

GOLF

Tiger Woods, Nike end a partnership that began in 1996



By Cindy Boren

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Tiger Woods and Nike have parted company, ending a relationship that began when he was a 20-year-old rising star in 1996 and grew into one of the longest-lasting and most lucrative in sports history.

“Over 27 years ago, I was fortunate to start a partnership with one of the most iconic brands in the world,” Woods announced Monday on social media. “The days since have been filled with so many amazing moments and memories, if I started naming them, I could go on forever. Phil Knight’s passion and vision brought this Nike and Nike Golf partnership together and I want to personally thank him, along with the Nike employees and incredible athletes I have had the pleasure of working with along the way.”

As for Woods’s future, he wrote, “People will ask if there is another chapter. Yes, there will certainly be another chapter. See you in LA!”

Tiger Woods 

@TigerWoods · [Follow](#)



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Woods may have been referring to the Genesis Invitational tournament at Riviera Country Club in Los Angeles in mid-February. He hosts the tournament, which benefits his foundation, annually.

Woods, 48, initially signed a five-year, \$40-million contract with Knight's company, starting a relationship that spanned his 15 major championships, making Monday's news of the breakup somewhat bittersweet.

"For over 27 years, we have had the honor to partner with Tiger Woods, one of the greatest athletes the world has ever seen," Nike said in a statement to The Post. "Throughout the course of our partnership, we have witnessed along with the rest of the world, how Tiger not only redefined the sport of golf, but broke barriers for all of sport. We watched him set records, challenge conventional thinking and inspire generations of people around the globe. We are grateful to have been a part of it. We wish him the best in the future."

There had been rumors that the partnership would end with the new year, particularly with Jason Day switching from Nike to Malbon Golf, but Woods refused to address questions last month at the PNC Championship. When asked by reporters, he simply repeated each time, "I'm still wearing their product."

On Instagram Monday, Nike shared an image of Woods in his iconic red Sunday shirts, writing, “It was a hell of a round, Tiger.” It added, “You challenged your competition, stereotypes, conventions, the old school way of thinking. You challenged the entire institution of golf. You challenged us. And most of all, yourself. And for that challenge we’re grateful.”



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It was a hell of a round, Tiger.



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Woods's most recent deal with the company came in 2013, when he signed a 10-year agreement covering his own line of apparel and footwear within the company. He switched to FootJoy shoes after sustaining serious injury to his right foot in a golf cart accident, but Nike promised to "work with him to meet his new needs" as he continued to try to resume his playing career. His relationship with Nike went through other changes over the years. When Nike closed its golf equipment operation in 2016, Woods signed with TaylorMade clubs and Bridgestone balls.

Will Ahmed 

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In honor of the unbelievable Tiger Woods / Nike marketing run, I give you my favorite commercial of all time as narrated by his father

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Woods did not indicate what his next "chapter" would be, but a spokesperson for On told The Post, "we're not currently planning to partner with Tiger Woods."

Staff writer Rick Maese contributed to this report.