



The Hayt

MARCH 7-9, 2026
SAWGRASS COUNTRY CLUB

Sawgrass
COUNTRY CLUB



THE HAYT PRESENTING SPONSOR - \$25,000 (ARNOLD PALMER ICED TEA COMPANY)



- Sponsor logo will be presented via social media release
- 1st and 10th tee logo placement
- Logo tee marker placement
- Product placement at all tournament functions
- All benefits listed in other packages included

SAWGRASS COUNTRY CLUB BEACH BASH SPONSOR - \$15,000 (GFL)



- Monday night after the final round of play
- Individual and team award presentation
- Invitees to include participating coaches & teams, sponsors, and designated guests, including PGA TOUR and college alumni
- PGA TOUR players Billy Horschel and Tyson Alexander were in attendance last year
- Beach front setting where sponsor can interact with attendees
- Dinner and drinks will be provided



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COACHES DINNER SPONSOR – \$10,000 (NICHOLAS AIR / LIVE FOREVER GOLF)

- Invitees to include participating coaches, dinner sponsor, and several designated guests
- Casual setting where sponsor can interact with the coaches
- Includes “Friends of John Hayt” benefits listed below



“FRIENDS OF JOHN HAYT” SPONSOR – \$2,500

- Offsets tournament operating expenses
- Net proceeds support UNF Men’s Golf
- Includes invitation to Sawgrass CC Beach Bash on March 10th
- VIP status during The Hayt
- Access to Coaches Hospitality Suite at host hotel
- Tournament gift package
- Name recognition on sponsor lists
- Individual playing spot in College-Am on March 7th

LEGACY ENDOWMENT – CONTRIBUTIONS IN EXCESS OF \$2,500

- “Friends of John Hayt” sponsors are eligible
- Endowment dedicated to help fund the tournament
- Honors John Hayt and preserves his philanthropic legacy
- Long-term support of The Hayt and UNF Men’s Golf
- Reduces necessity to raise annual operating funds
- Last year’s event raised \$15,000 to UNF Golf Program Endowment

*Please contact Scott Schroeder with all payment inquiries (904) 229-5866, sschroed@unf.edu.

JOHN HAYT

Set for its 32nd year of competition, The Hayt has grown into one of the premier events in collegiate golf. Considered by many the first collegiate major of the season, the event traditionally features a field loaded with some of the nation's top programs.

Formerly known as the Queen's Harbor Intercollegiate before being named the Mercedes-Benz Collegiate Championship, the tournament's prestige grew and grew as the years went along.

Finally in 2007, the event became known as the John Hayt Collegiate Invitational (The Hayt) in recognition of the support provided to the tournament by longtime UNF golf enthusiast and local Jacksonville businessman, John Hayt.

"Honoring Mr. Hayt by renaming this tournament after him was not only a tribute to what he had done for the event and our program but also recognition for his undoubted continued involvement in the future," UNF coach Scott Schroeder said.

Hayt began his relationship with the UNF golf team in 1993 during the team's run to a national title. While living at Queen's Harbor – site of the NAIA national championship tournament that year – Hayt struck up a friendship with former head golf coach John Brooks and has been a valuable member of the UNF athletics family since.

A generous contributor to the Hayt Golf Learning Center at UNF, which also bears his name, Hayt has been a longtime member of the Osprey Club – UNF's primary booster organization. He is also a regular attendee at numerous UNF athletic events.

In addition to his support of the athletic department, Hayt is equally as proud to be associated with the University and credits UNF's student-athletes for the job they do on the field and in the classroom as well.

With a Who's Who of collegiate programs having won the title at The Hayt, participating in the event has become an honor for top-ranked programs across the country.

"I have been fortunate to be at this tournament with both Augusta State and Alabama, and this is one of my favorite tournaments," two-time National Champion head coach Jay Seawell of Alabama said. "It means a great deal to me to have a John Hayt Collegiate Invitational trophy because of all that he has done for college golf."

With a top-notch course and a great field year-in and year-out, The Hayt continues to prove its worth as a top-caliber collegiate golf event drawing the attention of top teams and college golf fans as well.

"We continually get letters from coaches and spectators complimenting the atmosphere for our tournament," Hayt said. "The crowds we draw each year are definitely some of the largest for a college tournament. We have great support from the Sawgrass Country Club membership, and the tournament is played on a course that challenges the golfers, which is something that coaches like."

With the support and vision of Hayt, the future of North Florida's golf program and home event look to remain bright for many years to come.

