



## **Sensible Weather Launches Weather Guarantees at 23 Golf Courses Following Partnership With PGA of America**

***Sensible Weather expands its offering to 23 prominent golf courses with new partners including Founders Group International, Caledonia Golf & Fish Club, and True Blue Golf Club.***

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LOS ANGELES--(BUSINESS WIRE)--Following climate finance platform [Sensible Weather's](#) partnership with the PGA of America announced earlier this year, the company today launched its Weather Guarantee with 23 prominent golf facilities across Myrtle Beach operated by Founders Group International, Caledonia Golf & Fish Club, and True Blue Golf Club.

By adding a Weather Guarantee when booking a tee time, golfers can now protect their round from undesirable weather. If there is forecasted rain on the day of scheduled play, the Weather Guarantee will proactively reimburse the golfer before their tee time. This allows them to still enjoy their round with money in their pocket, or choose another way to enjoy their day. Weather Guarantees are designed to simplify operations for golf courses, enhance golfer satisfaction, reduce last-minute cancellations, eliminate the need for courses to issue rain checks, and generate additional revenue for golf facilities.

"The quick traction that Sensible has been able to gain in the golf industry is a testament to not only the value that Sensible Weather can provide to the golf industry, but how Sensible has approached the effort," said PGA of America Chief Innovation Officer Arjun Chowdri. "Sensible has shown a true commitment which has included bringing on board PGA of America Golf Professional Ben Tyler to lead the communication of the opportunity and the customer service needed to get it right. We are incredibly excited to hit this milestone and look forward to partnering with Sensible on many more to come."

To make this offering possible, Sensible Weather partnered closely with booking platform Tee Time Central to integrate Weather Guarantees directly at the point-sale in their checkout flow. Any other golf facility that uses Tee Time Central to power its online bookings could easily activate Weather Guarantees.

"As the impact of disruptive weather on outdoor recreation like golf continues to intensify, we must find new ways to protect and strengthen the consumer experience," says Nick Cavanaugh, PhD, Sensible Weather CEO & Founder. "With the ongoing support of the PGA of America, we're proud to partner with Founders Group, Caledonia, and True Blue to bring the proven benefits of Weather Guarantees to golfers for the first time."

Golfers will now be able to protect their tee times from forecasted rain at any of the 23 courses managed by Sensible Weather's new partners including Pawley's Plantation, TPC Myrtle Beach, Myrtle Beach National Kings North, Caledonia Golf & Fish Club, and True Blue Golf Club.

"We're thrilled that these high volume, year-round golf destinations can now offer golfers an opportunity to be reimbursed if rain affects their round with the option of a Weather Guarantee," says Justin Binke, Director of Sales and Revenue at Founders Group International. "Through this easy integration, golfers and facilities alike now have an option outside of the typical raincheck to make the most of a day that doesn't include perfect weather."

To learn more about Sensible Weather, visit [sensibleweather.com](https://sensibleweather.com).

### **About Sensible Weather**

Sensible Weather is a climate finance platform that combines the latest weather, financial and risk management technologies to develop seamless products and services that offer greater predictability and confidence to how consumers experience the world around them. The Weather Guarantee, launched in 2021, proactively reimburses travel, outdoor and event experience consumers in the event of disruptive weather. With over 50,000 Weather Guarantees sold, Sensible has helped a rapidly growing list of businesses worldwide neutralize the impact of an unpredictable climate by increasing customer satisfaction and providing incremental revenue. For more information, please visit [sensibleweather.com](https://sensibleweather.com).

### **About the PGA of America**

The PGA of America is one of the world's largest sports organizations, composed of more than 29,000 PGA of America Golf Professionals who love the game, are expert coaches, operators and business leaders, and work daily to drive interest, participation and inclusion in the sport. The PGA of America owns and operates numerous championships and events, including major championships for men, women, seniors and the Ryder Cup, one of the world's foremost sporting events. For more information, visit [PGA.com](https://PGA.com) and follow us on [X](#), [formerly known as Twitter](#), [Instagram](#) and [Facebook](#).

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