEARCH LABORATORY

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When it comes to back pain, the modern golf game is no laughing matter: it is a contact sport that can cause serious physical injury. About 55% of professional golfers and 35% of amateur golfers experience sport-related back injuries. Currently, there is little evidence-based research on the exact cause of golfers' back pain, how to best treat it, and when it will be safe to get back to the game. **Barrow will change this paradigm.**

Barrow was a key player in developing the National Football League (NFL) Game Day Concussion Diagnosis and Management Protocol, which includes baseline testing, innovative research, video technology, and standardized evaluations. By establishing the Golf Neuroscience Research Laboratory, Barrow aims to deliver that same level of innovative research and uniform treatment guidelines for golfers suffering from back injuries.

The Golf Neuroscience Research Laboratory will collaborate with golfers of all levels, and research will be conducted utilizing analytic equipment developed by Gears Sports.™ The data produced by this state-of-the-art system indicates whether the biomechanics of a player's swing contribute to back pain. Over time, the team will develop a comprehensive database differentiating healthy and hurtful golf swings for further investigation.



**We're not here to  
teach you how to hit farther,  
but how to hit healthier.**

**Randall Porter, MD**

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**Barrow**  
Neurological Foundation



**SONNTAG**  
SPINE CENTER

2910 N. Third Avenue • Suite 450 • Phoenix AZ • 85013 • [SupportBarrow.org](http://SupportBarrow.org)

Barrow Neurological Foundation is a 509(a)(1) tax-exempt organization. Tax ID#86-01744371

Our mission is to be the catalyst of our donors' passion for transformation by providing the resources for Barrow Neurological Institute to achieve its mission of saving human lives through innovative treatment, groundbreaking, curative research and educating the next generation of the world's leading clinicians.