



DRIVE
FOR THE
DREAM

A WINTERSTONE DOCU SERIES

SUGAR 23

IT TAKES DRIVE

DRIVE FOR THE DREAM is a documentary series which harnesses the grit, ignites the dreams, and empowers the journeys of the unsung heroes of golf; **the players of the “mini tours.”**

These athletes will risk everything to climb the ranks of professional golf, as they pursue a nearly impossible and highly coveted place on the PGA Tour, golf’s highest level. Less than 150 men in the world claim full membership to the PGA Tour each year, but those at the top enjoy global fame, astonishing fortune, and career-altering success.

Our players in **DRIVE FOR THE DREAM**, however, aren’t multi-millionaires. They don’t have sponsorships yet, they don’t even have their equipment, hotel rooms, or entry fees covered. These are men and women who are putting their families, finances, and careers on the line to take a shot at greatness.

What they do have is unmistakable talent and extraordinary **DRIVE** to to pursue their **DREAMS** as they endure the sweeping highs and lows along their quest to the PGA Tour— while we’re along for the ride.



THE ADVENTURE

Each player in DRIVE FROM THE DREAM has been carefully selected, because **they actually have a shot at making it**. But for most of them, the only way they can pursue their goals in the prohibitively expensive world of golf is **through this show**.

Sponsored by a fleet of camper vans, our players will pack up and literally DRIVE across the United States as they pursue their DREAMS, starting on the “mini tours” (the lowest professional tier, where they make little to no money) hoping to rise in the ranks. Sometimes their significant others or families will join them— resulting in adventure, humor, emotion, and unexpected escapades while on the road.

If they play well enough, our athletes will progress to the next tiers of competition on the path to golf’s highest levels. We will be there as they tackle the PGA Tour’s qualifying tournament known as Q-School. **Only the top five players in Q-School actually earn a PGA Tour Card** - a highly competitive opportunity that comes just once a year.

Most of our players will ultimately fail. But one, or two of them ***may actually make it***. And for these few, their lives will completely change as they step onto the hallowed ground, and join the ranks of the PGA Tour.

TONY'S JOURNEY

A shining example of the path our players hope to follow in DRIVE FOR THE DREAM is the career of Tony Finau. Tony started pursuing his dreams on the “mini tours” just like them.

Working hard and rising from a financially humble background, Tony was a journeyman, turning Professional at the age of 17 in 2007. He was even a contestant on the Golf Channel reality show, “The Big Break.”

Tony’s “break,” however, did not actually come until 2013 when he finished top three in Q-School, earning his “Card” (or full time status) at the Web.com Tour Qualifying School. From there, after he finished eighth in the season standings and twelfth in the Web.com Tour Playoffs—**Tony at last ascended to the PGA Tour for the 2014-15 season - and has not looked back.**

Tony has now won six times on the PGA Tour, and has represented the United States at the highest conceivable level— at both the Ryder and Presidents Cup.

Widely considered one of the most talented (and most humble and likable) players in the world, Tony is now firmly amongst golf’s elite, where our players one day hope to be.

”
IT WAS TOUGH, AND SOMETIMES YOU HAD TO FIND SOME SPONSORS FOR A PERCENTAGE OF YOUR WINNINGS. THERE ARE A LOT OF VARIABLES TO PLAYING MINI-TOUR GOLF BECAUSE OF THE FINANCES. IF YOU DON'T PLAY WELL, YOU'RE OFTEN LOSING A LOT OF YOUR OWN MONEY.
“

-TONY FINAU

WHY NOW

Golf is more wildly popular, as well as deeply divisive than ever before.

Between recent developments that have incited heated controversy amongst the PGA Tour and Saudi Arabian Tour “LIV,” along with a dramatic surge in new golfers during COVID— the sport has never had more viewership, participation, or money than it does now.

While most fans imagine Tiger Woods, Rory McIlroy, or Rickie Fowler celebrating multi-million dollar victories— the story of the unseen world where the stars of tomorrow are sacrificing everything for a shot at the big time is waiting to be told.

Everyone identifies with an underdog. Which is what makes **DRIVE FOR THE DREAM** a series that will envelop, and ultimately transcend the die-hard golf fans— casting a much wider net into diverse viewership, and helping to inspire an entirely new demographic to invest in the unique character journeys of our players.





THE SHOW

While the world of golf serves as our tapestry, DRIVE FOR THE DREAM is **really about the personal journeys of each of our players.**

Each season will follow the lives of 6-8 men and women over the course of a calendar year, as they step into their vans and begin the DRIVE FOR THE DREAM. We will follow them as they start on the “mini tours” and try to rise through the ranks of the game— culminating, hopefully for some, on golf’s biggest stages.

We will delve into our players deeply personal stories — exploring the incredible highs of success and devastating lows of failure, and the strain this lifestyle puts on relationships, friends, marriages, children, and finances. Our players are under an enormous amount of pressure, given every tournament and ultimately every putt makes a difference. **In some cases, just one missed shot could cost them their career.**

How long can a journey this intense be sustained? Who is the player who is built for this? Who will recognize when it’s time to hang it up? Which golfer will refuse to stop, and eventually lose their van *and* their sponsorship - leading to an opportunity for a new player to take the wheel and start their own DRIVE FOR THE DREAM? Who is the player that will break through and become a star in the world of golf, sharing in the fame, fortune, and success this represents?

EPISODES

Our **PILOT** will be a two part event, and in each episode we will introduce 3-4 of our players. They will receive their camper vans for the first time, get ready to hit the road, and introduce us to their personal lives. Family, children, girlfriends, boyfriends, and all the drama that goes with it.

We'll meet thirty-one-year-old **STEVEN KUPCHO**— married father of a new seven-month-old baby, who was only *a few shots* away from making the PGA Tour in 2019. When Covid hit, however, Steven's sponsorship fund went bankrupt and he nearly lost his house— so, he decided to give up on his lifelong dream to support his family. Steven retired from golf and got an office job, until he received an opportunity from **DRIVE FOR THE DREAM**. Thanks to a supportive wife and family that believes in him, Steven is now back on the road, chasing his DREAM once more.

EPISODE THREE might feature thirty-one year-old Phoenix native, **CONRAD ISLEY**. Conrad and his girlfriend Macy have been driving around the country, living out of the van for months now— and actually liking the freedom the adventure provides. But in the middle of remote Yaktou, South Dakota they break down only hours before one of Conrad's tournaments, forced to shower in the van in a Wal-Mart parking lot where they have to flag down the town's only taxi to make it on time. These two have sacrificed every luxury to follow Conrad's **DREAM**, and their grounded, humorous adventures will add humanity and levity to our series.

EPISODE SIX and the content around our season's halfway point, will start to see emotions running high. Things are getting serious, and we likely will arrive at an inevitable moment when one of our players discusses ending the journey with his wife, after yet another poor performance. Hanging up the hat after trying so hard, and being so *close*, is heartbreaking. But as he steps away— conversely, another player on the team will suddenly break through— playing well enough to go to Q-School and finding himself on the cusp of the PGA Tour.

OUR FINAL EPISODE WILL CULMINATE with one of our players stepping onto the final course that will determine if they make it from Q-School to the PGA Tour. Everything they have worked toward, and sacrificed for, will be right at their fingertips— as we watch them embark on the biggest tournament of their lives. Perhaps it will be our most beloved player over the 18th hole— his family cheering him on with hope, pride, and tears in their eyes— as he makes that last putt, and a son or daughter sprints from the sidelines to congratulate “Dad” on the win. All of their lives have changed, in that moment. **That is what this show is about.**

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THE
PLAYERS

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STEVEN KUPCHO

31-year-old Steven lives in Scottsdale, AZ with his wife and 7-month-old child. He played college golf at the University of Northern Colorado, and narrowly missed his PGA Tour card via the Top 25 on the Korn Ferry Tour in 2019. His sister is 3-time LPGA Tour winner and Solheim Cup team member, Jennifer Kupcho.

“My sister and I haven’t been around each other, or my parents, for the last fifteen years. Most people find our family dynamic weird, but it’s part of who we are. It’s a sacrifice we were all willing to make and have zero regrets.”



MARTY SANCHEZ

29-year-old Marty lives with his girlfriend in Phoenix, AZ. When he isn’t playing, he caddies at Silverleaf CC which is home to many PGA Tour Pros. He played college golf for New Mexico Junior College and West Texas A&M, and is a 2016 NJCAA All-American. Marty won his first professional event in 2021 with a low career round of 59.

*“I was approached by **DRIVE FOR THE DREAM** when I was at my lowest of lows in the game. When I thought I was going to be forced into giving it up because I could no longer afford it. I remember instantly thinking “Where do I sign?”*



MIKE WYCKOFF

31-year-old Mike is originally from New York City. Mike’s uncle is a Class A PGA teaching professional who taught Mike the game. He played college golf at SUNY Purchase and recently quit his job to pursue golf full time.

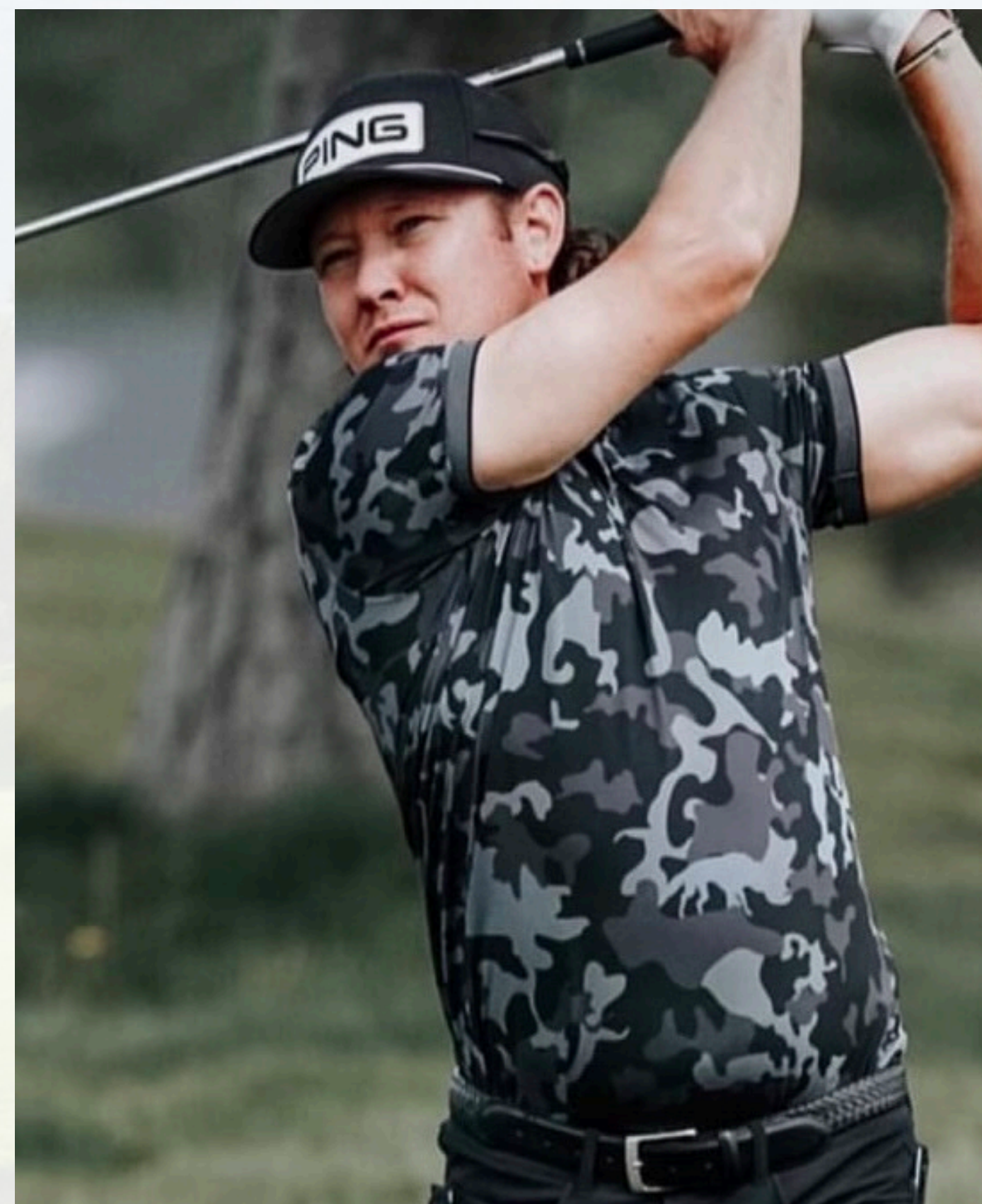
*“**DRIVE FOR THE DREAM** has given me the opportunity to play more professional golf. Without this opportunity, I would still be working a full time job.”*



JHARED HACK

33-year-old Jhared is arguably the most accomplished player on the roster. Jhared played college golf at the University of Central Florida, and won 2007 Western Amateur— beating Dustin Johnson and Rickie Fowler along the way. He has a career best score of 57 and played Korn Ferry Tour in 2018.

“I’ve definitely missed a lot of family events for golf tournaments. College graduations and family vacations.”



CONRAD ISLEY

31-year-old Conrad lives in Phoenix, AZ with his girlfriend, Macy. He also caddies at Silverleaf CC with fellow DRIVE FOR THE DREAM player Marty Sanchez. He played college golf at the University of Colorado, and holds the course record of -13, 57 at Silverado Golf Course in Scottsdale, AZ.

“One purely struck iron shot at nine years old was the catalyst that set me in motion”



TREVOR ULLSTEAD

27-year-old Trevor is from Jewell, IA. He played college golf at the University of Missouri, and recently “Monday Qualified” into his first Korn Ferry Tour event.

“I have been married for 1 1/2 years to my high school sweetheart. She has been amazingly supportive throughout this entire journey, but it has been tough financially. Being apart while I’m on the road for stretches can also be trying on our relationship”

SUPPORTING CAST

Many of golf's biggest stars have made it to the very top through similar journeys. A few of these athletes will join the show to offer advice, support, and mentorship to our players. These golfers "paying it forward" will add recognizable faces to our underdog story.



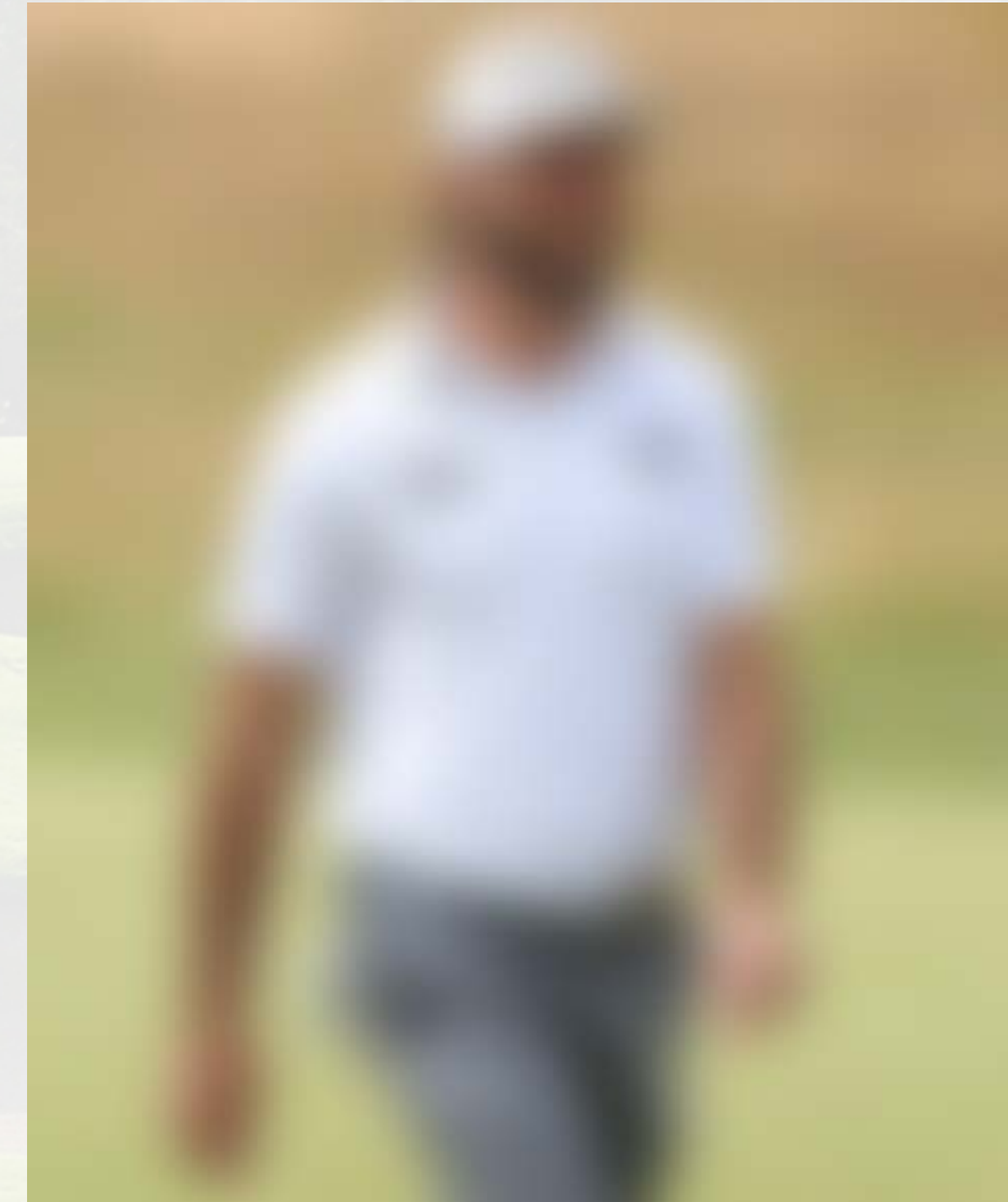
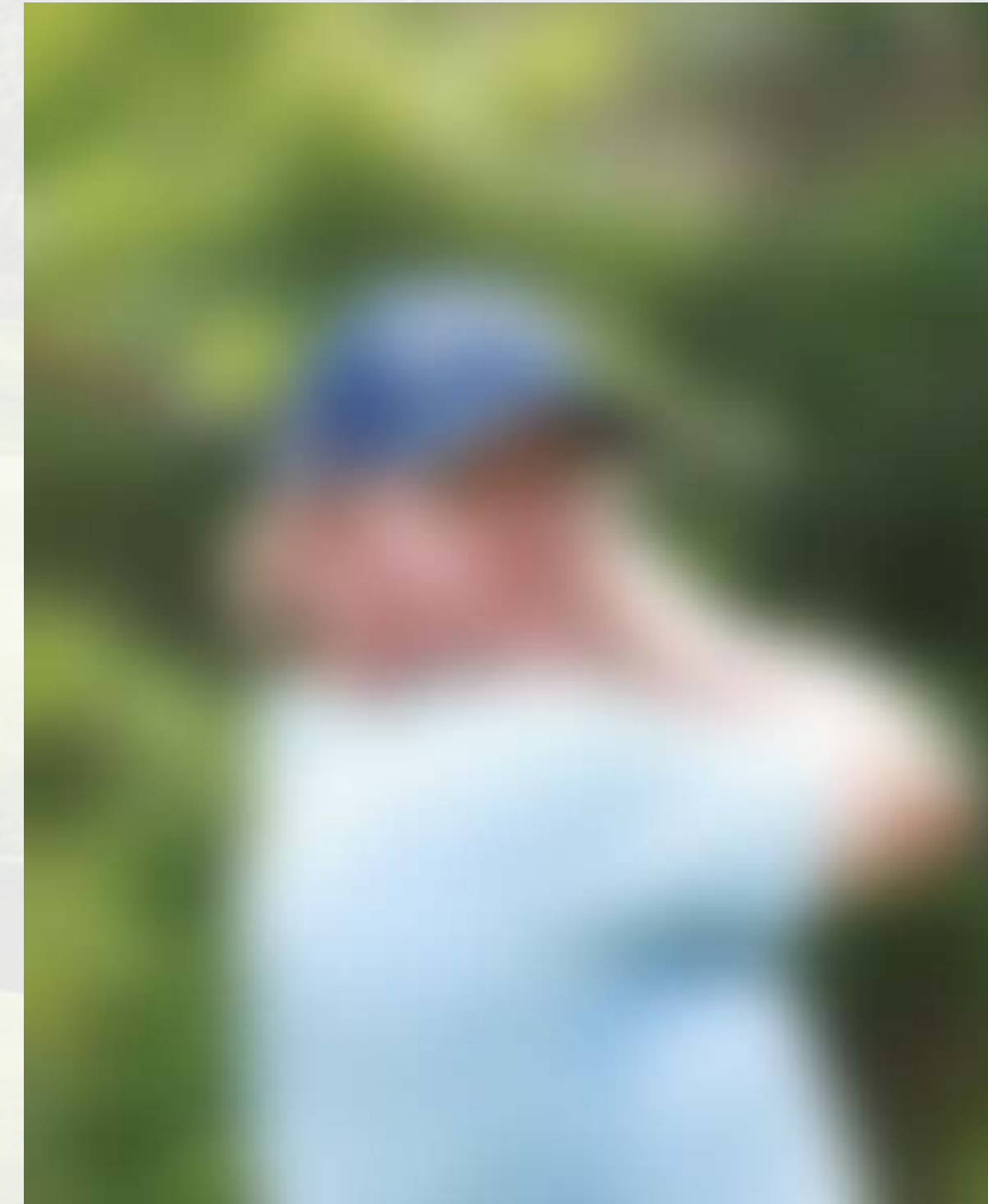
JIM HERMAN

Former mini tour player who now has three PGA Tour victories and has won over 8.5 million dollars in career earnings.



MIKE BENDER

World class instructor who has been on Golf Magazine's Top 100 list since 1996. Golf Digest Top 5 in 2011 and 2016. Instructor to 2-time major champion and 2023 Ryder Cup Captain, Zach Johnson.



MORE MENTORS COMING SOON

IN CLOSING

DRIVE FOR THE DREAM is a show about unparalleled ambition. It's a show about the unfathomable difficulty and distinct unlikelihood of success in a professional sport. But it's also a show about what it means to dream.

As Gary Player once said, "It's about the determination to win and the patience to wait for the breaks."

We look forward to discovering some of the greatest new names in professional golf, alongside a passionate audience rooting for these brave players in **DRIVE FOR THE DREAM**.



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