

Golf's Most Exciting Shot Just Got Its Own League – Meet Arizona Long Drive

From Local Movement to Global Stage: Arizona Long Drive Takes Off



Mesa, Arizona Sep 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - Born from a lifelong passion for golf and a vision to transform the way the game is experienced, Arizona Long Drive (AZLD) is bringing a new era of power, strategy, and entertainment to the sport. Founded by longtime golf professional and coach James Palmer and business partner Jim Robinson, AZLD is more than a competition—it's a movement

redefining what it means to hit it long.

“Golf has always been my first love,” said Palmer, co-founder of AZ Long Drive. “I’ve played, coached, competed, and even dabbled in long drive when the sport was still in its infancy. When Jim and I realized Arizona—the mecca of golf—didn’t have a long drive league, we knew it was time to build one.”

The inspiration came when Robinson, new to the game but naturally long off the tee, dominated his first competition. That moment revealed not only the untapped potential of countless golfers but also the opportunity to reimagine the sport. “The driver is the most exciting club in golf,” said Palmer. “Golfers everywhere are obsessed with distance. We saw the chance to create a platform that celebrates that obsession and makes it accessible to everyone.”

Breaking Away from Tradition

Unlike traditional long drive events, which often showcase only a handful of elite athletes hitting 400-yard bombs, Arizona Long Drive has designed a competition that is inclusive, fast-paced, and strategic.

3Ball™ Format – Competitors hit five balls, but only their three best in the grid count toward their score. This balances power with accuracy, mirroring real golf decision-making.

Long Drive Index™ (LDI™) – A proprietary ranking system that flight players by skill level, ensuring fairness and competition for every golfer, not just the biggest hitters.

Live Action Sports Entertainment – Events are structured to last just two hours start to finish, with a shot clock, warm-up bays, and nonstop action. The format is designed for fans, athletes, and broadcast alike.

“We wanted to take long drive from one-dimensional to multidimensional —strategy, drama, suspense, and excitement,” said Palmer. “Our events are action-packed, easy to follow, and entertaining for fans in person and online.”

The Response: A Community Around the Driver

Since its launch, Arizona Long Drive has generated over 3 million social media views and is building a passionate community of golfers, fans, and sponsors. Local events regularly attract 25–40 competitors, from weekend golfers to aspiring stars, all competing in a supportive yet fiercely competitive environment.

“The response has been 100% positive,” said Palmer. “We’ve built something golfers want to be a part of. Sponsors love the direct connection to the community, fans love the action, and athletes love the platform to showcase their talent.”

Looking Ahead: From Local League to Global Stage

In the next five years, AZ Long Drive envisions itself as a global sports property—appearing on TV, streaming platforms, and across social media. Future plans include team-based competition (city vs. city), franchise opportunities, and community impact through youth clinics and grassroots programs.

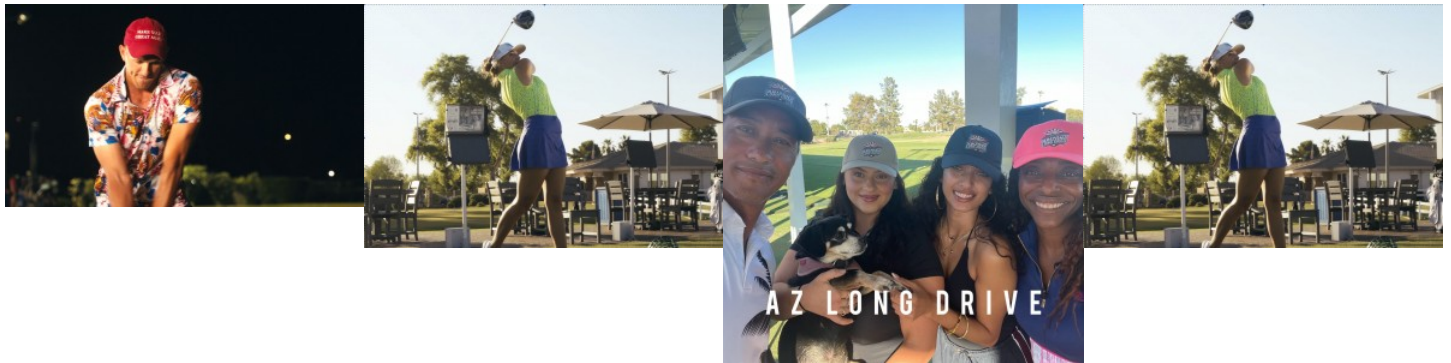
The league has also partnered with NJF Golf to engineer a custom-designed AZ Long Drive golf ball,

conforming to USGA standards and packaged in unique 5-ball sleeves—matching the exact number used in competition.

“Our vision is to take long drive out of its niche and into the mainstream,” said Palmer. “We want to be the most visible, exciting sports entertainment property in golf, giving every golfer—from weekend players to professionals—the chance to shine.”

About Arizona Long Drive

Arizona Long Drive is a pioneering golf entertainment league based in Mesa, AZ. Founded in 2024, the league reimagines long drive competition through its inclusive 3Ball™ format, skill-based Long Drive Index™, and fast-paced live action events. AZ Long Drive is building a global community around the most exciting shot in golf—the drive.



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