

119th U.S. Open Championship Corporate Update Session January 16, 2019



United States Golf Association



WHO WE ARE

Overview

At the USGA, we have a 120 year+ heritage of serving the game and guiding it forward.



WHO WE ARE

Our Mission

The United States Golf Association promotes and conserves the true spirit of the game of golf as embodied in its ancient and honorable traditions. We act in the best interests of the game for the continued enjoyment of those who love and play it.



OUR WORK

Our Core Strategies

Governance

Clarify and define the rules of the game worldwide



OUR WORK

Our Core Strategies

Golf Facilities

Advance the
long-term viability
of golf



OUR WORK

Our Core Strategies

Golfer Engagement

Serve golfers through programs that build engagement with the game



Our Core Strategies

Championships

Provide the very best
players in the world
the opportunity to
compete
for a title



U.S. Open Championship

- 119th national championship
- First conducted in 1895
- Open to anyone with a Handicap Index of 1.4 or less
- Past champions include:
Tiger Woods, Jack Nicklaus,
Arnold Palmer, Ben Hogan,
Bob Jones



Pebble Beach

U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019

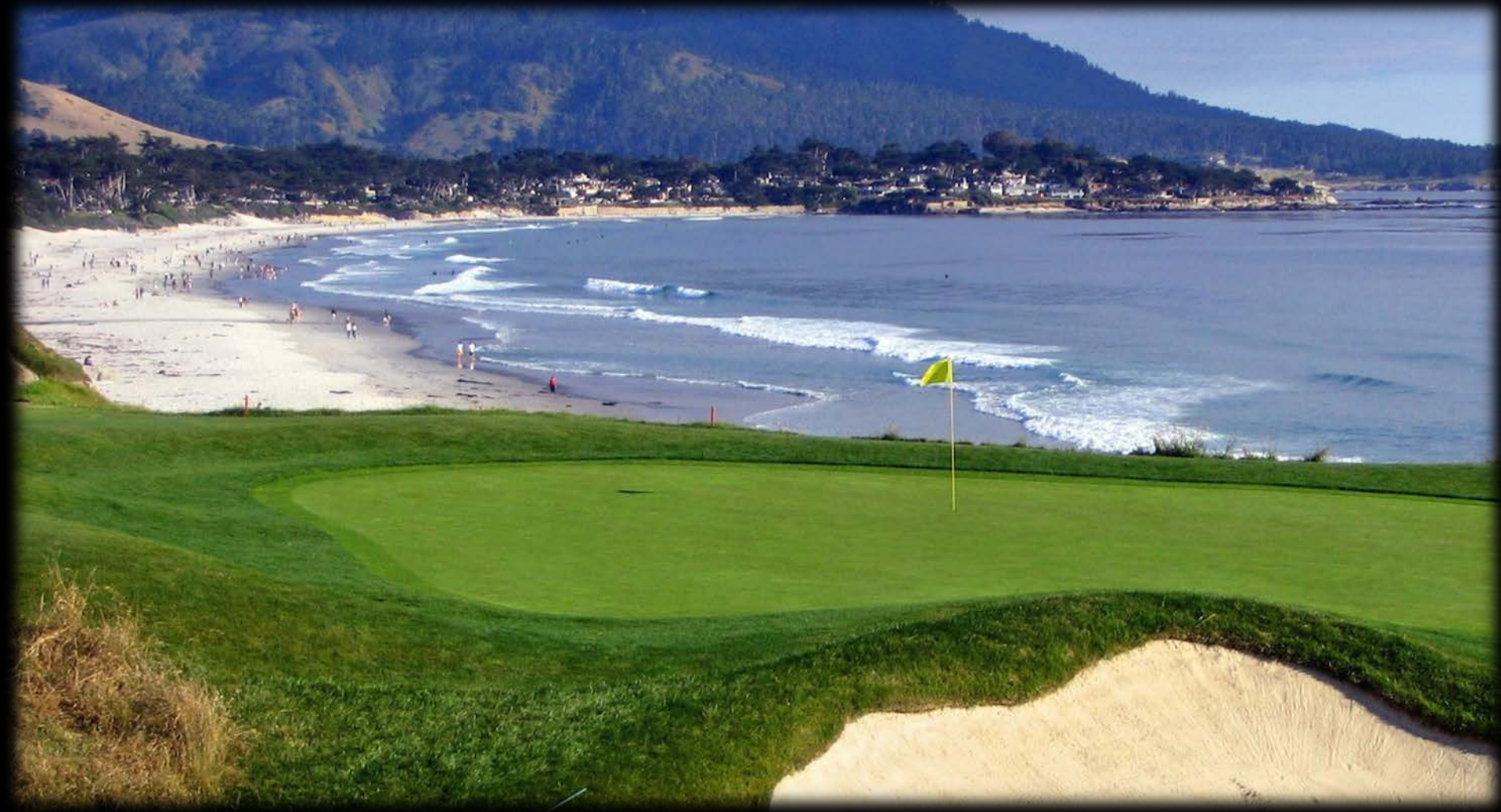
History

Pebble Beach



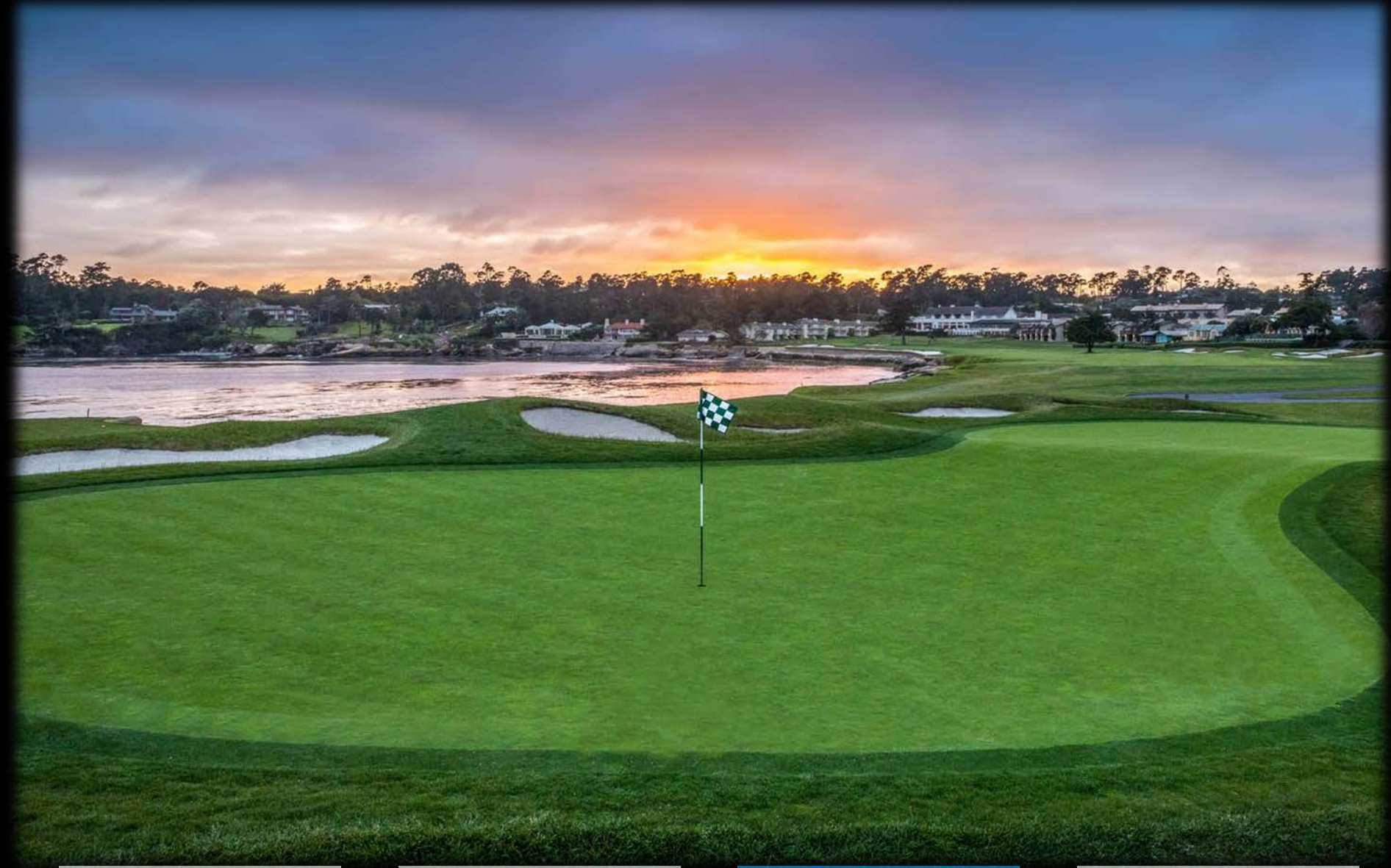
History

Pebble Beach



History

Pebble Beach



History

Pebble Beach



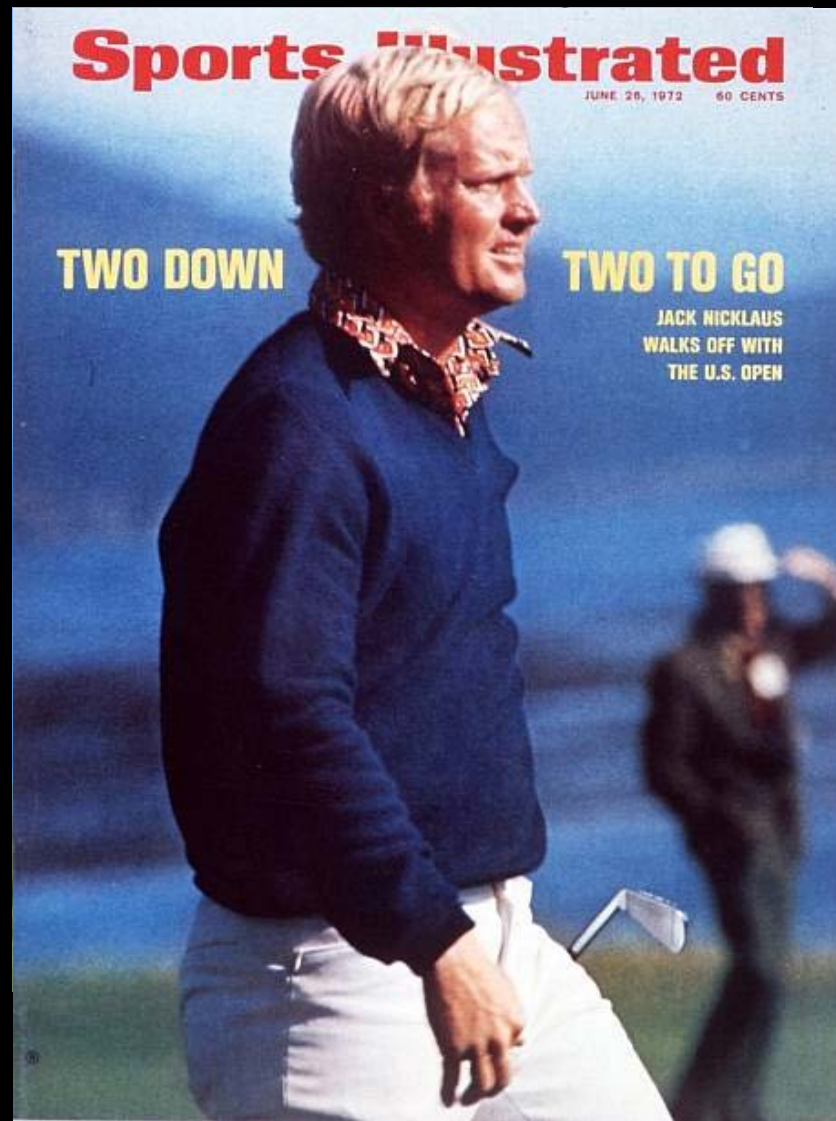
History

Pebble Beach



History

Pebble Beach & The U.S. Open



History

Pebble Beach & The U.S. Open



1982 U.S. Open

History

Pebble Beach & The U.S. Open



History

Pebble Beach & The U.S. Open



1992 U.S. Open

History

Pebble Beach & The U.S. Open



2000 U.S. Open

History

Pebble Beach & The U.S. Open



2010 U.S. Open

History

Pebble Beach & The U.S. Open



2010 U.S. Open

History

Pebble Beach & The U.S. Open



2010 U.S. Open

U.S. Open

U.S. OPEN



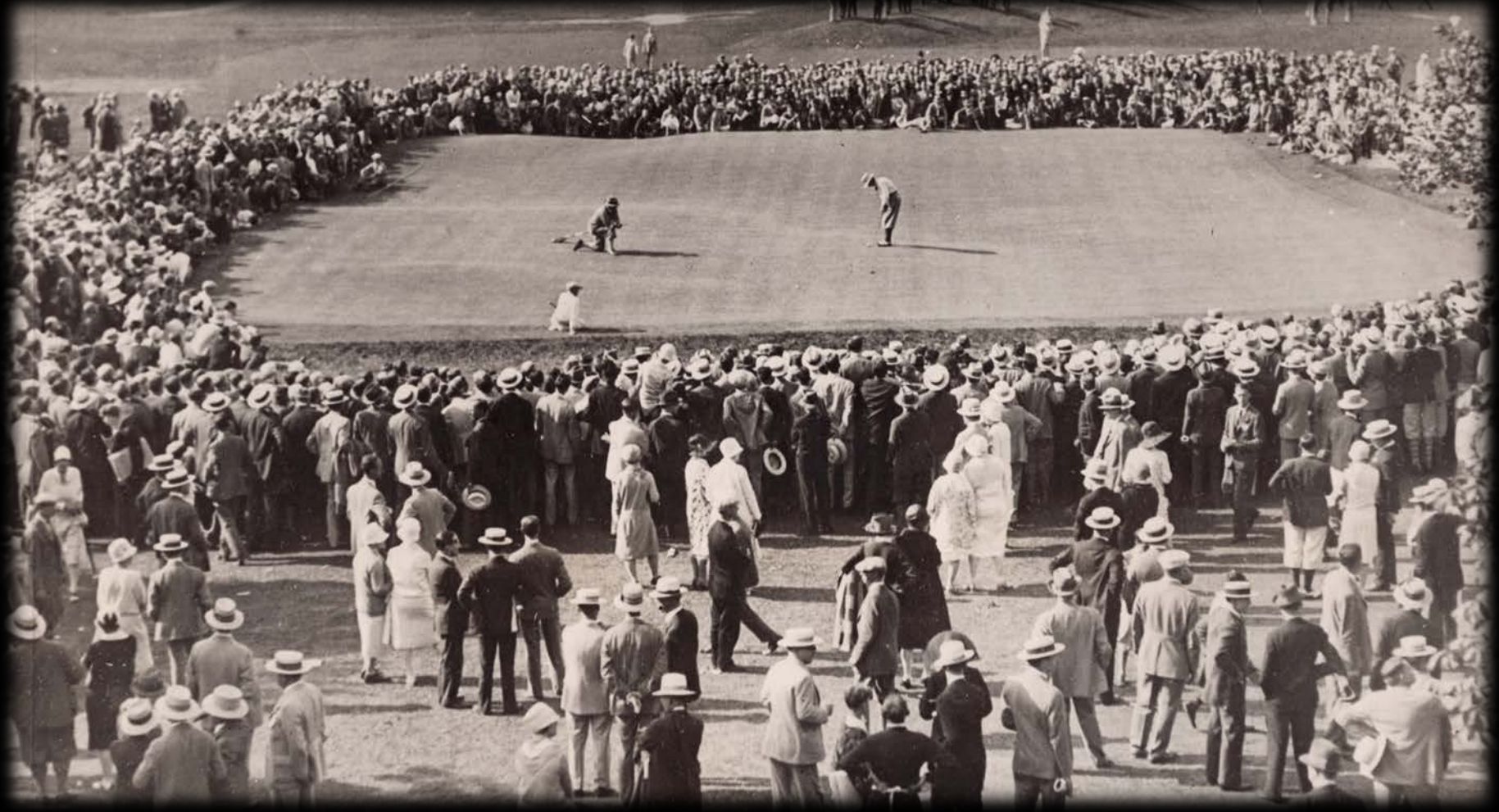
PEBBLE BEACH

JUNE 10-16, 2019



History

The Evolution of the U.S. Open



1929 U.S. Open

History

The Evolution of the U.S. Open



2010 U.S. Open

History

The Evolution of the U.S. Open



2011 U.S. Open

History

The Evolution of the U.S. Open



2018 U.S. Open

The Evolution of the U.S. Open



2018 U.S. Open

The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open



The Evolution of the U.S. Open

1986 U.S. Open
Corporate Hospitality



The Evolution of the U.S. Open

1995 U.S. Open
Corporate Hospitality



History

The Evolution of the U.S. Open



History

The Evolution of the U.S. Open



History

The Evolution of the U.S. Open



History

The Evolution of the U.S. Open



History

The Evolution of the U.S. Open



History

The Evolution of the U.S. Open



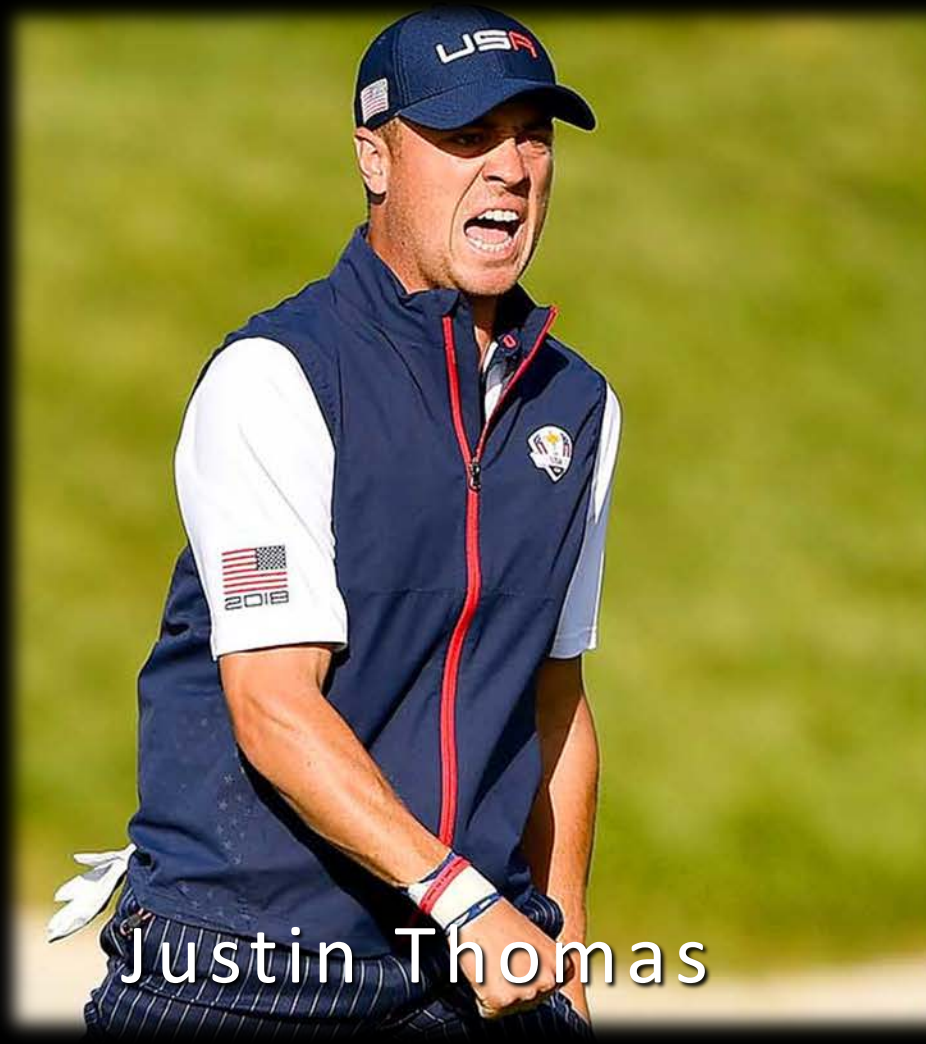
History

The Best in the World

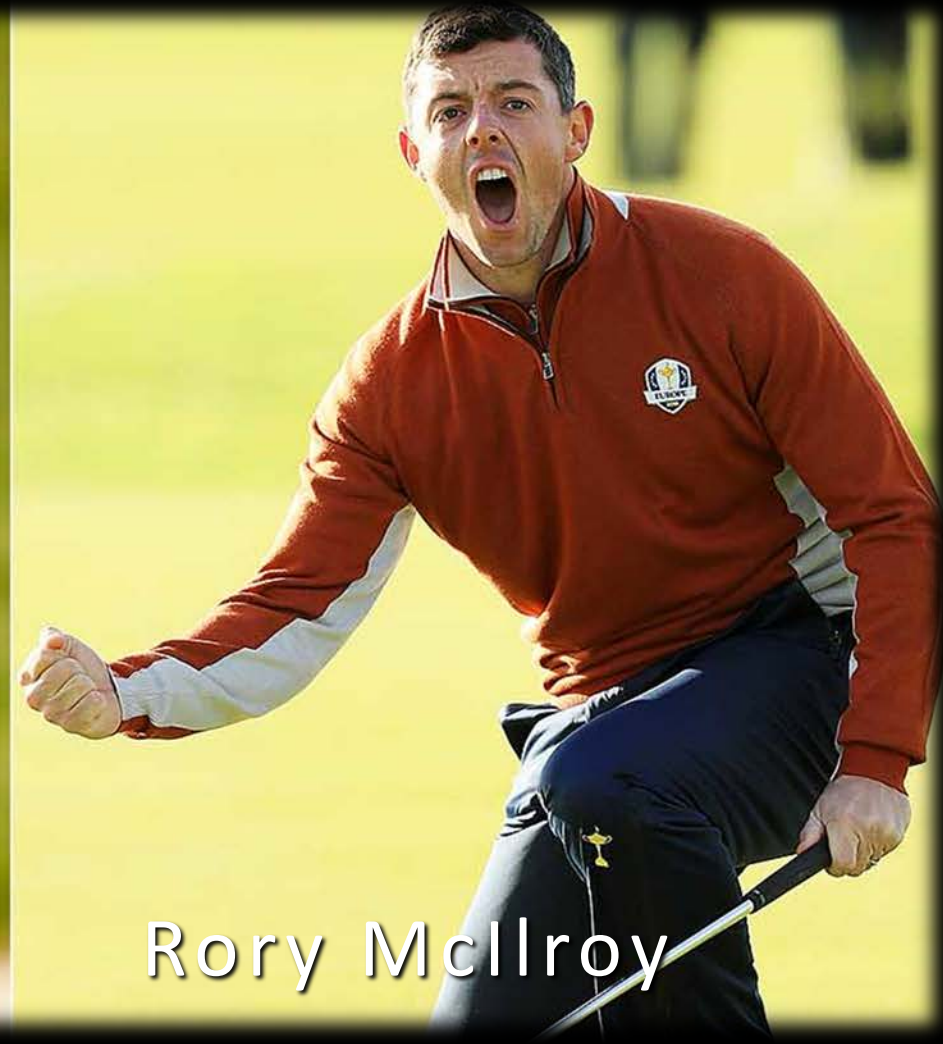


Phil Mickelson

The Best in the World



Justin Thomas



Rory McIlroy

History

The Best in the World

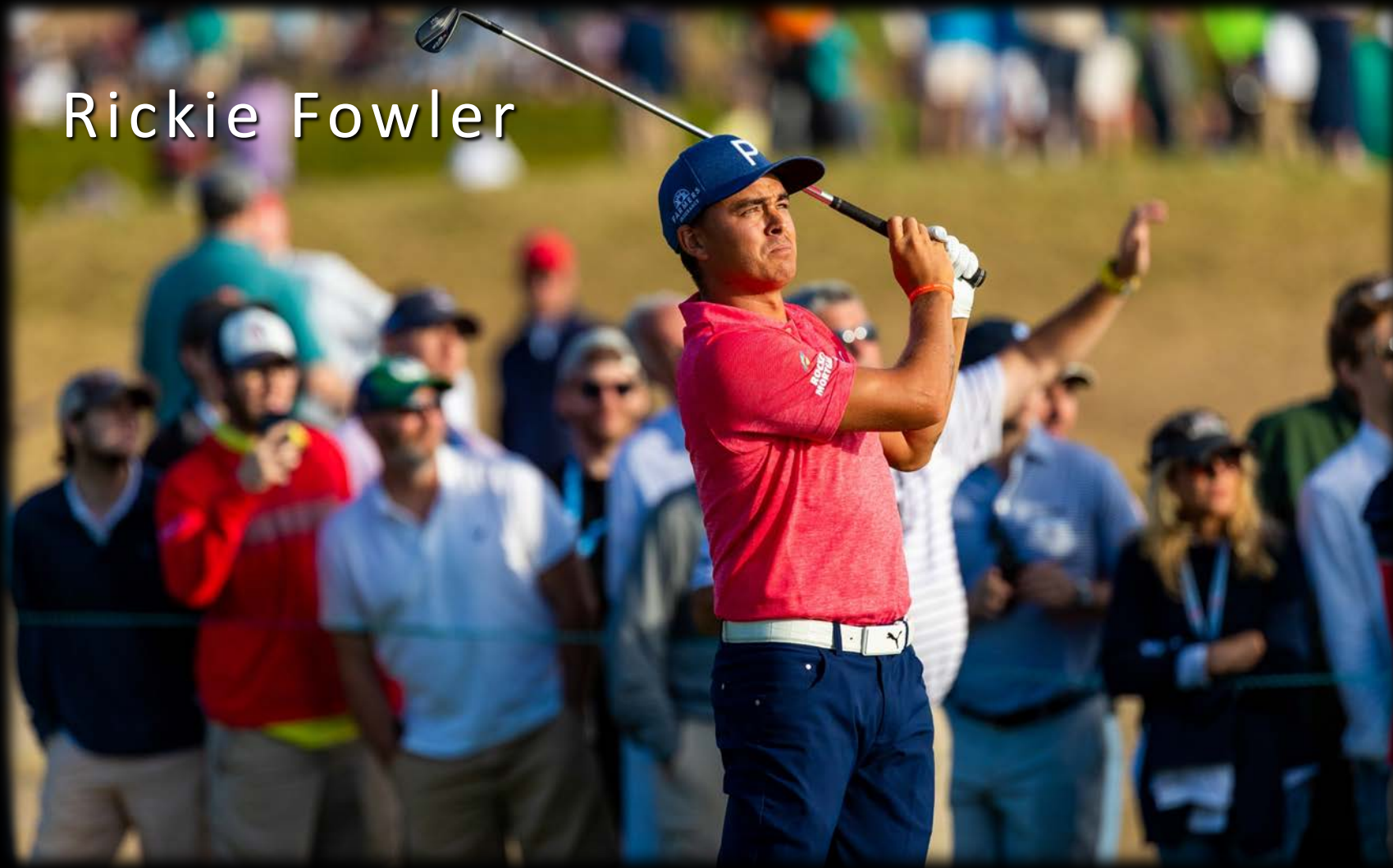


Bryson DeChambeau

History

The Best in the World

Rickie Fowler



History

The Best in the World

Jason Day



The Best in the World



Justin Rose

History

The Best in the World

Dustin Johnson



History

The Best in the World

Jordan Spieth



The Best in the World



Brooks Koepka

SPECIAL DIGITAL COVER

Sports Illustrated

ROAR

Once More

*"I had a hard
time not crying
on the last hole."*

TIGER WOODS
AFTER CLINCHING THE TOUR CHAMPIONSHIP,
HIS FIRST TOURNAMENT WIN IN FIVE YEARS
September 23, 2018

Corporate Hospitality Program Resources

U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019





- Exclusive Corporate Hospitality Marketing and Management Company for the U.S. Open since 1995
- Staff with over 130 years of collective experience in the sports marketing industry.
- Responsibilities include:
 - Client Resources – Update Sessions & Hospitality Manual
 - Corporate Hospitality Operations
 - On-site Management

Staff Assignments

Pebble Beach Room – Nicole Yaklich & Kelly Segin

Centennial Club – Shelley Berlin

Champions Pavilion – Shelley Berlin

Staff Assignments

Specialty Options – Nicole Yaklich & Kelly Segin

Fox Hospitality – Mimi Griffin

USGA Partner Village – Jeanne Taylor

8th Fairway Village – Danielle Bonder

6th Fairway Village – Jim Holden & Danny Gray

3rd Fairway Village – Emily Geosits

3rd Fairway Suites – Ciara Bryan

Corporate Hospitality Manual

- ❖ Electronic manual activated in September
- ❖ Information in Manual
 - I. Timeline and Forms
 - II. Meetings and Resources
 - III. Amenities at Pebble Beach
 - IV. Championship Information
 - V. Maps & Layouts
 - VI. Hospitality Program Information
 - VII. Tickets
 - VIII. Parking and Transportation
 - IX. Catering
 - X. Merchandise
 - XI. Hospitality Program Requirements
 - XII. Meeting Minutes



Future Update Sessions



- March 4th
10:00am – 12:00pm
- April 30th
2:00pm – 4:00pm

❖ A reminder will be sent to you at least two weeks in advance of each meeting



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

LOG IN

CONTACT US

OFFICE
CONTACT
HOURS



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

CONTACT US

LOG IN

HOME > LOG IN

LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

LOG IN

USOPENtable

2019corporatepatron

2019 U.S. OPEN
HOSPITALITY



2019 U.S. WOMEN'S
OPEN HOSPITALITY



2020 U.S. OPEN
HOSPITALITY



FUTURE
CHAMPIONSHIPS



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2019
PEBBLE BEACH

CHARLESTON
74TH

WINGED FOOT
120TH



Course Map

U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019



2019 U.S. Open
Pebble Beach



2019 U.S. Open
Pebble Beach

Pebble Beach
Room

1
Champions
Pavilion

Tables on 15 –
Centennial Club

2019 U.S. Open
Pebble Beach



Hardscapes

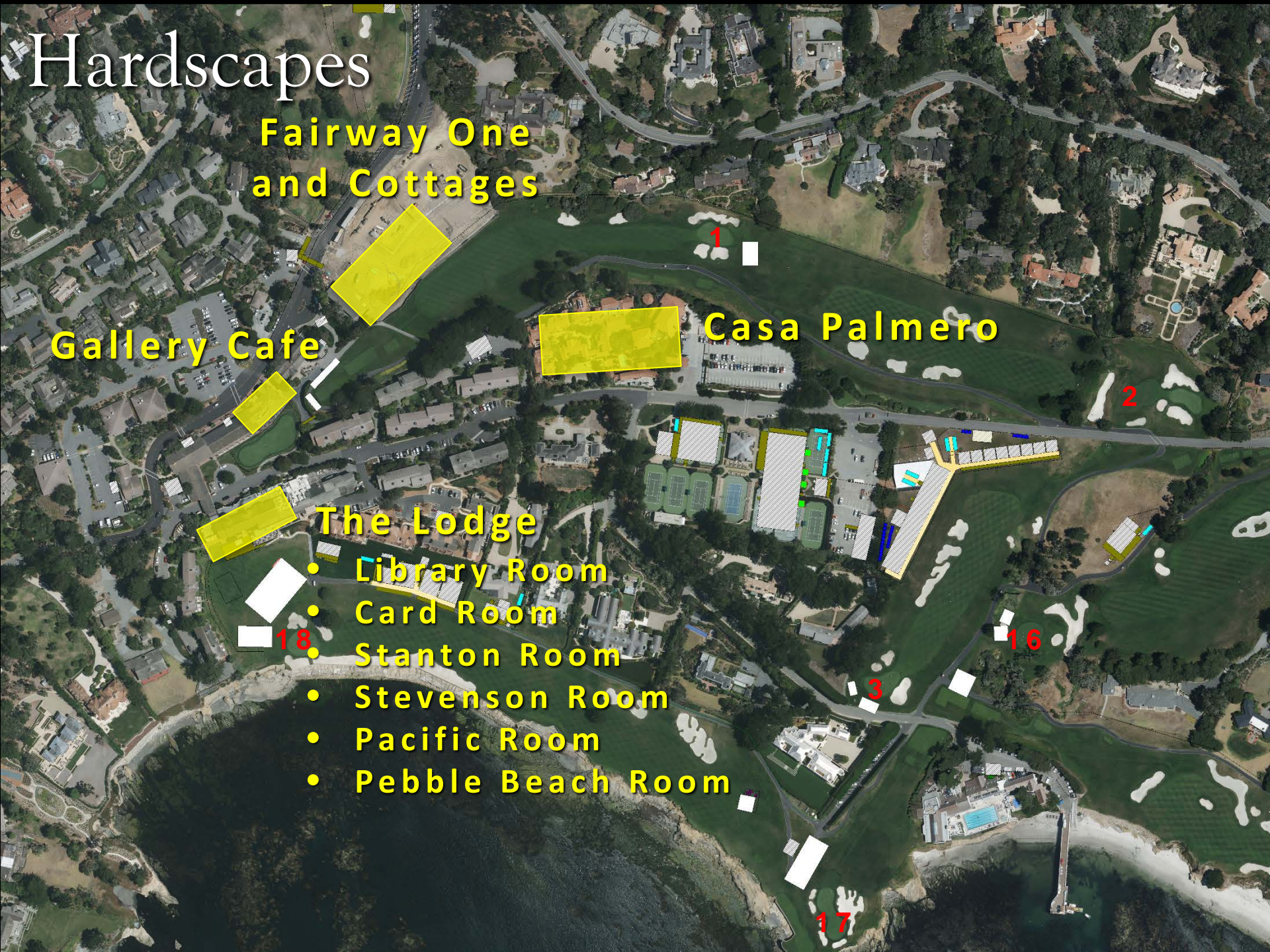
Fairway One
and Cottages

Gallery Cafe

Casa Palmero

The Lodge

- Library Room
- Card Room
- Stanton Room
- Stevenson Room
- Pacific Room
- Pebble Beach Room





3rd Fairway Village & Suites

USGA Partner Village

Fox Hospitality

6th Fairway Village

8th Fairway Village

2019 U.S. Open
Pebble Beach

Course Maps and Directional Signs



What to Focus on Now

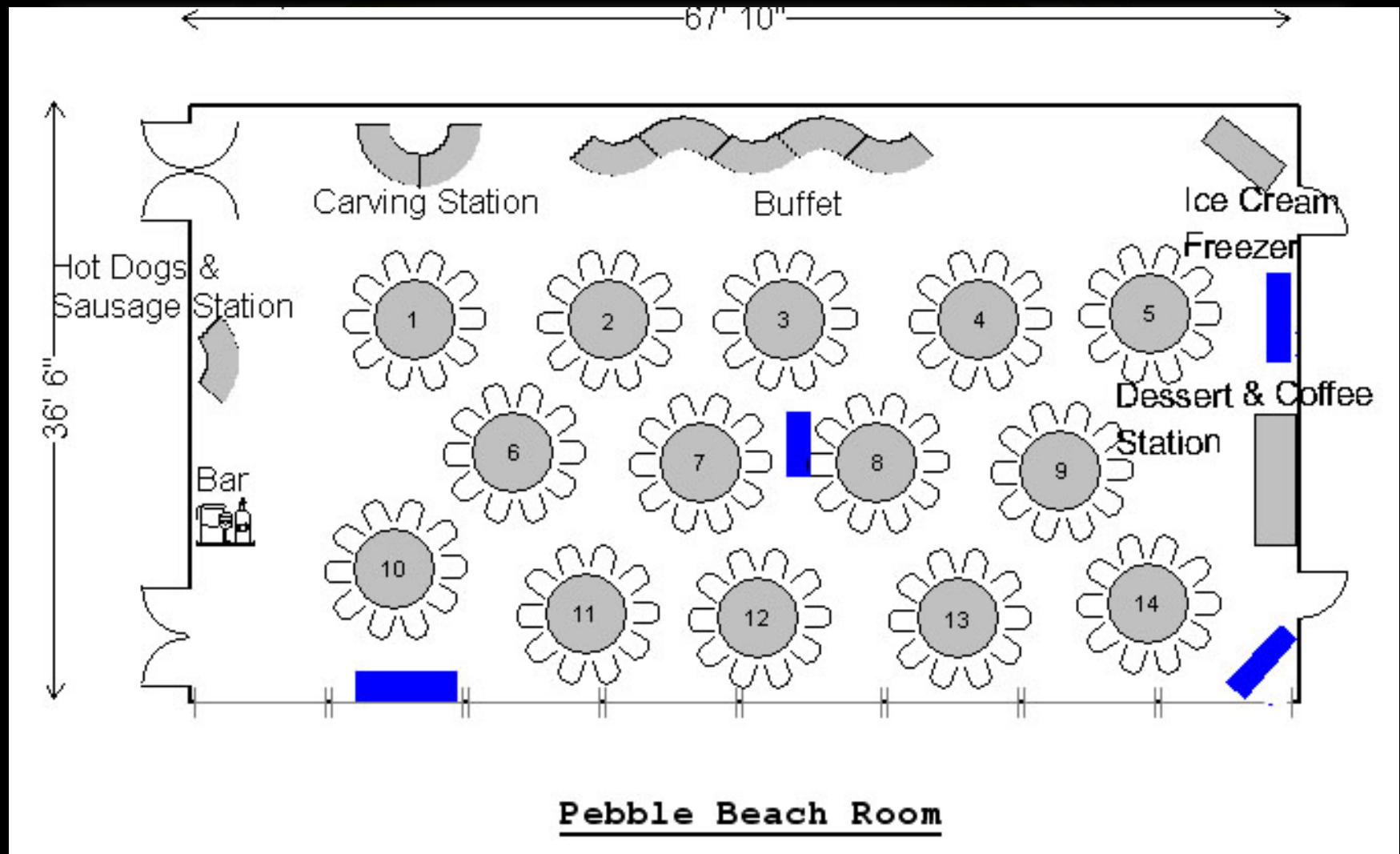
U.S. OPEN



PEBBLE BEACH
JUNE 10-16, 2019

A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Pebble Beach Room



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Pebble Beach Room



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Centennial Club



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Centennial Club



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Centennial Club



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Champions Pavilion



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Champions Pavilion



A. Become Familiar With Your Hospitality Package

1. Facility Layout & Location – Champions Pavilion



A. Become Familiar With Your Hospitality Package

2. Tickets

i. Color-Coded by Day with Name of Option Indicated

118TH	118TH	118TH	118TH	118TH	118TH	118TH
U.S. OPEN						U.S. OPEN SHINNECOCK HILLS 118TH CHAMPIONSHIP
						
MON - June 11 -	TUE - June 12 -	WEDN - June 13 -	THUR - June 14 -	FRI - June 15 -	SATU - June 16 -	SUNDAY - June 17, 2018 -
SHINNECOCK TENT #1	SHINNECOCK TENT #2	SHINNECOCK TENT #3	SHINNECOCK TENT #4	SHINNECOCK TENT #5	SHINNECOCK TENT #6	SHINNECOCK VILLAGE ON 16 TENT #1
 81HS	 82H	 83H	 84H	 85H	 86H	 87HSV00001
CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION						CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION

A. Become Familiar With Your Hospitality Package

2. Tickets

- i. Color-coded by day with name of option indicated
- ii. Monday & Tuesday tickets are Trophy Club



A. Become Familiar With Your Hospitality Package

2. Tickets – Hospitality Tickets

Hospitality Package	Hospitality Tickets
Pebble Beach Room	15 (all of which gain access to The Lodge)
Centennial Club	12
Champions Pavilion	15

* Monday and Tuesday tickets gain access to the Trophy Club

A. Become Familiar With Your Hospitality Package

2. Tickets – Staff Tickets

- Your staff ticket allotment is in addition to your regular hospitality tickets
- Staff tickets grant access into the championship and into your specific hospitality venue
- Staff tickets are not transferable
- Staff tickets are NOT printed with any specific designation



A. Become Familiar With Your Hospitality Package

2. Tickets – Staff Tickets

Hospitality Package	Staff Tickets (Wed-Sun)
Pebble Beach Room	1
Centennial Club	1
Champions Pavilion	1

Junior Tickets



Juniors 12 and younger admitted to the U.S. Open free of charge with a ticketed adult

Junior Tickets



Daily Ticket

This ticket does NOT provide access into any corporate hospitality areas or the 1893 Club

PLEASE DISPLAY THIS TICKET AT ALL TIMES

This ticket is subject to all of the Terms and Conditions in the Ticket/Credential License Agreement ("License Agreement") available at www.usga.org/2018licenseagreement or by calling 800-698-0661. The Ticket Holder's acceptance of this ticket and request to enter the Championship are deemed an acceptance and agreement by the Ticket Holder of the License Agreement.

This ticket is a revocable license which may be revoked without refund or other consideration and the Ticket Holder may be removed from the Championship for (1) failure to comply with any term of this ticket and/or the License Agreement, (2) failure to obey rules or regulations, including any posted signs and instructions of the Championship Marshals and Officials and/or (3) unbecoming, dangerous or disorderly conduct. The Ticket Holder (including his/her heirs and assigns) expressly assumes all risks incidental to and associated with attendance at the Championship, including but not limited to weather-related hazards and being struck by a golf ball or golf club, and hereby waives, releases and discharges the United States Golf Association ("USGA"), Shinnecock Hills Golf Club and affiliated entities, participating players, and all employees, officers, directors, agents, representatives, and/or volunteers associated with the Championship from any and all claims for death, personal injury or property loss or damage including all costs and expenses which result from the Ticket Holder's attendance at the Championship.

The Ticket Holder grants permission to the United States Golf Association, Shinnecock Hills Golf Club, their respective agents and/or their third party assigns to utilize in perpetuity his/her image, likeness and/or voice incidental to any live or recorded television or video and/or audio display or other transmission or form of reproduction in whole or in part of the Championship, without compensation.

The Ticket Holder agrees not to transmit or sell or to be transmitting or selling any description, account, picture or reproduction of the Championship.

Anyone attempting to alter or reproduce this ticket in whole or in part will be prosecuted under the law. Resale or attempted resale of this ticket at a price higher than the face value is strictly prohibited. Ticket sales on or near the grounds associated with the Championship at any price are prohibited. Tickets obtained from sources other than the USGA or PrimeSport, including but not limited to auction sites, may be lost, stolen or counterfeit tickets and in such cases, will not be honored.

Tickets are valid only for the date printed on the ticket. No refunds, exchanges, replacements or substitutions will be issued. The USGA, in its sole discretion, may honor a day's ticket (an "Affected Day") for a subsequent day(s) or partially or fully refund a day's ticket if fewer than five (5) cumulative hours of play are conducted during an Affected Day. Information regarding any USGA decision regarding an Affected Day and the refund procedure if applicable, including form, proof of purchase requirement and deadline for receipt of requests will be on usopen.com.

LIST OF PROHIBITED ITEMS*

- No Weapons (regardless of permit, including but not limited to firearms or knives)
- No Explosives and/or fireworks of any kind
- No Tablets and/or Computers (cellular mobile device smaller than 7" are permitted, subject to mobile device policy)
- No Radio Ricks
- No Noise Producing Devices (including portable speakers)
- No Backpacks, Briefcases, Purses and/or Bags larger than 6"W x 6"H x 8"D in their natural state
- Note: Transparent/clear plastic hard and shoulder bags no larger than 12"W x 8"H x 10"D are permitted.
- No Signs, Posters and/or Banners
- No Food and/or Beverages except for medical or infant needs
- No Containers, Coolers, Aerosol Cans and/or Spray Bottles except for medical or infant needs
- Note: Personal care items (3 ounce size or less) and transparent/clear empty plastic water bottles (size 24 ounce or less) are permitted.
- No Pets (other than service animals as defined by the ADA assisting disabled individuals)
- No Lawn Chairs and/or Oversized Chairs with Arms (compact chairs without arms are permitted with no case)
- No Ladders and/or Step Stools or other similar items
- No Bicycles allowed inside admission areas or on the championship grounds
- No other items deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

*The USGA reserves the right to amend the List of Prohibited Items at any time to provide a safe and secure Championship. Ticket Holder consents to the reasonable inspection of his/her person and property before entering and/or during the Championship. Prohibited or improperly used permitted items may be confiscated. Permitted items left unattended will be removed by security personnel.

Mobile Device Policy

Fans may carry mobile devices smaller than 7" in length and/or height including cellphones and smartphones. All device volume controls must be set to "silent" or "vibrate" at all times and flash photography should be disabled. Phone calls must not be received or placed in any area that may disrupt play including grandstands. Phone calls must be received or placed only in designated "Fan Zones". Photography, video and audio recording are only permitted on course, Monday through Wednesday, but are allowed in "Fan Zones" throughout championship week. Content may not be used for commercial purposes. No live streaming or shot-by-shot coverage is permitted at any time. Texting and email are permitted throughout all areas of the golf courses. Mobile device usage should not disrupt play. Violation of the above policy may result in immediate expulsion and loss of ticket privileges for the remainder of the Championship.

Autograph Policy

The USGA has designated an autograph area adjacent to the practice green for juniors ages 18 and under only. Beyond this area, we ask that you respect each player's complete focus on preparing and playing in the U.S. Open and refrain from seeking autographs from the time a player is en route to his first tee until the completion of the player's round. Violation of this policy may result in expulsion and loss of ticket privileges for the remainder of the Championship.

The price reflected on this ticket is the maximum price at which this ticket may be sold, plus any applicable taxes, and may be discounted as a part of a package. The actual price paid for this ticket and any applicable taxes collected are identified on the order confirmation or receipt.



Shinnecock Hills Golf Club, 18TH, 18TH and Ninth Holes
Photography © USGA/John Hummer

usga.org | 180925.com

000001

Junior tickets
DO NOT
allow access
into
the corporate
areas



A. Become Familiar With Your Hospitality Package

3. VIP Parking Passes

Hospitality Package	VIP Parking
Pebble Beach Room	5
Centennial Club	4
Champions Pavilion	5

B. Important Timeline Dates

Corporate Hospitality Timeline

2019	ACTIVITY	LOCATION OR GROUP/CONTACT
January 16	Corporate Update Session	Lodge at Pebble Beach/MSG Promotions
February 1	Final payment for hospitality package due	Pebble Beach Company/Bren don Poss
February 1	Catering payment due	Pebble Beach Company/Barry Peterson Levy/Brenda McFadden
February 1	Deadline to reserve tee times at The Links at Spanish Bay, Spyglass Hill Golf Course and Del Monte Golf Course	Pebble Beach Company/Bren don Poss
February 15	Forms due: - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Emily Geosits
March 4	Corporate Update Session	Lodge at Pebble Beach/MSG Promotions
March 5	Corporate Cup – Pebble Beach Table Patrons Only	Pebble Beach Golf Links/MSG Promotions
March 15	Deadline to submit embroidery file for co-branded merchandise	Pebble Beach Company/Cory Otterness, Bridget Lynn
April 1	Deadline to place co-branded merchandise order	Pebble Beach Company/Cory Otterness, Bridget Lynn
April 15	Form due: - Option Ticket Order Form	MSG Promotions/Emily Geosits
April 15	Insurance certificate due	Pebble Beach Company/Kimberly Briggs
April 30	Corporate Update Session	Lodge at Pebble Beach/MSG Promotions
June 10 – 16	U.S. OPEN CHAMPIONSHIP	Pebble Beach Golf Links

B. Important Timeline Dates

- February 1st - Final payment for hospitality package due
- February 1st - Catering Payment Due
- February 1st - Deadline to reserve tee times at Spanish Bay, Spyglass and Del Monte golf courses



DEL MONTE™
GOLF COURSE



SpyglassHill.
Golf Course

B. Important Timeline Dates

- February 1st - Final payment for hospitality package due
- February 1st - Catering Payment Due
- February 1st - Deadline to reserve tee times at Spanish Bay Spyglass and Del Monte golf courses
- February 15th - Ticket shipment form due
Corporate sign form due

Ticket Shipment Form

Ticket Shipment Form

DUE FEBRUARY 15, 2019

We will use the contact name and address listed below when shipping your hospitality ticket package. The package will be sent approximately 6 weeks prior to the championship and will include the following:

- **Hospitality Package and Staff Tickets**
- **VIP Parking Passes**
- **Fan Guides**
- **Prohibited Items Cards**
- **Corporate Bag Tag and Personal Identification Tag**

Any option tickets ordered will be mailed to the address listed on this form but sent separately from your hospitality ticket shipment.

Hospitality ticket packages will not be sent unless Pebble Beach Company is in receipt of your fully executed hospitality agreement, proof of insurance and all payments due on your hospitality package.

Items will be shipped via 2-day delivery and cannot be sent to a P.O. Box.

Company Name:

Contact Name:

Shipping Address:
(No P.O. Box)

Telephone Number:

Email Address:

[CLICK HERE TO COMPLETE THIS FORM ELECTRONICALLY](#)

This form can also be scanned and emailed to Emily Geosits at egeosits@msgpromotions.com.

Ticket Shipment Form

Will be sent approximately 6 weeks prior to the event



Included in shipment:

- Hospitality Tickets
- Staff Tickets
- Parking Passes
- Fan Guides
- Disallowed Items Cards
- Corporate Bag Tag

Tickets will not be sent until the signed hospitality agreement and full payment have been received by Pebble Beach.

Corporate Sign Form

Corporate Sign Form

DUE FEBRUARY 15, 2019

Pebble Beach Company will produce a corporate identification sign that will be displayed on your reserved table(s) during the week of the U.S. Open. The sign is yours to keep at the conclusion of the last day you occupy your table.

All signs will be uniform in color, typeface, and size and will include only the 2013 U.S. Open logo and the name of your company. Company logos, typeface or slogans will not be included on the sign. The sign can accommodate up to three (3) lines and each line can fit up to 20 characters. Keep in mind that the size of the typeface will decrease as the number of characters used on each line increases.

Please note the following with regard to the signage policy:

- In addition to the company name listed in your corporate hospitality agreement, you may request up to two (2) division names, brand names and/or trade names to be listed on your sign, space permitting and upon approval.
- Requests to include the company name of a subsidiary, affiliate or any other entity separate from your company will not be granted unless each company enters into its own hospitality agreement.
- For companies sharing their hospitality package with one or more contracted companies, please note that all partners' names will be printed on one sign and that the limit of three (3) lines and 20 characters per line must include all sharing partners. Please submit one form for the entire sharing group.

Indicate below exactly how you would like your company name to appear on your sign. Please be specific with regard to spacing, capitalization, punctuation, abbreviations, etc.

Company name(s) will be centered on the sign.

Company Representative:

Telephone Number:

Email Address:

[CLICK HERE TO COMPLETE THIS FORM ELECTRONICALLY](#)

This form can also be scanned and emailed to Emily Geosits at egeosits@msgpromotions.com.

Corporate Signs – Tables

Company name will appear on your sign and on the locator board in your facility



No other signs or displays are permitted on your table or the exterior of your facility during Championship

B. Important Timeline Dates

- February 1st - Final payment for hospitality package due
- February 1st - Catering Payment Due
- February 1st - Deadline to reserve tee times at Spanish Bay Spyglass and Del Monte golf courses
- February 15th - Ticket shipment form due
Corporate sign form due
- March 4th - Corporate Update Session
- March 5th - Corporate Cup – Pebble Beach Room only
- March 15th - Deadline to submit embroidery file for co-branded merchandise
- April 1st - Deadline to purchase co-branded merchandise

C. Review Enhancements to U.S. Open Experience

1. Championship Week golf outings

THE LINKS AT SPANISH BAY™



PEBBLE BEACH®

 Spyglass Hill.
Golf Course



DEL MONTE™
GOLF COURSE

C. Review Enhancements to U.S. Open Experience

1. Championship Week golf outings
2. Business meetings on-site



C. Review Enhancements to U.S. Open Experience

1. Championship Week golf outings
2. Business meetings on-site
3. Spa appointments



The Spa
PEBBLE BEACH®

D. Start Invitation Process

1. Develop "A", "B" and "C" lists right away
2. Save-The-Date should be sent immediately
3. Send invitations with deadlines for response



E. Get Logo Digitized and Consider Merchandise Options

1. Get Logo Digitized
2. Merchandise Sent With Save-The-Date or Invitation



U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019

*2019 U.S. Open
Corporate Merchandise*

Why Corporate Merchandise?



- Exclusive privilege of Corporate Hospitality Client to cobrand 2019 U.S. Open merchandise with company logo
- Marketing Investment: Associate your corporate logo with the 2019 U.S. Open
- Create excitement about corporate hospitality before the Championship with pre-event gifts
- Providing a cobranded 2019 U.S. Open gift to all guests brings the group together
- Ensure each guest goes home with a piece of Pebble Beach as a reminder of who made the U.S. Open experience possible
- Convenience: Corporate Retail Team makes it easy by handling any and all details They place order, manage details and schedule delivery
- This is what we do! We have a dedicated Corporate Merchandise Team at Pebble Beach Resorts year round.

Order Process



- *Plan Retail Budget*
- *Browse Product – Full Assortment Available Now – Website & Catalog*
- *Provide Logo – Deadline March 15, 2019*
- *Place Order – Deadline April 1, 2019*
- *Logo Approval – Client and USGA*
- *Payment*
- *Receive Product - Drop Ship or Onsite U.S. Open week*

Ordering Methods



To place an order online please visit:

www.2019usopencorporatemerch.pebblebeach.com

- 🔗 Create a user account, browse merchandise, create wish lists, submit order request, upload logos, get answers to FAQs

Order direct with the U.S. Open Corporate Merchandise Team

- 🔗 *Cory Otterness, Corporate Retail Sales Manager*

✉ otternessc@pebblebeach.com or (831)-649-7602

- 🔗 *Bridget Lynn, U.S. Open Corporate Retail Sales Coordinator*

✉ lynnb@pebblebeach.com or (831)-649-7640



Cobranding Details

- ⌘ Cobranding merchandise is an exclusive privilege offered to 2019 U.S. Open Corporate Hospitality Partners
- ⌘ Embroidery cobranding requires unique .DST file. If you do not have access we are happy to assisting in creating one. A \$150 service fee will be assessed for this service.
- ⌘ If a logo can be screen-printed, etched, etc., an .eps or .jpg file can be used
- ⌘ Please note that specific logo requirements for size, location and color will apply. The Championship logo is intended to be the focal point of the retail piece. Corporate logo in secondary position.
- ⌘ Cobranding fee is \$5-\$7 per piece.



Corporate Merchandise Collection

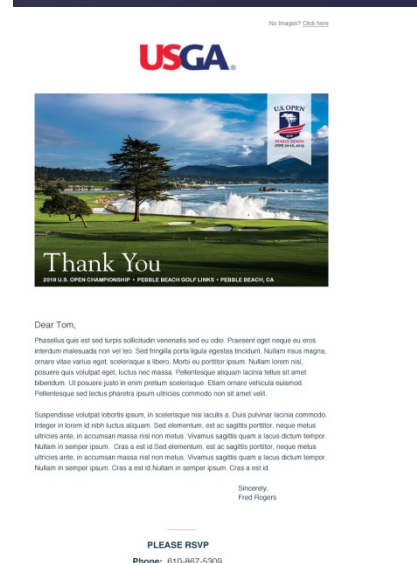
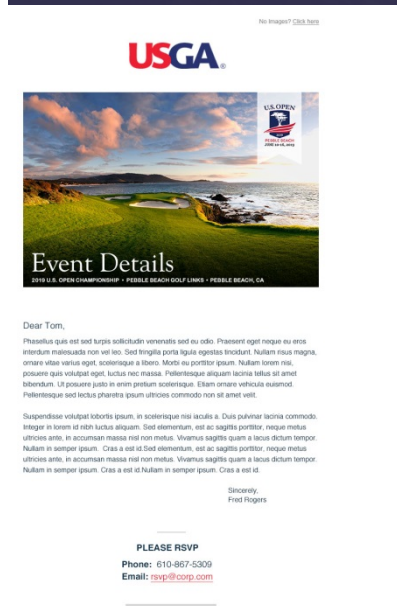
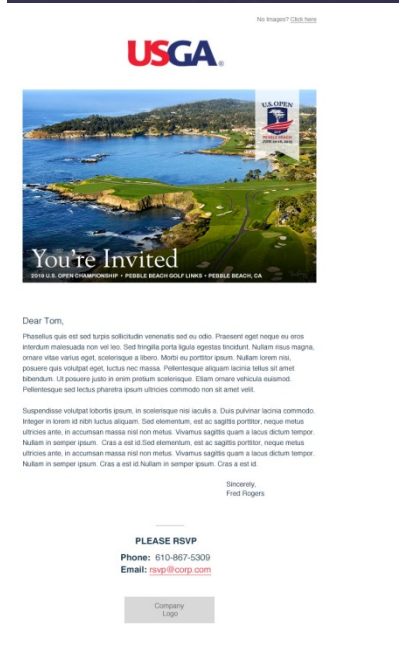
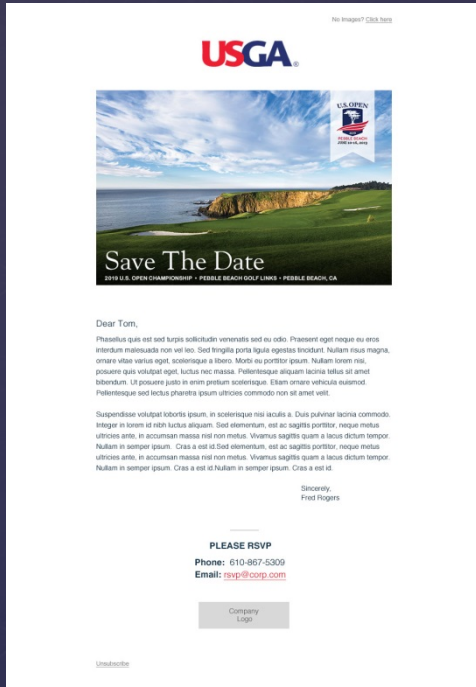


HISTORY AWAITS...

Available
Now

CORPORATE RETAIL CATALOG

Digital Invitations



- Four templates with customizable text
- Only option to include 2019 U.S. Open logo, course imagery and your logo on marketing collateral
- One time fee with unlimited access

Corporate Merchandise Timeline



- 2019 Corporate Merchandise Collection: **Available now!**
- 2019 Corporate Merchandise Website: **Available now!**
- 2019 Embroidery File Submission Deadline: **March 15, 2019**
- 2019 Co-Branding Order Deadline: **April 1, 2019**

General Championship Information

U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019

Championship Format

- 156 players – full field
- Two-tee start on Thursday & Friday
- 1st tee time Thursday & Friday – 6:45 a.m.
- “Cut” is made after 36 holes
- Players with the lowest 60 scores plus ties compete on Saturday & Sunday
- Start times on Saturday & Sunday are determined by the size of the field



2019 U.S. Open Schedule

Monday, June 10 th	Practice Round
Tuesday, June 11 th	Practice Round
Wednesday, June 12 th	Practice Round
Thursday, June 13 th	1 st Championship Round
Friday, June 14 th	2 nd Championship Round
Saturday, June 15 th	3 rd Championship Round
Sunday, June 16 th	Final Championship Round

New Playoff Format

Starting in 2018, the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open implemented a two-hole aggregate playoff in the event of a tie at the end of 72 holes of stroke play.

If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death.

Practice Rounds



Practice Rounds

U.S. OPEN
ERIN HILLS
117TH
MERCHANDISE



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds



Practice Rounds

Cameras are permitted on
the grounds during the
Practice Rounds only.

(Monday, Tuesday and Wednesday)



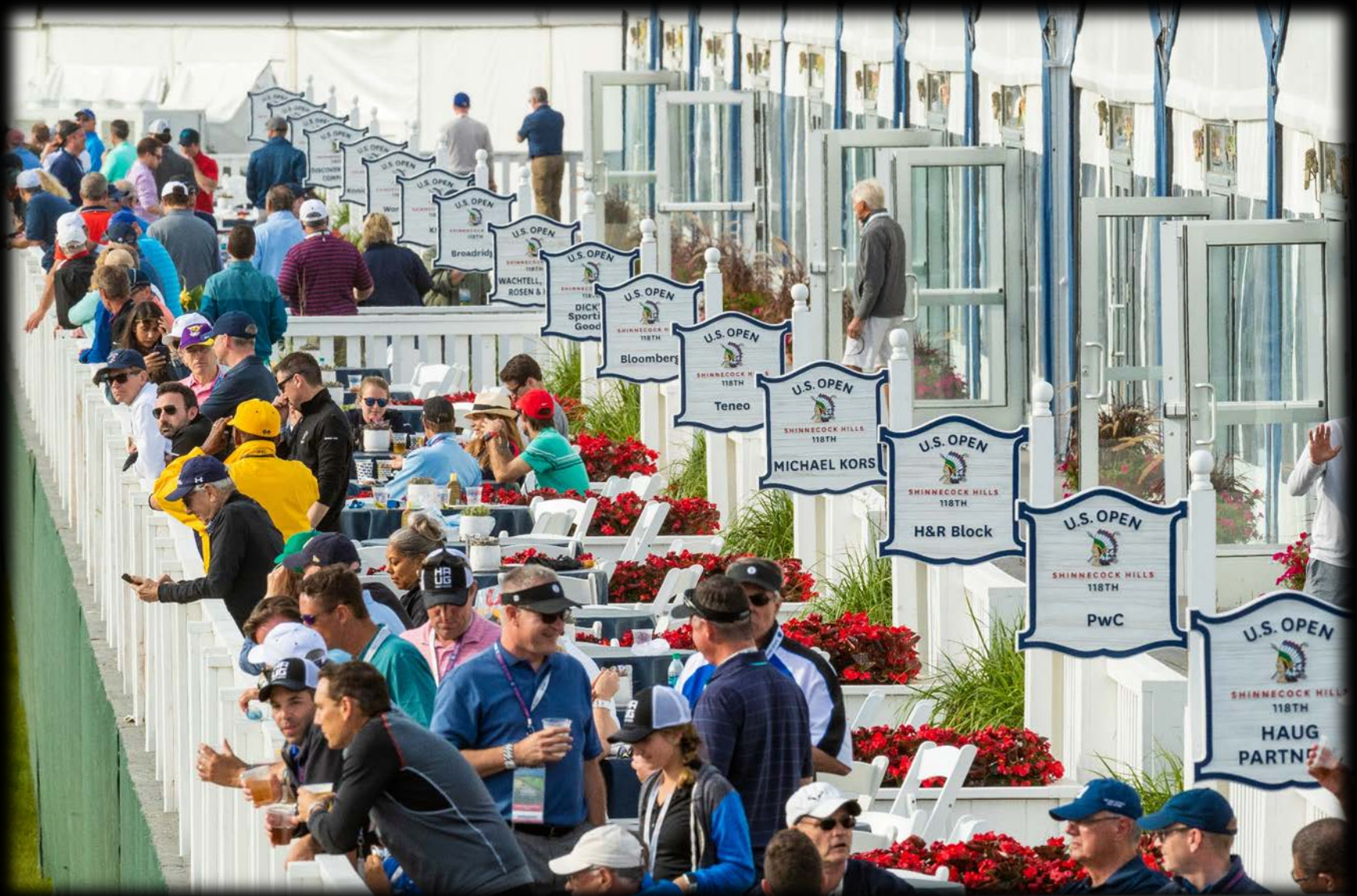
Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



Hospitality Operations

U.S. OPEN



2019

PEBBLE BEACH

JUNE 10-16, 2019

Access Into Hospitality Areas



Access into the hospitality areas will be **STRICTLY** enforced

All areas will have dedicated staff including:

- MSG Promotions staff member
- Area Captains
- Interns
- Volunteers



Access Into Hospitality Areas



Access Into Hospitality Areas



Hospitality Services



Hospitality Services / Business Centers



❖ Copy Machine

❖ Internet Access

❖ Telephones

❖ Purchase On-Site Tickets

(Hardscape and Tent
Clients Only)

❖ Will Call Drop-Off

Restrooms



Accessibility



Accessibility



Accessibility

MOBILITY SCOOTERS



Screening, Prohibited Items and Admission Gates



Screening for Prohibited Items

EVERYONE attending the championship will pass through a security checkpoint and magnetometer



Admission Gates

EVERYONE attending the championship will have their ticket or credential scanned



Prohibited Items

U.S. OPEN



ERIN HILLS
117TH

LIST OF PROHIBITED ITEMS



Fans and other championship attendees will go through security screening prior to entering the championship grounds and will not be allowed to bring any of the items listed below. To expedite admission into the championship, it is recommended that all prohibited items are safely stowed prior to arriving at the championship. Please be sure to read the following list of prohibited items carefully:

- No Weapons (regardless of permit, including but not limited to firearms or knives)
- No Explosives and/or Fireworks of any kind
- No Tablets and/or Computers (cellular mobile devices smaller than 7" are permitted, subject to mobile device policy and camera/photography policy)
- No Noise Producing Devices (including portable speakers)
- No Cameras (other than Monday through Wednesday for personal photographic use, subject to mobile device policy and camera/photography policy)
- No Backpacks, Briefcases, Purses and/or Bags larger than 6"W x 6"H x 6"D in their natural state
Note: Transparent/clear plastic hand and shoulder bags no larger than 12"W x 12"H x 6"D are permitted.
- No Signs, Posters and/or Banners
- No Food and/or Beverages except for medical or infant needs
- No Containers, Coolers, Aerosol Cans and/or Spray Bottles except for medical or infant needs
Note: Personal care items (3 ounce size or less) and transparent/clear empty plastic water bottles (size 24 ounce or less) are permitted.
- No Pets (other than service animals as defined by the ADA assisting disabled individuals)
- No Lawn Chairs and/or Oversized Chairs with Arms (compact chairs without arms are permitted with no case)
- No Ladders and/or Step Stools or other similar items
- No Bicycles allowed inside admission areas or on the championship grounds
- No other items deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

Note: The USGA reserves the right to amend the List of Prohibited Items at any time to provide a safe and secure championship.

These items are PROHIBITED on-site at all times:



Items ALLOWED on-site (Subject to search):



MOBILE DEVICE POLICY:

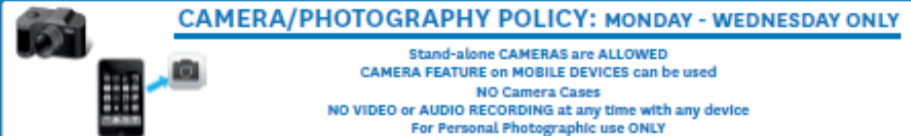
MOBILE DEVICES such as Cellphones, Smartphones, PDA's smaller than 7" in length and/or height are ALLOWED on-site

All devices MUST be set to SILENT or VIBRATE at all times

Phone Calls must be RECEIVED or PLACED in designated PHONE ZONES ONLY

CAMERA FEATURE must follow CAMERA/PHOTOGRAPHY Policy below

TEXTING and EMAIL are ALLOWED throughout all areas of the golf course but MUST NOT disrupt players



Prohibited Items

Resale Prohibited Ticket Type: Part of a Hospitality Package and may not be resold.

PLEASE DISPLAY THIS TICKET AT ALL TIMES

This ticket is subject to all of the Terms and Conditions in the Ticket/Credential License Agreement ("License Agreement") available at www.usga.org/2017licenseagreement or by calling 800-698-0661. The Ticket Holder's acceptance of this ticket and request to enter the Championship are deemed an acceptance and agreement by the Ticket Holder of the License Agreement.

This ticket is a revocable license which may be revoked without refund or other consideration and the Ticket Holder may be removed from the Championship for (i) failure to comply with any term of this ticket and/or the License Agreement, (ii) failure to obey rules or regulations, including any posted signs and instructions of the Championship Marshals and Officials and/or (iii) unbecoming, dangerous or disorderly conduct. The Ticket Holder (including his/her heirs and assigns) expressly assumes all risks incidental to and associated with attendance at the Championship, including but not limited to weather-related hazards and being struck by a golf ball or golf club, and hereby waives, releases and discharges the United States Golf Association ("USGA"), Erin Hills Golf Course and affiliated entities, participating players, and all employees, officers, directors, agents, representatives, and/or volunteers associated with the Championship from any and all claims for death, personal injury or property loss or damage including all costs and expenses which result from the Ticket Holder's attendance at the Championship.

The Ticket Holder grants permission to the United States Golf Association, Erin Hills Golf Course, their respective agents and/or their third party assigns to utilize in perpetuity his/her image, likeness and/or voice incidental to any live or recorded television or video and/or audio display or other transmission or form of reproduction in whole or in part of the Championship, without compensation.

The Ticket Holder agrees not to transmit or sell or aid in transmitting or selling any description, account, picture or reproduction of the Championship.

Anyone attempting to alter or reproduce this ticket in whole or in part will be prosecuted under the law. Resale or attempted resale of this ticket is strictly prohibited. Tickets obtained from sources other than the USGA, including but not limited to auction sites, may be lost, stolen or counterfeit tickets and in such cases will not be honored.

Tickets are valid only for the date printed on the ticket. No refunds, exchanges, rainchecks or replacements will be issued. The USGA, in its sole discretion, may honor a day's ticket (an "Affected Day") for a subsequent day(s) or an Affected Day. Information regarding a decision regarding hours of play are conducted on an Affected Day. Information regarding a decision regarding an Affected Day and the refund procedure if applicable, including form, proof of purchase requirement and destination for receipt of requests will be on usopen.com.

LIST OF PROHIBITED ITEMS*

- No Weapons (regardless of permit, including but not limited to firearms or knives)
- No Explosives and/or Fireworks of any kind
- No Tablets and/or Computers (cellular mobile devices smaller than 7" are permitted, subject to mobile device policy and camera/photography policy)
- No Noise Producing Devices (including portable speakers)
- No Cameras (other than Monday through Wednesday for personal photographic use, subject to mobile device policy and camera/photography policy)
- No Backpacks, Briefcases, Purses and/or Bags larger than 6"W x 6"H x 6"D in their natural state
Note: Transparent/clear plastic hard and shoulder bags no larger than 12"W x 12"H x 8"D are permitted.
- No Signs, Posters and/or Banners
- No Food and/or Beverages except for medical or infant needs
- No Containers, Coolers, Aerosol Cans and/or Spray Bottles except for medical or infant needs
Note: Personal care items (3 ounce size or less) and transparent/clear empty plastic water bottles (size 24 ounce or less) are permitted.
- No Pets (other than service animals as defined by the ADA assisting disabled individuals)
- No Lawn Chairs and/or Overlaid Chairs with Arms (compact chairs without arms are permitted with no case)
- No Ladders and/or Step Stools or other similar items
- No Bicycles allowed inside admission areas or on the championship grounds
- No other items deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

*The USGA reserves the right to amend the List of Prohibited Items at any time to provide a safe and secure championship. Ticket Holder consents to the reasonable inspection of his/her person and possessions before entering and/or leaving the Championship. Prohibited or improperly used permitted items may be confiscated. Permitted items left unattended may be removed by security personnel.

Mobile Device Policy

Spectators may carry mobile devices smaller than 7" in length and/or height including cellphones and smartphones. All device volume controls must be set to "silent" or "vibrate" at all times. Phone calls must be received or placed only in designated "Phone Zones" located around the golf course. Phone calls must not be received or placed in any areas that may disrupt play including grandstands. Use of approved devices for photography must comply with the camera/photography policy. Video and audio recording are not permitted at any time with any device. Texting and email are permissible throughout all areas of the golf course but should NOT disrupt players.

Camera/Photography Policy

Stand-alone cameras may only be brought, and mobile device camera features may only be used, during practice rounds (Monday through Wednesday) and only for personal photographic use. No photography is permitted in the presence of a player from the time he addresses the ball until the completion of his swing (i.e., when a player's arms are raised). Video and audio recording are not permitted at any time with any device.

Autograph Policy

Spectators shall not request a player's autograph from the time a player is en route to his first tee until the completion of his round.

This hospitality ticket was provided as a part of a hospitality package and may not be resold pursuant to the terms of the license of the hospitality package. The actual price paid for this ticket and any applicable taxes collected were provided to the licensee of the hospitality package.

Erin Hills Golf Course, Fifth Hole
Photography © USGA/John Mummert



Prohibited Items

**Check
Disallowed
Items**



PROHIBITED ITEMS

- ⊘ No Cell Phones (including cell phones with photographic capabilities)
- ⊘ No PDAs and/or other Portable Email Devices
- ⊘ No Noise Producing Electronic Devices (including MP3 Players)
- ⊘ No Cameras and/or Camcorders (other than Monday to Wednesday for personal non-commercial photographic use only and without their cases)
- ⊘ No Bags larger than 8"W X 8"H X 8"D in their natural state
- ⊘ No Cases and/or Covers (such as chair or umbrella covers)
- ⊘ No Signs, Posters and/or Banners
- ⊘ No Televisions and/or Radios unless provided by the USGA
- ⊘ No Food and/or Beverages
- ⊘ No Containers and/or Coolers
- ⊘ No Pets (other than service animals)
- ⊘ No Lawn and/or Folding Armchairs
- ⊘ No Bicycles
- ⊘ No Ladders and/or Step-Stools or other similar items
- ⊘ No Metal-spiked Golf Shoes
- ⊘ No Weapons (regardless of permit, including but not limited to, firearms or knives)
- ⊘ No other items deemed unlawful or dangerous by the USGA and/or Championship Security Personnel, in their sole discretion



USGA

Prohibited Items



MOBILE DEVICE POLICY

Spectators may carry mobile devices smaller than 7" in length and/or height including cellphones, smartphones, PDAs. All device volume controls must be set to "silent" or "vibrate" at all times. Phone calls must be received or placed only in designated "Phone Zones" located around the golf course. Phone calls must not be received or placed in any area that may disrupt play including grandstands. Use of approved devices for photographs is subject to the camera/photograph policy. Video and audio recording are not permitted at any time with any device. Texting and email are permissible throughout all areas of the golf course but should not disrupt the players.

- Violation of any of the terms herein may result in immediate expulsion and loss of ticket privileges for the remainder of the championship.

Prohibited Items – Bag Limitations

No Backpacks, Briefcases or Bags larger than 6"W x 6"H x 6"D in their natural state.



Prohibited Items – Bag Limitations

No Backpacks, Briefcases or Bags larger than 6"W x 6"H x 6"D in their natural state.



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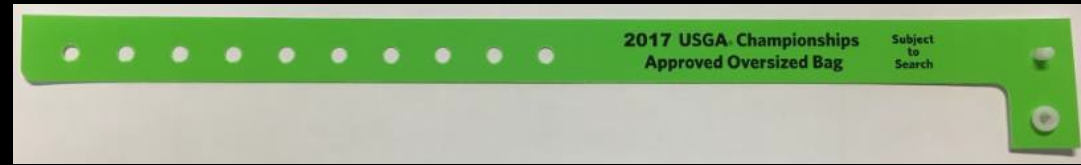


Note: Transparent / clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted.



Corporate Bag Tag

- One per company
- Bag tags are sent with tickets
- Allows one oversized bag (no larger than a small shoulder duffle bag)
- Valid throughout the Championship week
- Must be affixed to your bag at all times
- An ID tag with your name & company must be on the bag at all times
- Bag is still subject to search
- Disallowed items not permitted with bag tag
- No substitutions or replacements for lost or confiscated tags

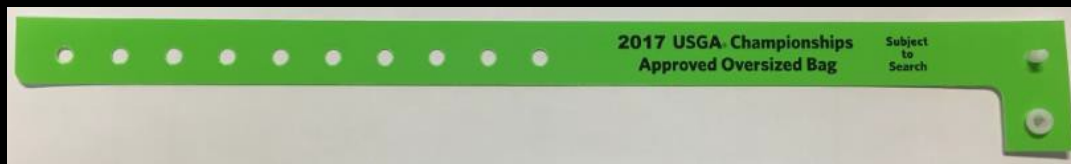


Laptop & Tablet Stickers



- Must be affixed to your laptop or tablet at all times
- Laptops and tablets are still not permitted on the golf course

Bringing Your Computer in an Oversized Bag



Parking & Transportation

U.S. OPEN



PEBBLE BEACH
JUNE 10-16, 2019

General Spectator Parking

- No special passes are required to access the general spectator parking areas
- There is no fee to park or to ride the U.S. Open shuttle to the course
- Map & driving directions will be included in the Spectator Guide

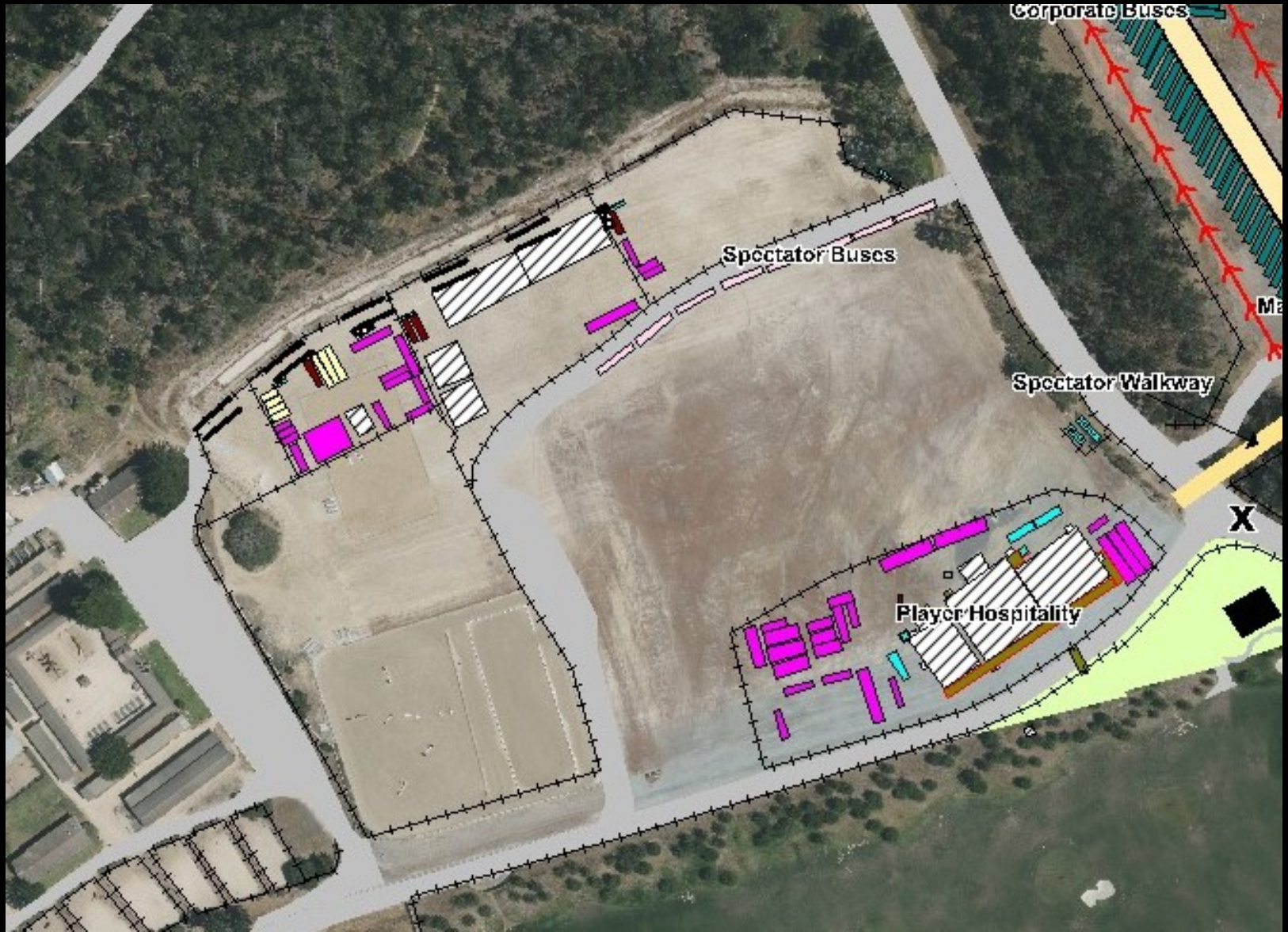
General Spectator Parking



Pebble Beach

**CSUMB
(12 miles)**

General Spectator Parking Drop-off



VIP Parking

VIP
Parking

Pacific Grove Gate

Country Club Gate

Morse Gate

Corporate Depot

Pebble
Beach



Transportation Vehicles



Coach Bus

Transportation Vehicles



Mini-Coach Bus

Transportation Vehicles



Sprinter Van

Transportation Vehicles



Conversion Van
(Doesn't exceed 19' in length)

Transportation Vehicles



12 Passenger Van - Econoliner

Transportation Vehicles



SUV

Transportation Vehicles



Sedan / Town Car

Parking Area Size Restrictions

Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van	Sprinter Van	Mini- Coach	Coach Bus
General Spectator Parking	Yes to Park	Yes to Park	Yes to Park	Yes to Drop No to Park	Yes to Drop No to Park	Yes to Drop No to Park
VIP Parking	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park



Thanks For Attending!