

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934**

**March 16, 2021
Date of Report (Date of earliest event reported)**

CALLAWAY GOLF COMPANY
(Exact name of registrant as specified in its charter)

DELAWARE
(State or other jurisdiction
of incorporation)

1-10962
(Commission
File Number)

95-3797580
(IRS Employer
Identification No.)

2180 RUTHERFORD ROAD, CARLSBAD, CALIFORNIA
(Address of principal executive offices)

92008-7328
(Zip Code)

(760) 931-1771
Registrant's telephone number, including area code

NOT APPLICABLE
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.01 par value per share	ELY	The New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure

On March 16, 2021, Callaway Golf Company and its subsidiary, Topgolf International, Inc., issued a press release captioned, “Artie Starrs Appointed New Chief Executive Officer at Topgolf Entertainment Group.” A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by this reference.

The information furnished in this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any registration statement or other filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

- | | |
|--------------|---|
| Exhibit 99.1 | Press Release dated March 16, 2021 captioned, “Artie Starrs Appointed New Chief Executive Officer at Topgolf Entertainment Group” |
| Exhibit 104 | Cover Page Interactive Data File – the cover page XBRL tags are embedded within the Inline XBRL document |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CALLAWAY GOLF COMPANY

Date: March 16, 2021

By: /s/ Sarah Kim
Name: Sarah Kim
Title: Vice President, General Counsel
and Corporate Secretary



Artie Starrs Appointed New Chief Executive Officer at Topgolf Entertainment Group

DALLAS, Texas, March 16, 2021 – Global sports and entertainment leader Topgolf Entertainment Group, announced today that Artie Starrs will join as the new Chief Executive Officer at Topgolf, effective April 5, 2021. In this role, he will be responsible for the continued growth and expansion of Topgolf as one of the premiere golf entertainment companies in the world, fueled by new parent company Callaway Golf and its full portfolio of powerhouse brands, which includes Odyssey, OGIO, TravisMathew and Jack Wolfskin.

Artie comes to Topgolf from Yum! Brands where he most recently served as Global CEO for Pizza Hut, overseeing its 18,000 locations across 110 countries. Prior to this role, he was President of Pizza Hut U.S. and before joining Yum! Brands, he served as Chief Financial Officer for Rave Cinemas.

“We are thrilled to have Artie join Topgolf as he leads the company, together with the team, on its continued journey of accelerated growth,” said Callaway President and CEO Chip Brewer. “I am confident Artie’s leadership, track record of driving a global brand with a focus on operations and franchising, and digital transformation experience will add great value to the innovative team at Topgolf.”

Artie is also deeply connected to the Dallas community, where Topgolf is primarily based. He sits on the boards of The Greater Dallas Youth Orchestra, The First Tee of Dallas, The Tartan Board at Texas Scottish Rite Hospital and Big Thought (The Creator’s Council).

“I am deeply honored and excited to be joining Topgolf as CEO. This opportunity marries my passion for the hospitality business with my lifelong love for the sport of golf,” said Artie Starrs. “I could not think of a better time to join this brand, with so much momentum as we head into the future. I’m looking forward to joining the more than 18,000 Topgolf team members to build on their incredible business success and powerful culture.”

In October 2020, Callaway announced its intention to combine with Topgolf, which was finalized earlier this month. Starrs is set to succeed current CEO Dolf Berle, who previously announced his plans to pursue leadership opportunities outside of Topgolf after successfully leading the team through the completion of the combination with Callaway.

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About Topgolf Entertainment Group

Topgolf Entertainment Group is a technology-enabled global sports and entertainment leader built on a foundation of community, inclusivity and fun. What started as a simple idea to enhance the game of golf has grown into a movement where people from all walks of life connect at the intersection of technology and sports entertainment. Topgolf Entertainment Group's platforms include Topgolf venues, Topgolf Media, Topgolf International, Toptracer and Topgolf Swing Suite. To learn more about Topgolf, visit www.topgolffentertainmentgroup.com or follow Topgolf on Instagram, Facebook, Twitter and LinkedIn.

About Callaway Golf Company

Callaway Golf Company (NYSE: ELY) is a premium golf equipment and active lifestyle company with a portfolio of global brands, including Callaway Golf, Odyssey, OGIO, TravisMathew, Jack Wolfskin and Topgolf Entertainment Group. Through an unwavering commitment to innovation, Callaway manufactures and sells premium golf clubs, golf balls, golf and lifestyle bags, golf and lifestyle apparel and other accessories. For more information please visit www.callawaygolf.com, www.odysseygolf.com, www.ogio.com, www.travismathew.com, and www.jack-wolfskin.com.

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