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Aftermarket Industry Unites for AACF's 34th Annual Bob Schoeberl Memorial Charity Golf Tournament



"The automotive aftermarket has always been about people helping people. 'It's important that we take care of our own.' That spirit is what this tournament has always represented, bringing the industry together to support families during difficult times."

Bob Schoeberl

Sacramento, Calif. – July 21, 2026 –

The Automotive Aftermarket Charitable Foundation (AACF) is gearing up for one of the industry's most anticipated annual events, the 34th Annual Bob Schoeberl Memorial Charity Golf Tournament, taking place November 1-2, 2026, at Spanish Trail Country Club in Las Vegas, Nevada.

Months before the first tee shot, the industry has already demonstrated its commitment to helping its own. The event has surpassed \$200,000 in confirmed sponsorships, with leading companies including Advance Auto Parts, Automotive Parts Service Group, AutoZone, NAPA, O'Reilly Auto Parts, Reladyne, American Tire

Distributors, Clarios, CMA LLC, Crystal-Clean, Goodyear (Cooper Tires), and Interstate Batteries, stepping forward as Diamond and Platinum Sponsors.

While momentum continues to build, a limited number of sponsorship opportunities are still available for companies looking to support the industry's charitable safety net while gaining valuable exposure among aftermarket executives and decision makers.

For more than three decades, the tournament has brought together manufacturers, distributors, retailers, suppliers, service providers, and industry partners for two days of networking, friendly competition, and purpose. Every dollar raised helps AACF provide emergency financial assistance to automotive aftermarket employees and their immediate families facing life-changing hardships such as serious illness, catastrophic injury, natural disasters, and other unexpected crises.

The event begins Sunday evening with an industry cocktail reception featuring networking, live music, and AACF's exciting live auction before golfers take to the course Monday morning for the tournament and awards luncheon.

"This tournament is much bigger than a day on the golf course," said Jeff Helfrich, AACF Golf Committee Chair. "Every sponsorship, every foursome, and every donation represents someone in our industry choosing to stand beside a family during one of the hardest moments of their lives. It's incredible to see companies continue to step up year after year because they know the impact these funds have. Together, we're proving that the aftermarket takes care of its own."

The need for assistance continues to grow. AACF has already provided over \$500,000 in emergency financial assistance this year alone, helping families remain in their homes, keep utilities connected, access medical care, recover from natural disasters, and focus on healing instead of worrying about how they'll pay their bills.

One recent recipient shared:

“Unexpected hardships can happen to anyone, and there’s no shame in accepting support when you truly need it. AACF treated me with dignity and compassion, and I’m incredibly grateful for the assistance I received.”

Since 1959, AACF has served as the industry's charitable safety net, providing confidential emergency financial assistance to eligible aftermarket employees and their families across the United States. As economic pressures, medical costs, and natural disasters continue to impact working families, events like the Bob Schoeberl Memorial Charity Golf Tournament play a critical role in ensuring help is available when it's needed most.

The tournament consistently attracts C-suite executives, industry leaders, manufacturers, distributors, retailers, media partners, and suppliers from across the aftermarket, making it one of the industry's premier charitable networking events.

Companies interested in becoming a sponsor or registering a foursome are encouraged to act soon, as remaining sponsorship opportunities are limited.

For sponsorship information and event registration, visit AACFGolf.info.

For more information about AACF, contact Misty Walker at Misty@AftermarketCharity.org.

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About the Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there when it seems like there's nowhere else to turn. As a nonprofit, this is accomplished through the support of generous donors, awareness partners and dedicated volunteers. To learn more, visit www.AftermarketCharity.org.