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Executives
Cup
POWERED BY
TRUSS
A PREMIER PRIVATE GOLF + BUSINESS EXPERIENCE FOR CEOS

THE EXECUTIVES CUP

A GOLF SERIES BUILT ON RELATIONSHIPS

WHAT IT IS

Invitation-only golf at private Utah clubs. Three tournaments a year, funded by partners, so every golfer plays as an invited guest.

ITS PURPOSE

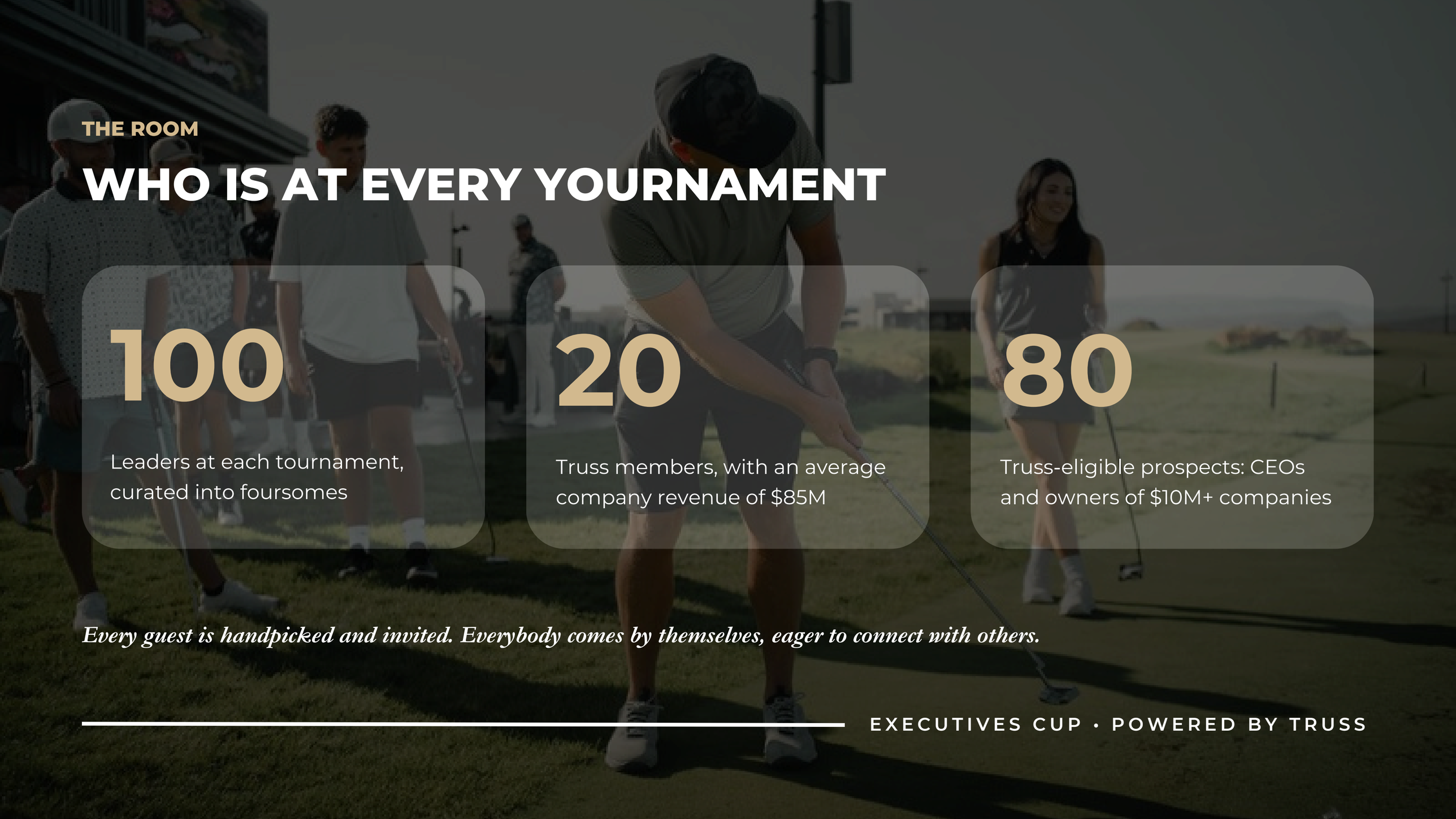
Four unhurried hours for leaders to get to know each other, with no pitches, no mixers and no forced introductions.

WHY TRUSS RUNS IT

Truss is a community of CEOs, and the Executives Cup is how we meet more. We invite only people we would welcome as members.

"When walls are down, trust is built, relationships bloom, and deals happen organically."

Corissa Webster, Founder of the Executives Cup & Director of New Member Growth at Truss



THE ROOM

WHO IS AT EVERY YOURNAMENT

100

Leaders at each tournament, curated into foursomes

20

Truss members, with an average company revenue of $85M

80

Truss-eligible prospects: CEOs and owners of $10M+ companies

Every guest is handpicked and invited. Everybody comes by themselves, eager to connect with others.

ABOUT TRUSS

A PEER COMMUNITY FOR CEOS

Truss is a community of about 250 founder-CEOs, built on trusting relationships, candid conversation and curated access.

Members meet a defined set of criteria so they can relate to one another. Having similar goals, challenges and experiences accelerates future opportunities.

Eligibility: CEOs and owners of companies with $10M+ in annual revenue, certified by a third-party CPA.

$85M
AVERAGE ANNUAL REVENUE

50+
DIFFERENT INDUSTRIES

416
AVERAGE EMPLOYEES

48
AVERAGE MEMBER AGE

WHAT SPONSORING GETS YOU

TIME WITH CEOS YOU WANT TO MEET

TIME WITH YOUR TARGET CEOS

A curated foursome designed for you: you plus three handpicked guests.

INTRODUCTIONS WE MAKE FOR YOU

You name the company and we invite them, pair them with you, and follow up privately.

THREE TOUCHPOINTS, NOT ONE

One sponsorship covers all three tournaments, so you build relationships across the season instead of a single afternoon.

ALSO INCLUDED:

- Two players at every tournament
- Player & sponsor contact information
- Hole sponsorship at all three tournaments
- Logo on all marketing materials
- Premiere signage on-course
- Feature and referral link on executivescup.com
- Pre-event email to every player
- Social announcement and tags
- Branded photography delivered to your team
- Event recap video featuring your brand

WHO WE PARTNER WITH

18 PARTNERS, ONE CURATED FIELD.

We want partners who serve the same CEOs we do and think about relationships the way we do.

YOU SERVE $10M+ CEOS

Your best customers lead established companies, and you want to meet more of them.

RELATIONSHIP FIRST

You would rather earn trust over four hours than win a pitch in three minutes.

GIVE FIRST

You show up to add value to the experience, not to work the room.

LONG GAME

You measure success in relationships built over seasons, not leads captured in a day.

QUALITY OVER QUANTITY

You'd rather spend four hours with the right CEOs than four days working a booth at a trade show.

Partnership begins with a conversation. We confirm the fit before any commitment. Past partners report 3-5× ROI in first year of involvement.

FROM THE ROOM

WHAT PARTNERS SAY

“There are many sponsorship opportunities out there, but the Executives Cup has by far been the best investment we’ve ever made. The ROI was outstanding, and the event itself was a fantastic experience, providing valuable time to build relationships.”

Shawn Shaw, CEO of GTMS

“Corissa and her team accomplished what many events struggle to do, and that is genuine connection.”

Collin Francom, Director of Biz Dev, Kajae



“I've been able to make introductions to individuals who each have found value in the connections. It's about people and Executive's Cup gets that.”

Dustin Phillips, Chief Lending Officer, CC Bank

TRUWEAR · Accordia Bank · maschoff brennan · GTMS · SKYSHARE · Peak Wealth Management · BUILT

NOMATIC · TANNER · NOW EXIT · REDMOND RE-LYTE · LIVE NATION ENTERTAINMENT · NOW CFO

THE INVESTMENT

PARTNER WITH US FOR 2027



$25,000

for the full 2027 series.

EARLY COMMITMENT

$5,000 off

FOR PARTNERSHIPS PAID BEFORE DECEMBER 31, 2026, BRINGING THE SERIES TO $20,000.

MAY 17
Riverside Country Club, Provo

AUG 24
Wohali Golf Club, Coalville

OCT 4
Oakridge Country Club, Farmington

Tell us who you want to meet. We will tell you honestly whether the room fits.

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