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The Sentry opens tickets sales and unveils tournament logo ahead of debut at Torrey Pines in 2027

San Diego's annual PGA TOUR golf event set for Wednesday, January 27 through Saturday, January 30

SAN DIEGO (September 24, 2026) – Tickets for the 2027 edition of The Sentry are now on sale at www.TheSentry.com, as San Diego's annual PGA TOUR golf event prepares to return to Torrey Pines Golf Course from Wednesday, January 27 through Saturday, January 30 under a new name.

The Sentry also introduced a new tournament logo as part of the event's partnership with Sentry Insurance.

One of the PGA TOUR's longest running tournaments at the same venue, The Sentry will be played for the 75th time in 2027, and for the 60th consecutive year at Torrey Pines. Fans are encouraged to take advantage of special advance ticket pricing through January 5 to save up to 20 percent.

"We are excited to usher in a new era with our partners at Sentry as we continue to deliver on the traditions of San Diego's leading sporting and lifestyle event," said Marty Gorsich, CEO of the Century Club of San Diego. "We encourage fans to secure their tickets early to make sure they don't miss out."

The Sentry's logo balances Sentry's brand heritage with the tournament's iconic Torrey Pines landscape. The logo features two waves, emphasizing a connection to the Pacific Ocean and San Diego's surf culture. Ocean views are present on nearly every hole at Torrey Pines.

"We feel the logo is a reflection of San Diego's outdoor lifestyle and natural beauty of the region. It also represents a sense of connection between Sentry and the San Diego region. Our commitment to supporting and strengthening the communities in which we have a presence is an integral part of our business," said Pete McPartland, chairman and CEO of Sentry Insurance. "It's who we are, and who we'll always be. San Diego is now a Sentry community, and we look forward to celebrating the region and creating an impact that extends beyond tournament week."

Opening Day presented by Michelob ULTRA is Wednesday, January 27. Wednesday and Thursday, January 28 are Full Field Days (Rounds 1-2), as fans are guaranteed to see the entire field of players compete over Torrey Pines' North and South Courses before the cut is made. The tournament's Championship Days (Rounds 3-4), held entirely on the South Course, are Friday, January 29 and Saturday, January 30.

Daily grounds tickets start at \$50 for Round 1 and increase by \$10 for each successive round. Children 15 and under receive free grounds admission with a paid adult (one free children's admission per adult), and discounted daily grounds tickets for senior citizens and military personnel begin at \$45 on Wednesday and Thursday.

Hospitality tickets to the Pechanga Club offer incredible views of the 17th and 8th greens and feature all-inclusive food and full bar, covered open-air seating, upgraded restrooms and televisions showing live golf coverage.

Daily tickets to the Pechanga Club are \$350 for Round 1, \$395 for Round 2, and \$450 per day for Saturday's Round 3 and Sunday's Round 4. Tickets to the Front Row at Pechanga Club provide a reserved seat along with in-seat beverage service and other perks.

The ULTRA Zone at the ninth tee features all-inclusive beer, seltzer and non-alcoholic beverages, along with covered, outdoor tables, upgraded concessions, upgraded restrooms and televisions showing live golf coverage. These individual, day-specific tickets start at \$150 for Round 1 and increase by \$15 for each successive round.

All-inclusive group hospitality and VIP experiences packages are also available now. With demand expected to remain strong and inventory limited, fans are encouraged to buy early before options sell out.

For information on all hospitality ticket options, including discounted group rates on upgraded hospitality venues, ticket discounts for seniors and military, and advance purchases on parking, please visit www.TheSentry.com.

Fans are encouraged to visit www.TheSentry.com and follow the tournament on Instagram (@thesentry), X (@TheSentry) and Facebook (The Sentry).

ABOUT THE SENTRY

The Sentry will be played Wednesday, January 27 to Saturday, January 30, 2027 at historic Torrey Pines Golf Course, host site of the 2008 and 2021 U.S. Opens, and the tournament consistently attracts a world-class field. This is the 75th year that a PGA TOUR event has been held in San Diego, beginning with the San Diego Open in 1952. The 2027 tournament also marks the 60th time the event is being held at Torrey Pines Golf Course, and the first year of Sentry Insurance's sponsorship of the tournament. For more information, please call (858) 886-4653 or visit www.TheSentry.com.

ABOUT SENTRY INSURANCE

Sentry Insurance is part of one of the largest and most financially secure mutual insurance groups in the United States. Sentry has an AM Best Financial Strength Rating (FSR) of A+ (superior), current as of July 2026, and is ranked No. 529 on the [Fortune 1000](https://fortune.com/ranking/1000/). Recent AM Best rating activity is at <https://ratings.ambest.com/ratingeventdisclosures.aspx>. Sentry and its subsidiaries offer a wide range

of insurance products, including property and casualty insurance, life insurance, annuities, and retirement programs for businesses and individuals nationwide. For a complete list of underwriting companies, visit [sentry.com](https://www.sentry.com).

ABOUT THE CENTURY CLUB OF SAN DIEGO

Composed of more than 100 local business leaders, the Century Club of San Diego is the 501(c)(3) organization that plans and hosts San Diego's PGA TOUR event. Since 1961, the Century Club has used golf as their platform to showcase San Diego to an international audience, generate revenue for the city, and make a difference in the community by supporting nonprofits that benefit at-risk and underserved youth.