



FOR IMMEDIATE RELEASE

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Media Contact:

Patrick Pharris

Turtleback Mountain Golf & Resort

Patrick@PreRealInvestments.com

(702) 491-7464

**NEW MEXICO OPEN 2025 SECURES RECORD-BREAKING
SPONSOR SUPPORT**

Elephant Butte, NM – September 3, 2025 — The 2025 Turtleback Mountain Golf & Resort New Mexico Open has attracted the largest roster of sponsors in the tournament’s history, underscoring the event’s continued growth and broad community and corporate engagement. Scheduled for September 14–17, 2025, the championship is supported by a wide range of local, regional, and national partners.

“This level of support speaks to the New Mexico Open’s role as both a premier golf showcase and a platform for community and business participation,” said James Prendamano, CEO of PreReal Investments and host of the championship. “We are grateful for the commitment our sponsors have made to this year’s event.”

Presenting Sponsors

The Presenting Sponsor position is held by two national brands, The Bin Stores and Zapps Wholesale. Bin Stores is a discount retailer specializing in overstock and returned merchandise offered at value pricing for consumers. Zapps Wholesale is a wholesale liquidator that sources truckloads of product from major retailers.

Official Apparel Partner

Live Forever Golf serves as the Official Apparel Partner of the New Mexico Open. The company will outfit players, staff, and volunteers. Live Forever Golf’s podcast, “Straight Down the Middle’ish”, hosted by two-time PGA Tour winner Matt Every and Live Forever Golf CEO Scott Riley, will also broadcast live from the New Mexico Open immediately following the Pro-Am on Sunday, September 14, 2025.



Specialty Categories

Casa Autoplex of El Paso, Texas, will sponsor the \$50,000 Hole-in-One competition, bringing an exciting element of high-stakes play to the championship.

KTSM-TV (NBC), serving the El Paso/Las Cruces market, has been named the official television station sponsor and partner in the production of the Facebook Live streaming broadcast of the tournament.

Marina Vista at Elephant Butte Lake has signed on as sponsor of the tournament's 10-by-17-foot video wall, which will showcase live course play, updated scores, and the Facebook Live streaming broadcast.

Joe Boyden Homes will sponsor the tournament's entire Pro-Am party, while Kingstree Ventures of California has been named Putting Green Sponsor.

Additional specialty category sponsors include:

- Executive Golfer Magazine as a Hole Sponsor.
- Player One Productions as the Official Driving Range sponsor.
- New Mexico Copper, both a Pro-Am and a hole Sponsor.
- Masek Rocky Mountain as the Official Golf Cart Sponsor.
- Lynn's Landscaping as a Three-Holes Sponsor.

Soaring Eagle Sponsors

Ekmar Abstract & Title, Goodwin Recruiting, Hensley Distributing, Insane Impact, and Plaza Realty will each sponsor Pro Am teams, and have on-course and clubhouse activations.

Hole Sponsors

Course signage recognition during tournament play will feature Architects Studio, Bartoo Sand/Gravel, Exit Realty, Gibson Exp, Homesteaders Realty, Los Arcos Restaurant, New Mexico Copper Corporation, Old Boys Rugby, Pharris Media, Inc., Sam Senn, Su Casa Magazine, The Creative Gene, and Zia Kayaks.

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort is the host of the New Mexico Open and has become southern New Mexico's premier golf and lifestyle destination, offering championship golf, upscale residential living, and exceptional lifestyle amenities. Nestled in the scenic Rio Grande Valley, the resort's 18-hole championship golf course challenges players of all levels while providing breathtaking desert views. Beyond golf, the resort is expanding



rapidly, with 1,300 planned home sites, a new driving range, leading resort amenities, including pickleball courts, tennis courts, a spa, a fitness center, and a tranquility garden. With a commitment to comfort, recreation, and community, Turtleback Mountain Golf & Resort is redefining what it means to live, play, and relax in the heart of Southern New Mexico.

On March 25, 2025, the Governor of New Mexico, the Chairman of the Sierra County Commission, and the Mayor of Elephant Butte each issued official proclamations declaring the date Turtleback Mountain Golf & Resort Day across the State of New Mexico, thereby recognizing the resort's growing economic, cultural, and recreational importance to the region and its new prominence as a premier statewide destination. Visit <https://turtlebackmountainresort.com>.

About the New Mexico Open

Since 1954, the New Mexico Open has been a proving ground for some of the game's greatest names, with past champions including Lee Trevino, Notah Begay III, and D.J. Brigrman. In 2025, the tournament finds its new home at Turtleback Mountain Golf & Resort, a reimagined, championship-class venue in Elephant Butte, NM. The move not only elevates the level of play but also strengthens ties to the local community through expanded Pro-Am events, youth and military golf clinics, and economic development efforts. Visit <https://suncountrygolf.com/new-mexico-open>.

About Sun Country PGA Section

Founded in 1974, the Sun Country PGA Section is one of the 41 regional offices of the Professional Golfers' Association of America (PGA). It serves 240+ PGA of America Golf Professionals and golf enthusiasts across New Mexico and El Paso County, TX through education, tournaments, and community engagement. The Section has been instrumental in developing names such as Notah Begay, Bart & Brad Bryant, Kent Jones, and Rich Beem. Through partnerships and its Sun Country PGA Junior Tour, the organization promotes youth golf while supporting veterans, underserved communities, and growing the game at every level. Visit <https://suncountrygolf.com> and visit suncountrygolf.com/foundation for information about the Sun Country Golf Foundation.

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