

75TH |



# U.S. WOMEN'S OPEN

## CHAMPIONSHIP

### CORPORATE UPDATE

— Champions Golf Club | Houston, Texas —

October 29, 2019

conducted by the  
**USGA**



# Schedule for the Day

9:30 – 10:00

Registration

10:00 – 11:00

Review of Hospitality Program

11:00 – 11:15

Corporate Merchandise

11:15 – 11:45

Tour of Hospitality Venues

WHO WE ARE

# United States Golf Association

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.





## USGA's core strategies

### Championships

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



# Champions Golf Club



- Founded in 1957 by Hall of Fame Members Jack Burke, Jr. & Jimmy Demaret
- Course Designer: Ralph Plummer (renovated in 2018)



# Champions Golf Club

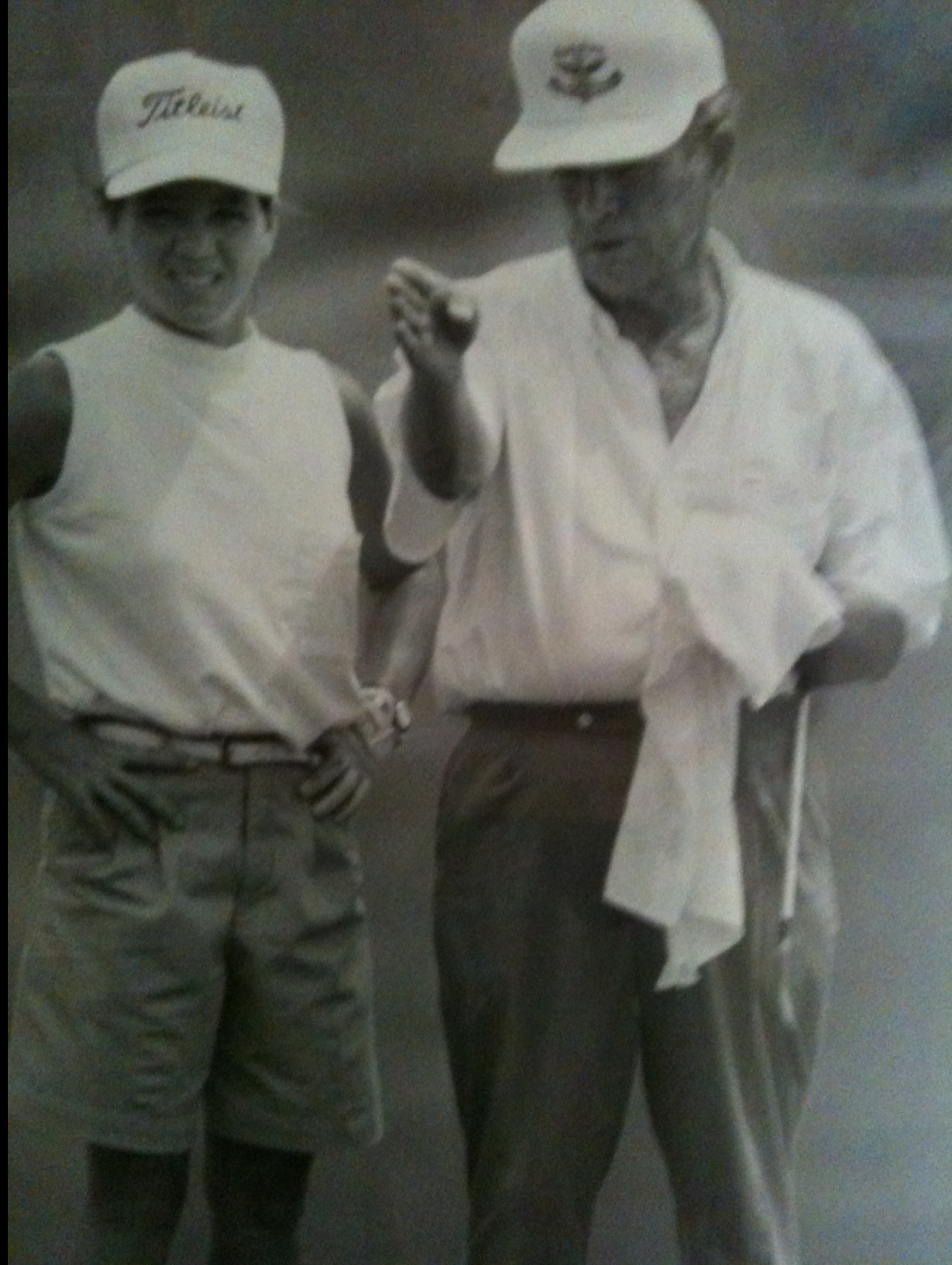
Champions GC has a long history hosting USGA Championships and Professional Golf Tournaments:

- 1969 U.S. Open
- 1993 U.S. Amateur
- 1998 & 2017 U.S. Women's Mid Amateur
- 1967 Ryder Cup
- 1990 Nabisco Championship
- 1997, 1999, 2001 & 2003 PGA TOUR Championship













# 1956 Masters















# U.S. Women's Open

- 75th annual championship first conducted in 1946
- Recognized as the world's premier women's golf championship, the U.S. Women's Open is one of 13 national championships conducted annually by the USGA
- Open to professional female golfers and amateur females with a Handicap Index® not exceeding 2.4
- Past champions include Betsy Rawls, Mickey Wright, Annika Sorenstam, Paula Creamer and Michelle Wie
- Estimated \$15-25 MM in economic impact in Championship community
- 40,000 volunteer hours/2,500 volunteers needed for the event



2020 U.S. Women's Open



One of the World's Premier Sporting Events



# THE Ultimate Test in Golf



# Largest Purse in Women's Golf - \$5 million





Receives over 18 hours of domestic broadcast coverage and content is distributed to more than 100 countries worldwide





# Largest Galleries in Women's Golf





2020 U.S. Women's Open

# Corporate Hospitality Program Resources

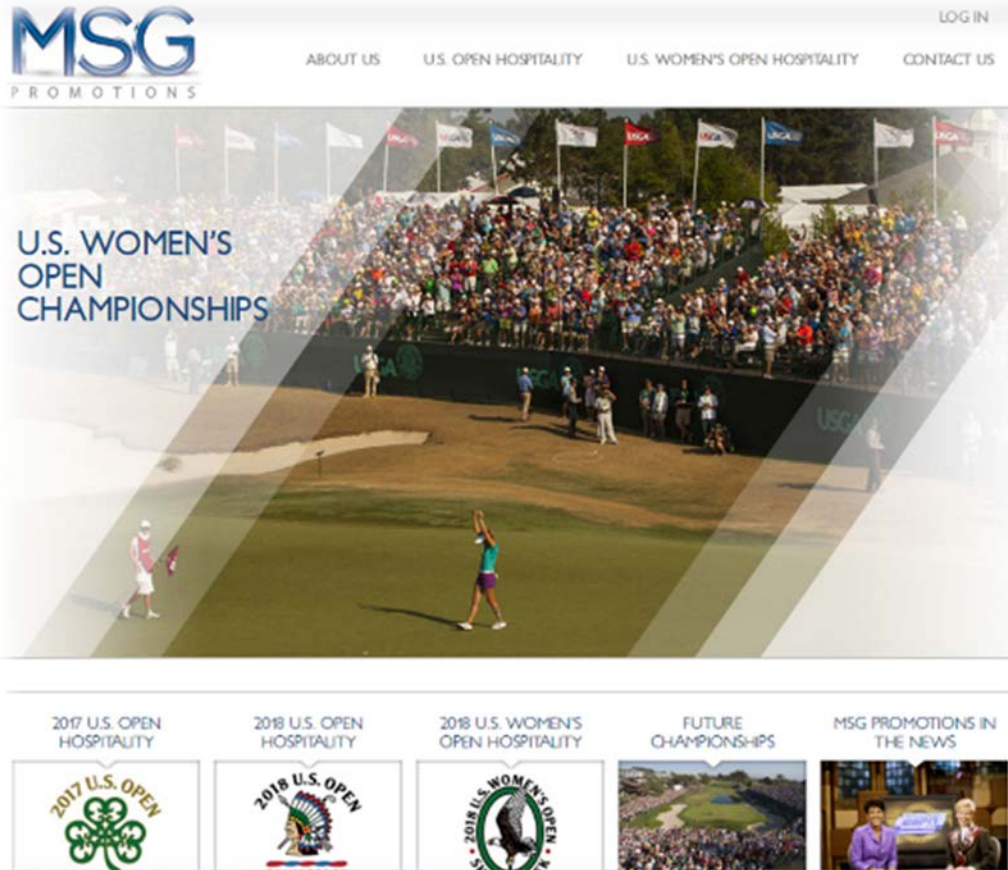




- Exclusive provider of on-site corporate hospitality services for the U.S. Open since 1995 and for the U.S. Women's Open since 2018.
- Staff with more than 130 years of collective experience in the sports marketing industry.
- Responsibilities include:
  - Formulation of corporate hospitality program
  - Sales
  - Client resources – update sessions & hospitality manual
  - Corporate hospitality operations
  - On-site management during championship week



# MSG Promotions: U.S. Women's Open Staff



- Mimi Griffin
  - Founder & President
- Shelley Berlin
  - Senior Account Director
- Kelly Segin
  - Account Executive
- Tiffany Haralson
  - Account Executive
- Olivia Roseman
  - Account Executive
- Kyle Vander Linden
  - Operations Specialist

# Corporate Hospitality Manual

- Electronic manual activated in October
- Information in Manual:
  - I. Timeline and Forms
  - II. Meetings and Resources
  - III. Championship Information
  - IV. Maps and Layouts
  - V. Hospitality Program Information
  - VI. Tickets
  - VII. Parking and Transportation
  - VIII. Catering
  - IX. Merchandise
  - X. Hospitality Program Policies
  - XI. Meeting Minutes





# Future Update Session

## February 2020

Time: 10 am - Noon

Location: Champion  
Golf Club

## May 2020

Time: 10 am - Noon

Location: Champion  
Golf Club



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

# Website: [www.msgpromotions.com](http://www.msgpromotions.com)



LOG IN

ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

CONTACT US

## U.S. WOMEN'S OPEN CHAMPIONSHIPS



2020 U.S. OPEN  
HOSPITALITY



2020 U.S. WOMEN'S  
OPEN HOSPITALITY



2021 U.S. OPEN  
HOSPITALITY



2021 U.S. WOMEN'S  
OPEN HOSPITALITY

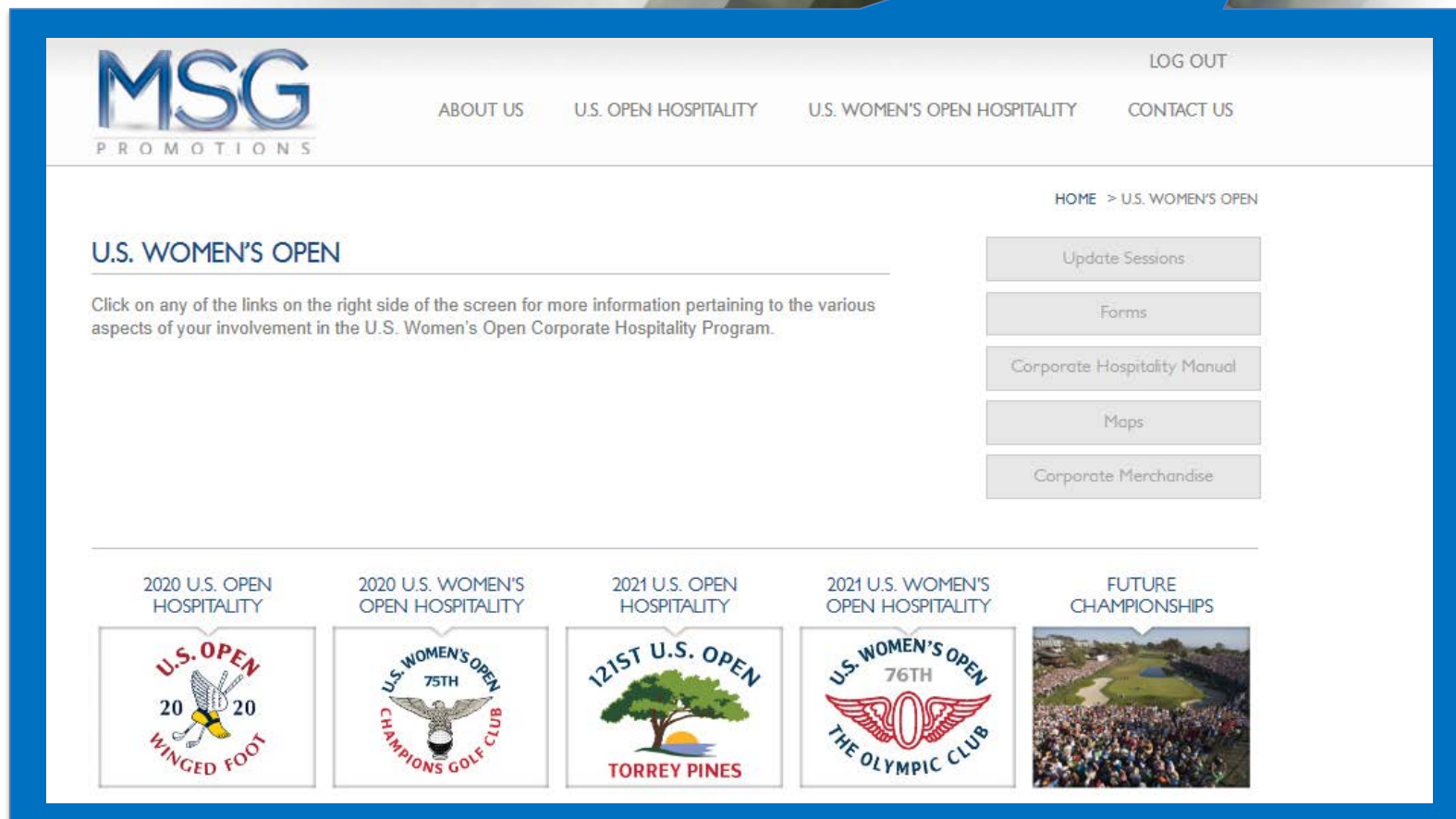


FUTURE  
CHAMPIONSHIPS





# Website: [www.msgpromotions.com](http://www.msgpromotions.com)





# What To Focus On Now







# 1. Important Timeline Dates

## Corporate Hospitality Timeline

2019	ACTIVITY	LOCATION OR GROUP/CONTACT
October 23	Corporate Update Session	Champions Golf Club/MSG Promotions
December 27	Catering agreement and Credit Card Authorization Form due (Suites on 18 Client ONLY)	Ridgewells/TBD
2020	ACTIVITY	LOCATION OR GROUP/CONTACT
January 7	Suites on 18 Clients receive Culinary Selections Book	Ridgewells/TBD
February 1	Final payment for hospitality package due	USGA/Karla Morales
February 1	Forms due: - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Kelly Segin
February 1	Catering payment due (Not Applicable for Suites on 18)	Ridgewells/TBD
February TBD	Corporate Update Session	Champions Golf Club/MSG Promotions
March 1	Form due: - Electrical Requirements Form (Suites on 18 Clients ONLY)	MSG Promotions/Kelly Segin
March 2	Skybox Clients to receive Championship Menu	Ridgewells/TBD
March 6	Catering deposit due (Suites on 18 Clients ONLY)	Ridgewells/TBD
April 1	Form due: - Option Ticket Order Form (Not Applicable for Main Dining Room)	MSG Promotions/Kelly Segin
April 1	Insurance certificate due (Suites on 18 Clients ONLY)	MSG Promotions/Anthony Utitus
April 10	Deadline to order co-branded merchandise	USGA/Janelle Mirro
TBD - Late April or Early May	Corporate Cup	Champions Golf Club/Kelly Segin
TBD - Late April or Early May	Corporate Update Session	Champions Golf Club/MSG Promotions
May 1	Final menu selections, guest guarantees and remaining catering balance due (Suites on 18 Client ONLY)	Ridgewells/TBD
May 1	Form due: - Hospitality Host Form	MSG Promotions/Kelly Segin
June 2 - June 7	U.S. WOMEN'S OPEN CHAMPIONSHIP	Champions Golf Club



# 1. Important Timeline Dates

- October 29<sup>th</sup> - Corporate Update Session
- December 27<sup>th</sup> - Catering agreement and Credit Card Authorization form due (Suites on 18 ONLY)
- January 7<sup>th</sup> - Suites on 18 Clients receive Culinary Selections Book
- February 1<sup>st</sup> - Ticket shipment form due  
Corporate sign form due  
Catering payment due (Skyboxes & Main Dining Room)

# Ticket Shipment Form

## Ticket Shipment Form

**DUE FEBRUARY 1, 2020**

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**
- **Corporate Bag Tag and Personal Identification Tag**
- **Approved Device Sticker(s)**

Hospitality ticket packages will not be sent unless the USGA is in receipt of your fully executed hospitality agreement and all payments due on your hospitality package.

Items 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 Kelly Segin at [ksegin@msgpromotions.com](mailto:ksegin@msgpromotions.com).



# Ticket Shipment

Will be sent approximately 6 weeks prior to the event



## Included in shipment:

- Hospitality Tickets
- Staff Tickets
- Parking Passes
- Prohibited Items Cards
- Corporate Bag Tag

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

# Corporate Sign Form

## Corporate Sign Form

**DUE FEBRUARY 1, 2020**

The USGA will produce a corporate identification sign that will be posted on the exterior of your hospitality area or on your reserved table during the week of the U.S. Women's Open.

All signs will be uniform in color, typeface, and size, and will include only the 2020 U.S. Women's Open logo and the name of your company. Company logos 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 USGA's signage policy:

- 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.
- 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 agreement with the USGA.
- In addition to the company name listed in your corporate hospitality agreement, the USGA will permit up to two (2) division names, brand names and/or trade names to be listed on your sign, space permitting and upon USGA approval.

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 Kelly Segin at [ksegin@msgpromotions.com](mailto:ksegin@msgpromotions.com).



# Corporate Signs

Company name will appear on your sign at the entrance to your Hospitality Facility or on your Dining Room Table



No other signs or displays are permitted in the skyboxes or on the exterior of the Suites on 18 during Championship week.

## 2. Become Familiar With Your Hospitality Package

- A. What package do I have
- B. Where is it located





# 2020 U.S. Women's Open Champions Golf Club



1. Clubhouse & Golf Shop Options

2. Cottage

3. Suites on 18

4. Skyboxes on 9 & Champions Box on 9

5. Skyboxes on 16

6. Burke Executive Club on 16



# Main Dining Room Tables

Main Dining Room



Practice Range

Practice Putting Green

9

18





# Main Dining Room - 4 Days





# Main Dining Room – 4 Day Option





# Walking Route to Main Dining Room

Bus Drop-Off

VIP Parking Entrance

Admission Gate

Merchandise Tent

9



# Main Dining Room Entrance



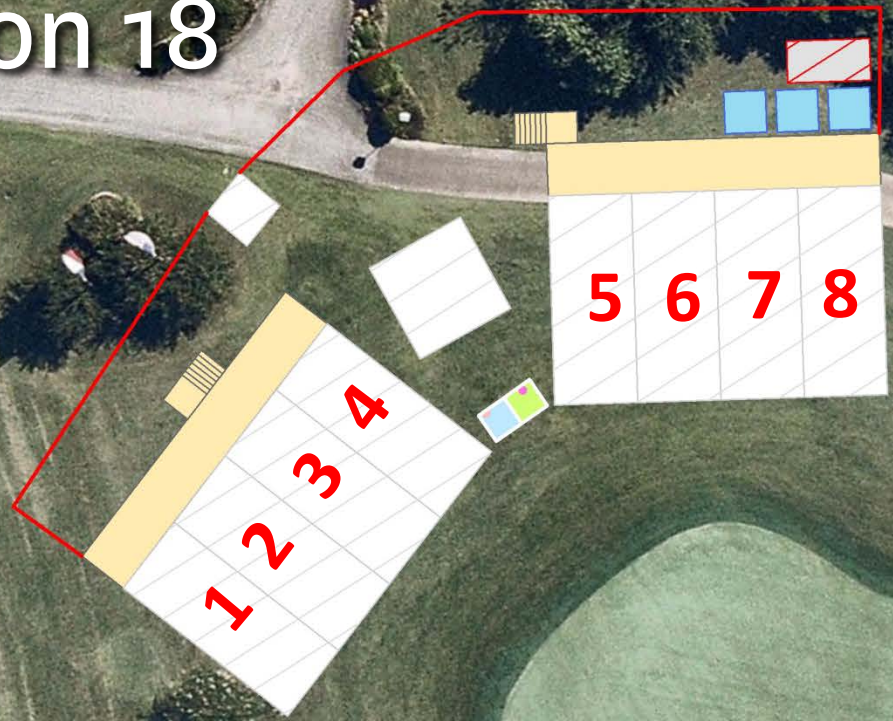


# Suites on 18

10<sup>th</sup>  
Tee  
(Back)

10<sup>th</sup>  
Tee  
(Front)

Grandstands



5 6 7 8

1 2 3 4

18



# Walking Route to Suites on 18

Bus Drop-Off

VIP Parking

Admission Gate

Merchandise Tent

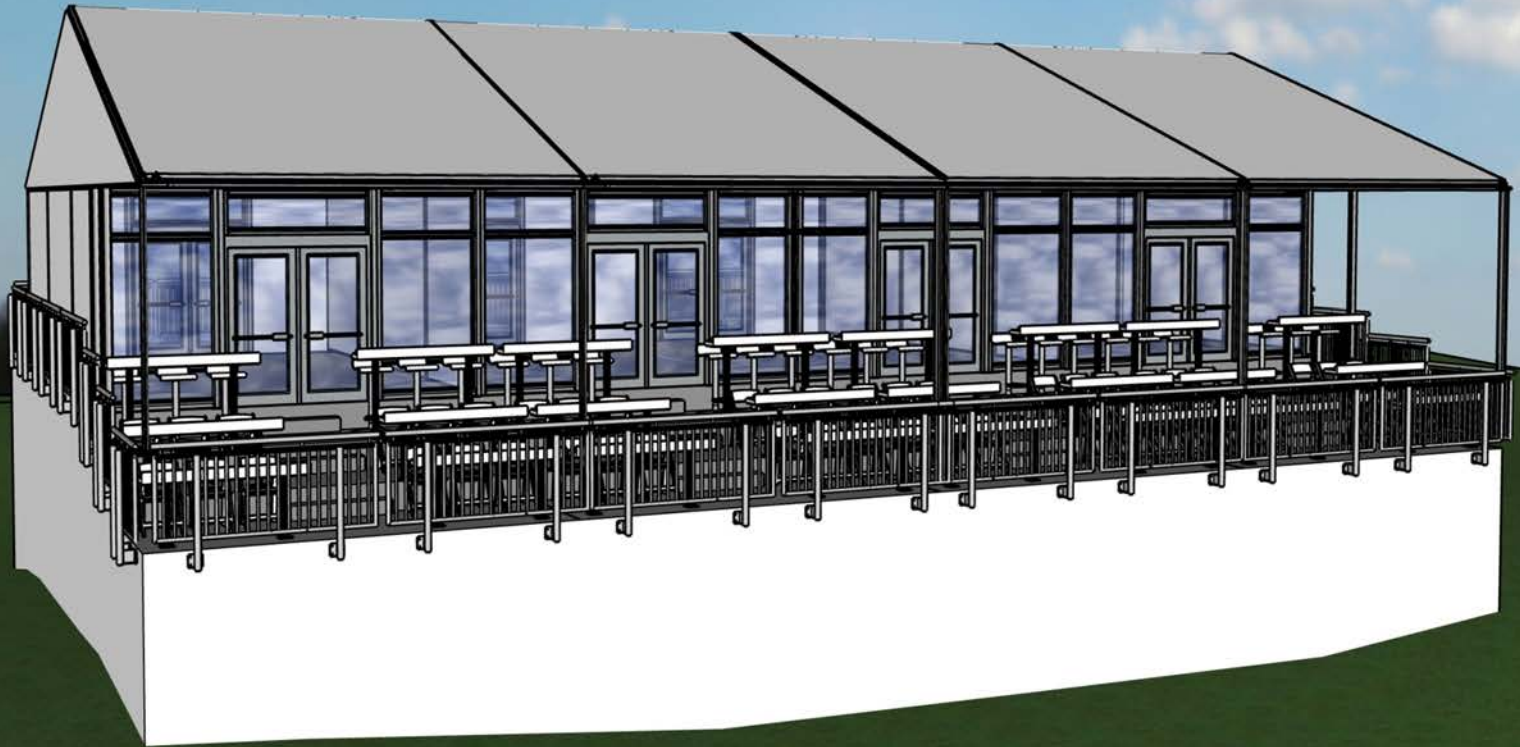
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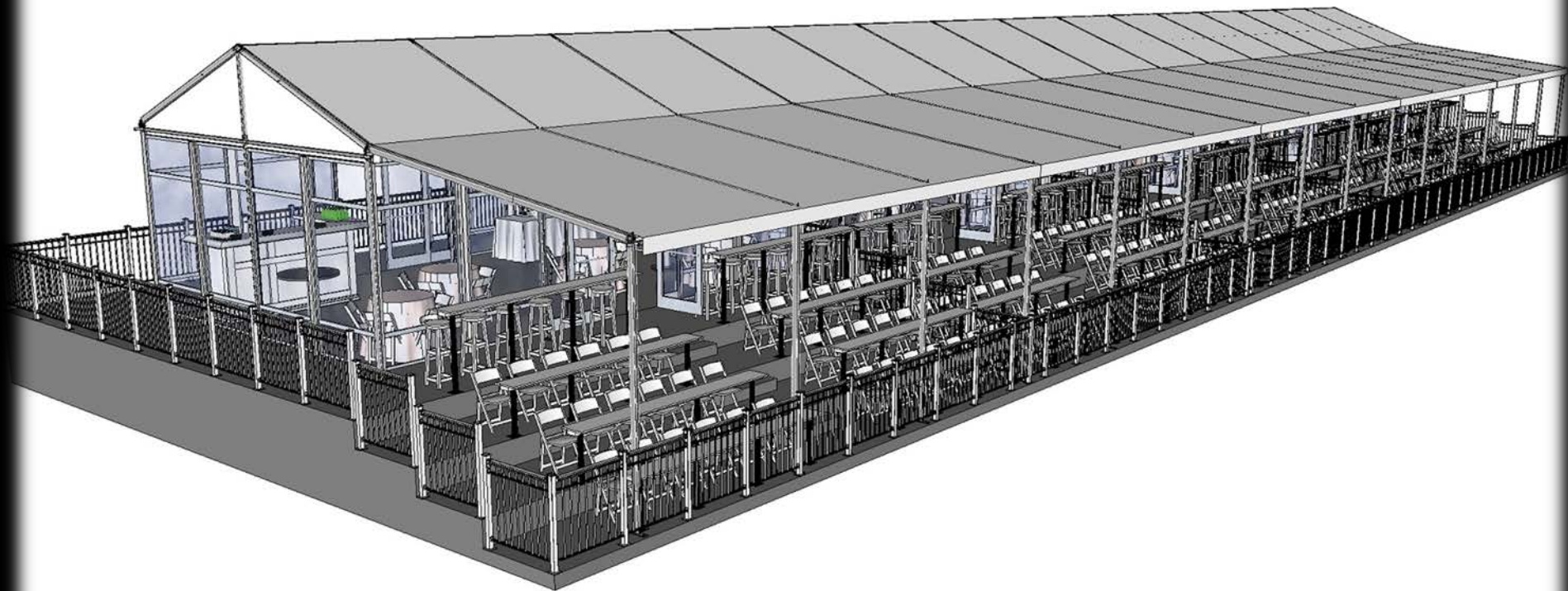




# Suites on 18

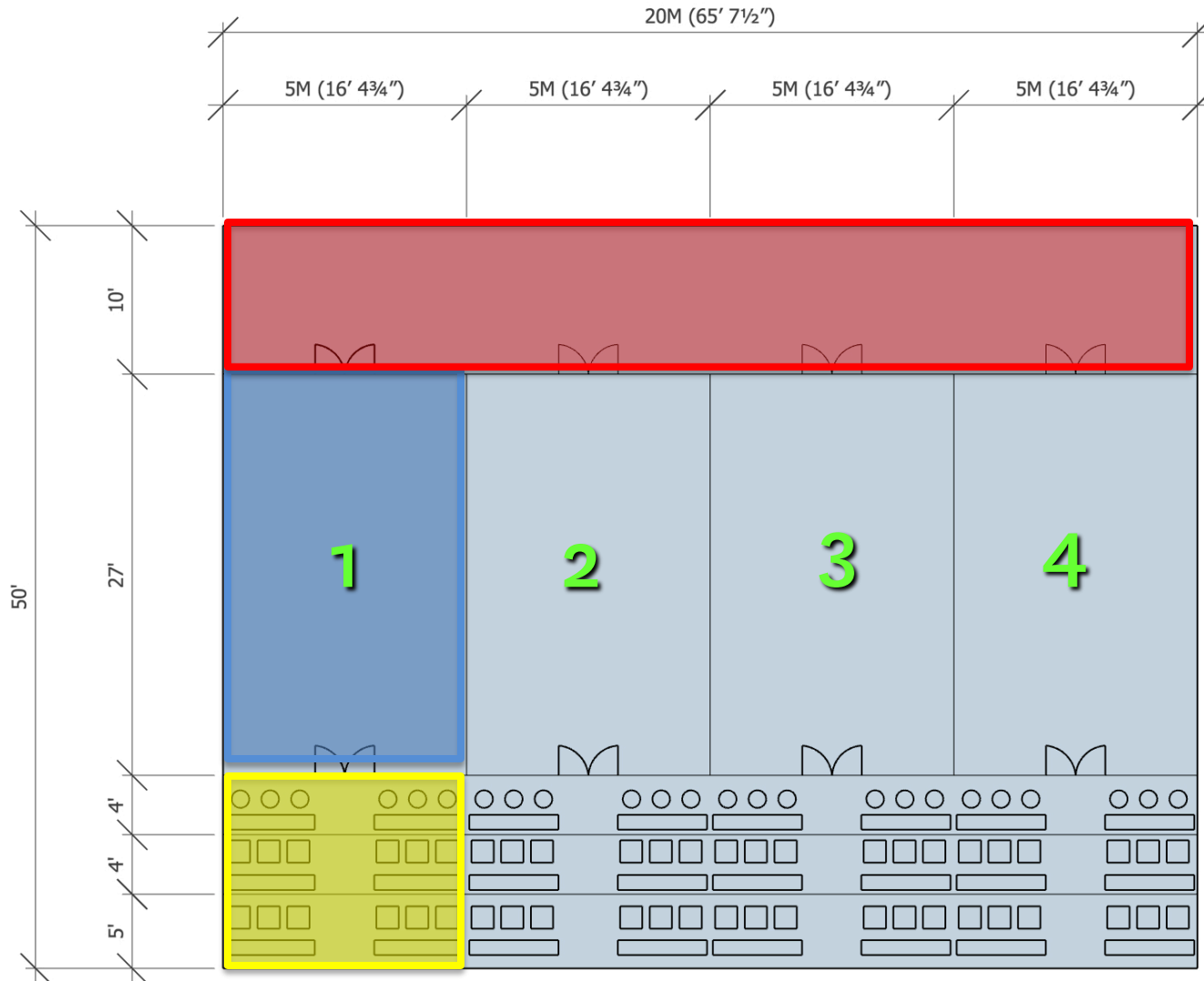


# Suites on 18





# Suites on 18





# Suites on 18







# Suites on 18





# Suites on 18







# Suites on 18





2020 U.S. Women's Open

# Skyboxes





# Skyboxes on 16

12th Tee  
(Front)

12th Tee  
(Back)

17th Tee

12

16

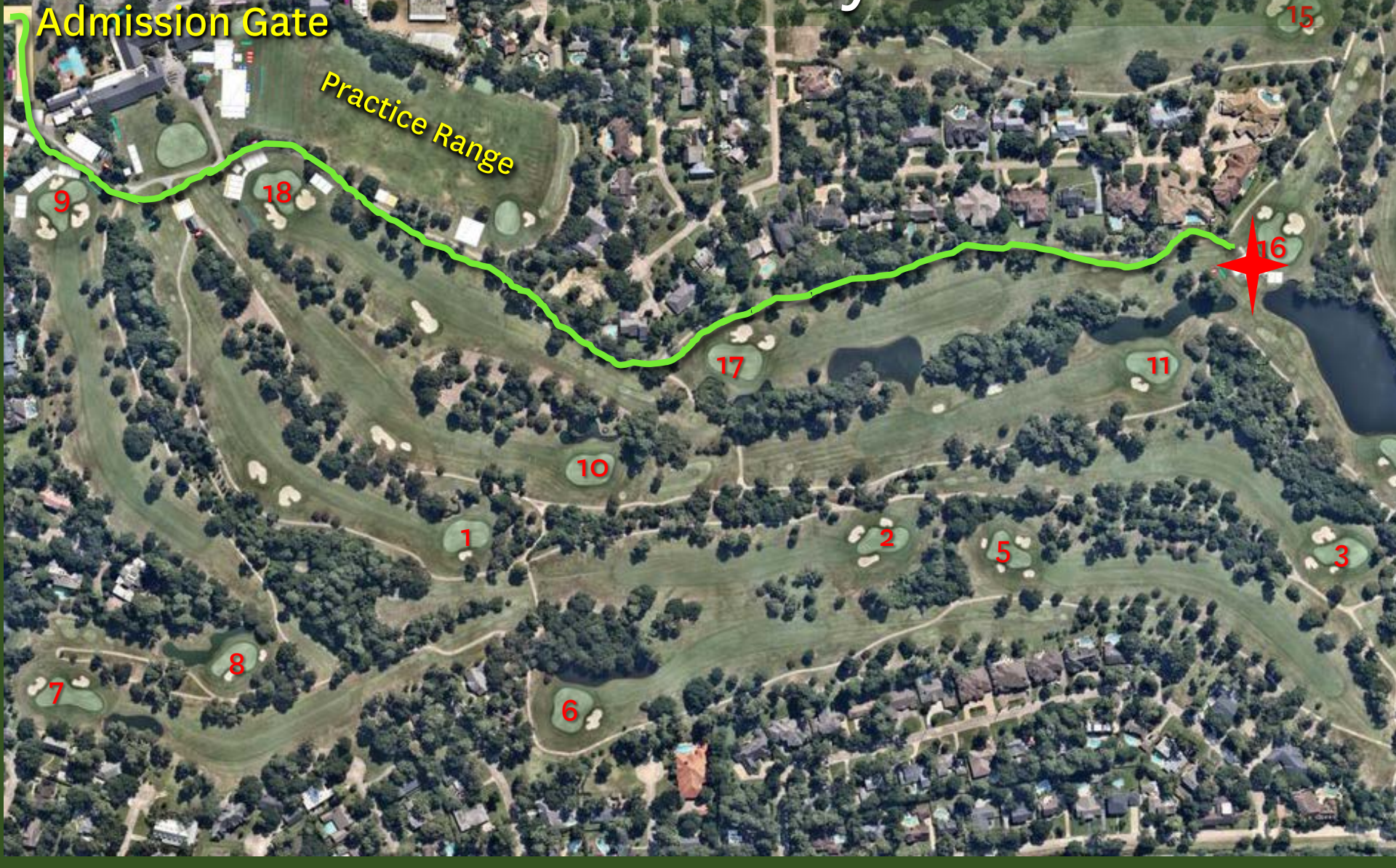




# Walking Route to Skybox on 16

Admission Gate

Practice Range



9

18

17

10

1

7

8

6

2

5

11

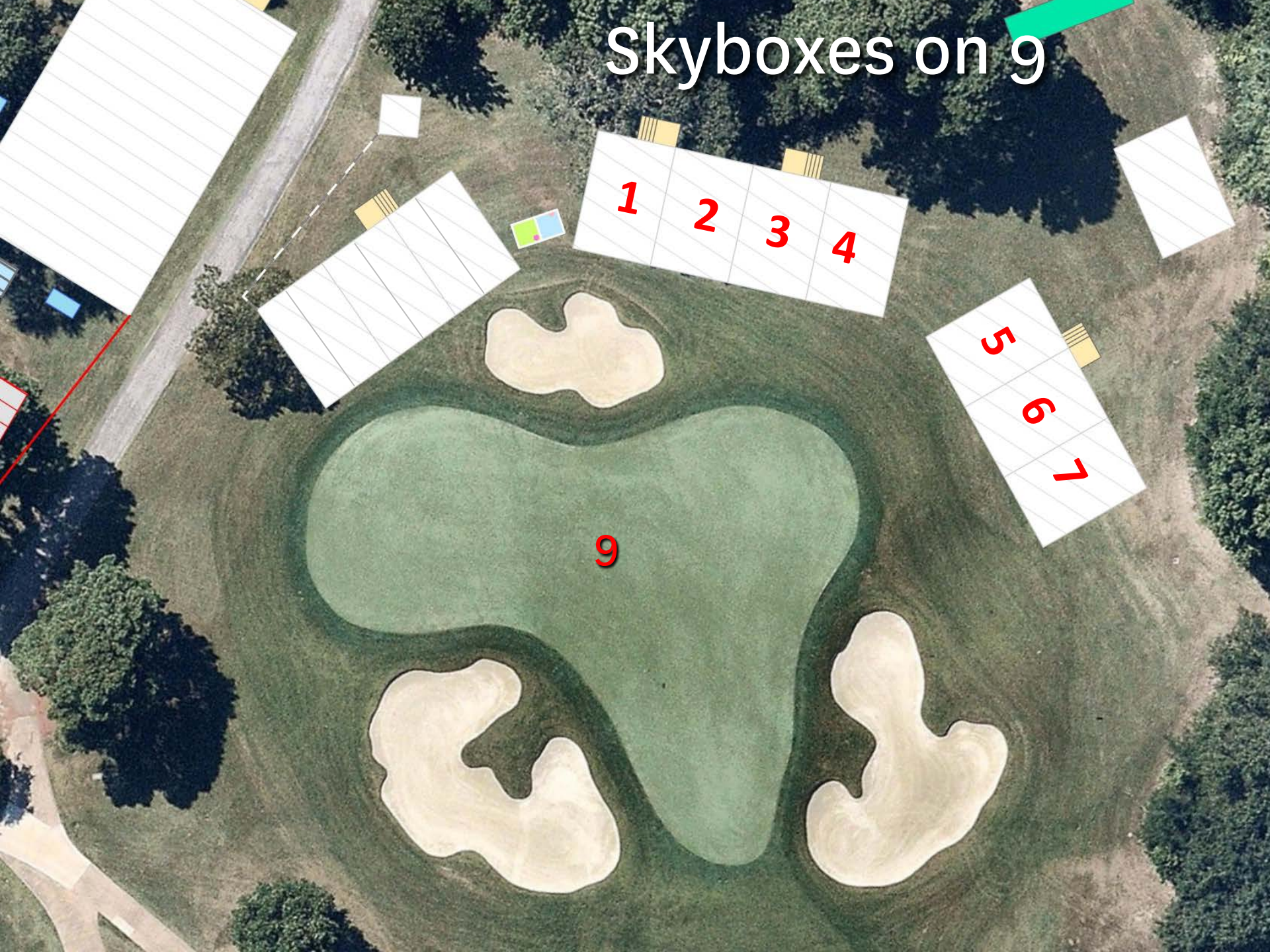
3

16

15



# Skyboxes on 9



1

2

3

4

5

6

7

9

# Walking Route to Skyboxes on 9

Bus Drop-Off

VIP Parking

Admission Gate

Merchandise Tent

9







# Skybox Option – 4 Days



# Skyboxes

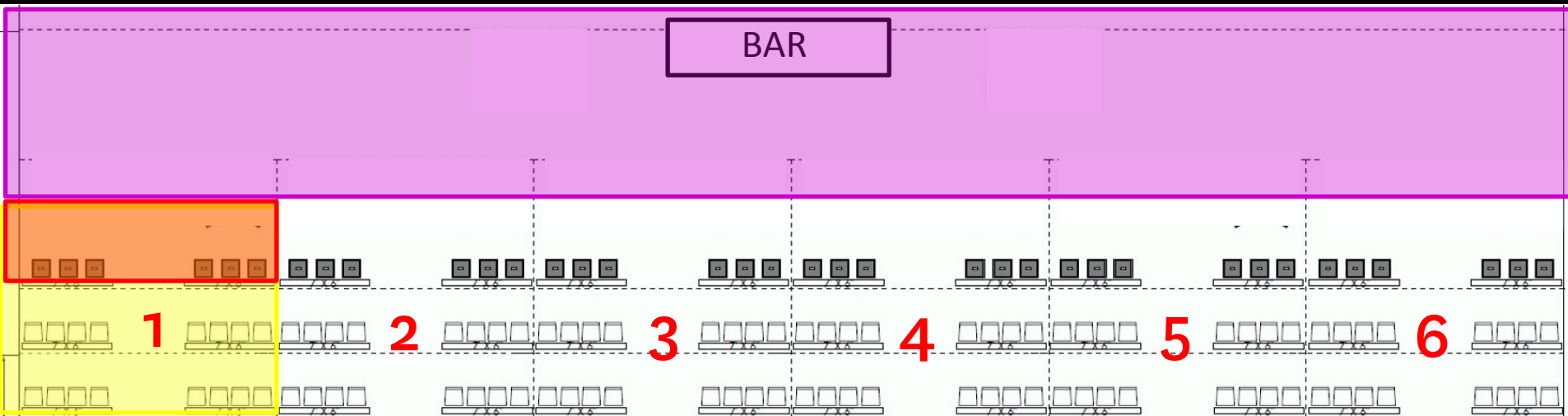




# Skyboxes



# Skybox Schematic





# Skyboxes



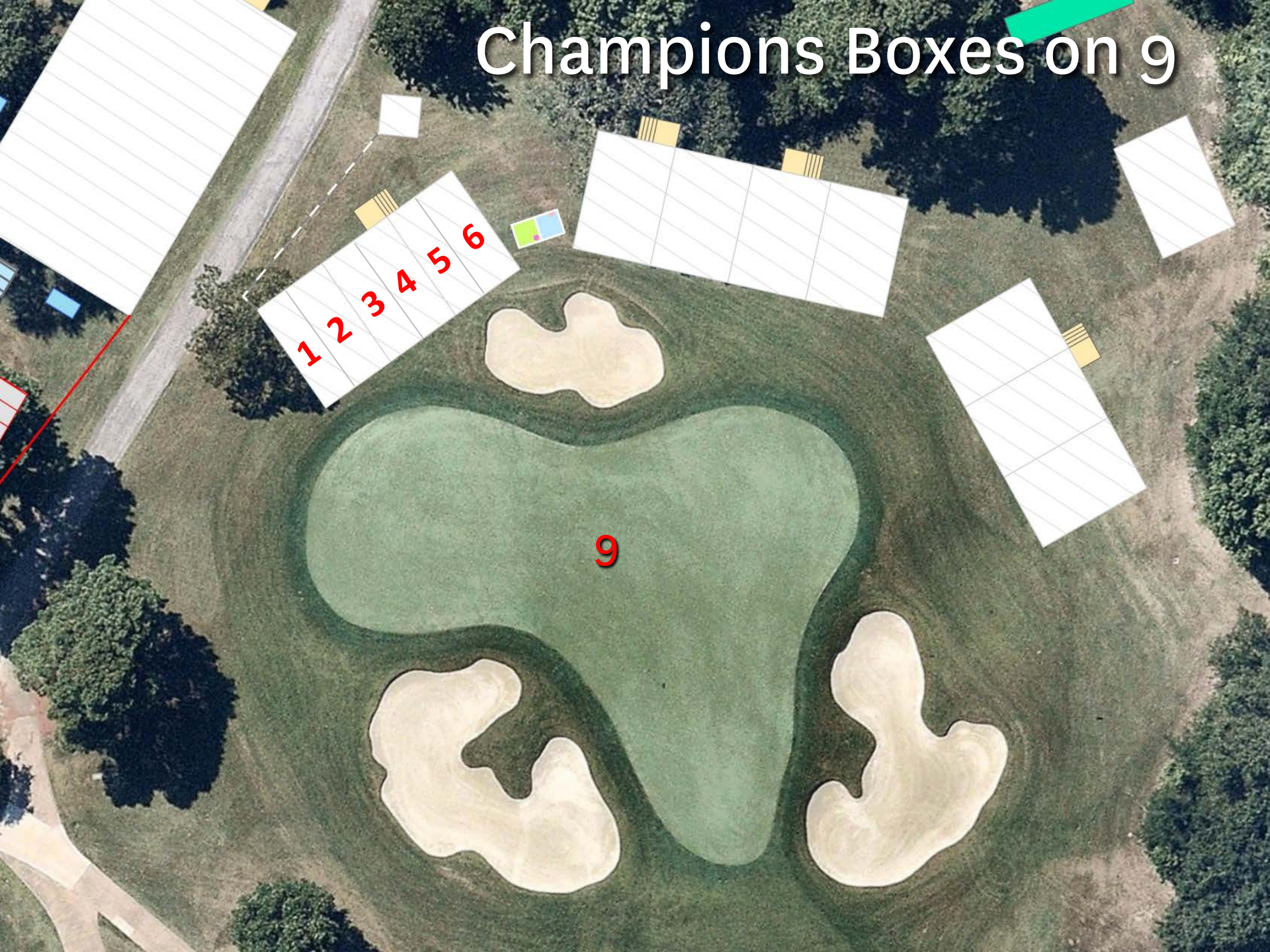


# Skyboxes





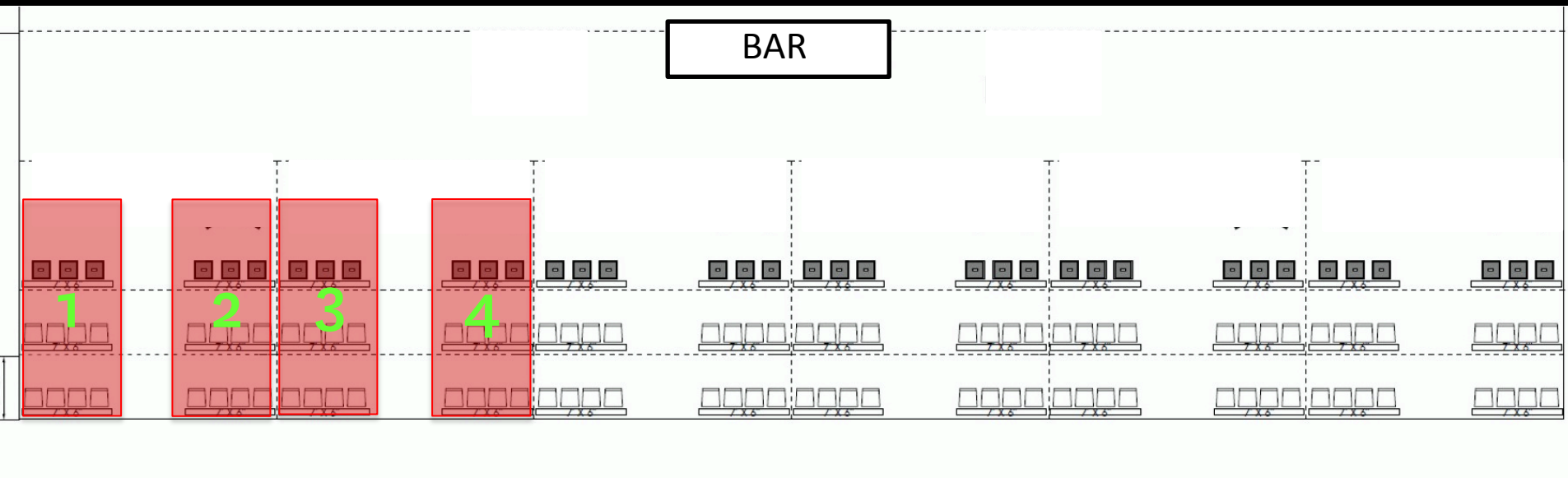
# Champions Boxes on 9



1 2 3 4 5 6

9

# Champions Box Schematic





# Burke Club

12th Tee  
(Front)

12th Tee  
(Back)

Burke  
Club

17th Tee

16

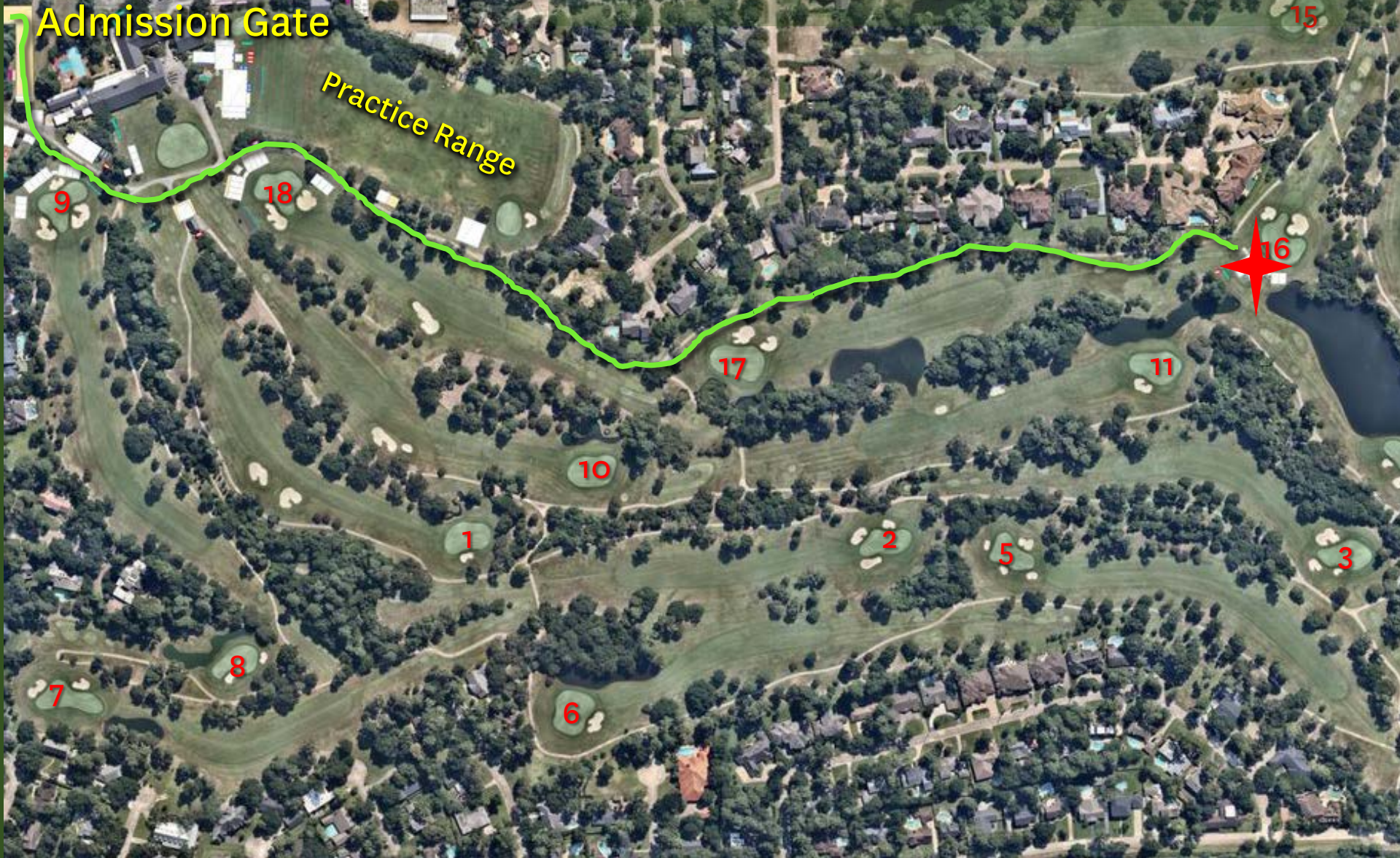




# Walking Route to Burke Club

Admission Gate

Practice Range



9

18

17

10

1

2

5

7

8

6

15

16

11

3

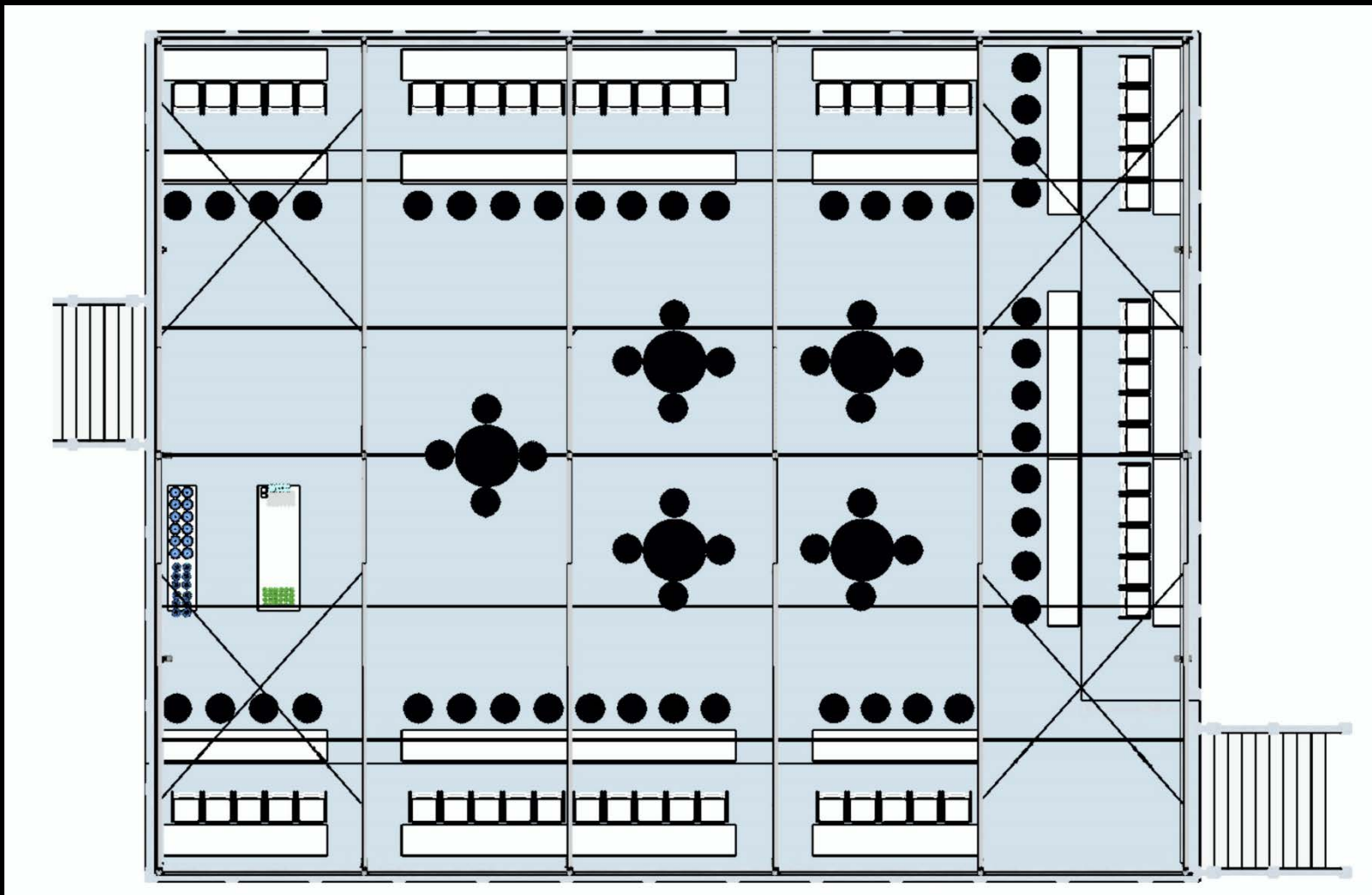


2020 U.S. Women's Open

# Burke Club



# Wappoo Creek Club





2020 U.S. Women's Open

6

# Burke Club







# In-Seat Ordering of Food & Beverage





**In-Seat Ordering of Food & Beverage**

## 2. Become Familiar With Your Hospitality Package

A. What package do I have

B. Where is it located

C. What is included in the package - Tickets

72ND U.S. WOMEN'S OPEN	72ND U.S. WOMEN'S OPEN	72ND U.S. WOMEN'S OPEN	72ND U.S. WOMEN'S OPEN	72ND U.S. WOMEN'S OPEN CHAMPIONSHIP TRUMP NATIONAL BEDMINSTER
<b>WEDNESDAY</b> - July 12, 2017 -	<b>THURSDAY</b> - July 13, 2017 -	<b>FRIDAY</b> - July 14, 2017 -	<b>SATURDAY</b> - July 15, 2017 -	<b>SUNDAY</b> - July 16, 2017 -
Hospitality #1	Hospitality #1	Hospitality #1	Hospitality #1	Hospitality Option #1
CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION	CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION	CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION	CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION	CONDUCTED BY THE UNITED STATES GOLF ASSOCIATION



# Tickets

1. Color-Coded by Day with Name of Package Indicated



# Tickets

1. Color-Coded by Day with Name of Package Indicated
2. For Suites on 18 – Tuesday tickets are now Wednesday Burke Club tickets where F&B will be available for purchase.
3. For Skyboxes and Champions Boxes – Tuesday and Wednesday tickets are now Wednesday Burke Club tickets where F&B is available for purchase





# Tickets

## 3. Number of Tickets in Your Package

Hospitality Package	Hospitality Tickets	Burke Club	Option Tickets	Gallery Tickets
Suites on 18	30 (W – Su)	30–Wed.	2	15 – GAD 15 (W-Su)
Skybox (16 & 9)	20 (Thur.-Su.)	40–Wed.	2	10 – GAD 10 (W-Su)
Champions Box	10 (Thur.-Su.)	20–Wed.	1	5 – GAD 5 (W-Su)
Main Dining Room	10 (Thur.-Su.)	20–Wed.	0	5 – GAD 5 (W-Su)
Burke Club	4–Thurs. & Su. 5 – Fri. & Sat.	8 – Wed.	0	0

# 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





# Staff Tickets

Hospitality Package	Staff Tickets
Suites on 18	2
Skybox (16 & 9)	2
Champions Box	1
Main Dining Room	1
Burke Club	0

# Junior Tickets



Children 18 and younger admitted to the U.S. Women's Open free of charge with ticket-holding adult



















## 2. Become Familiar With Your Hospitality Package

A. What package do I have

B. Where is it located

C. What is included in the package – Parking Passes



# VIP Parking

## Champions Golf Club – Jack Rabbit Course

- Special hangtags are required to access the VIP parking area
- These hangtags will be sent with the ticket shipment.
- Map & driving directions will be printed on the back of the hangtags

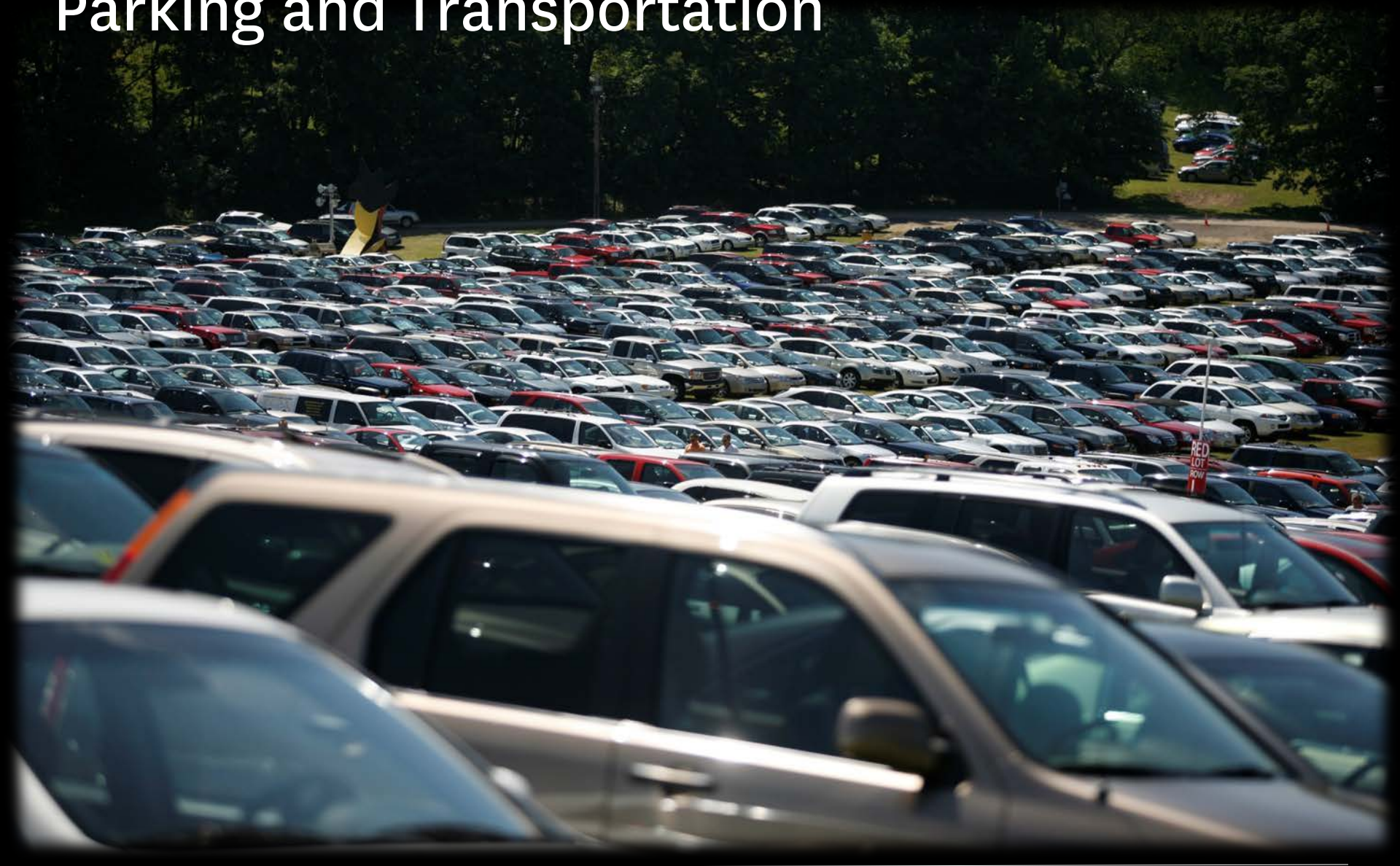


# VIP Parking Passes

Hospitality Package	Staff Tickets
Suites on 18	20
Skybox (16 & 9)	10
Champions Box	5
Main Dining Room	5
Burke Club	2

2020 U.S. Women's Open

# Parking and Transportation





# General Parking



# General Parking

- No special passes are required to access the general parking areas
- There is no fee to park or to ride the USGA shuttle to the course
- Map & driving directions will be available in the Digital Fan Guide



### 3. Start Invitation Process

A. Develop “A”, “B” and “C” Lists

B. Consider What Days to Allocate to What Clients





### 3. Start Invitation Process

A. Develop “A”, “B” and “C” Lists

B. Consider What Days to Allocate to What Clients





### 3. Start Invitation Process

A. Develop “A”, “B” and “C” Lists

B. Consider What Days to Allocate to What Clients



4. Get Logo Digitized and Consider Merchandise Options
  - A. Get Logo Digitized
  - B. Merchandise for Holiday Gifts
  - C. Merchandise Sent With Save-The-Date or Invitation





# United States Golf Association

2020 U.S. Women's Open  
Corporate Merchandise Program



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**USGA**®

# Benefits of the Corporate Merchandise Program

Exclusive opportunity reserved for Corporate Clients

Extends your investment in the U.S. Women's Open through co-branding

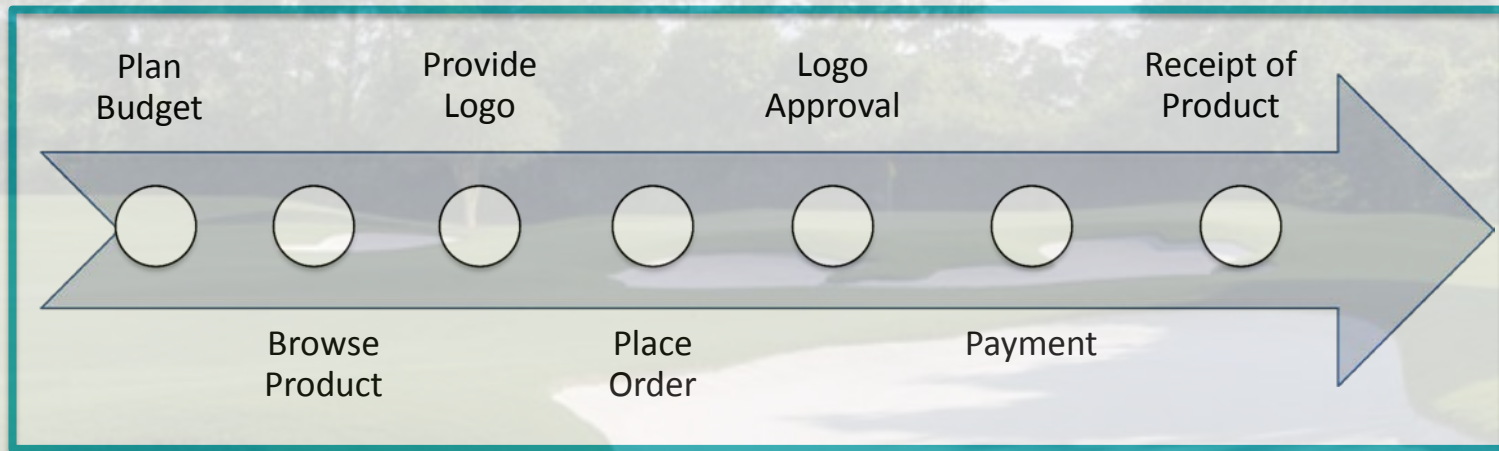
Generates excitement and enthusiasm for your company



# Where Can Clients Order Merchandise?

The logo for the United States Golf Association (USGA) is displayed in a large, bold, sans-serif font. The letters 'US' are colored red, and the letters 'GA' are colored blue. The letters are closely spaced and centered horizontally on the page.

# Order Process





# What type of Embroidery File Do You Need?

## What do you plan on ordering?



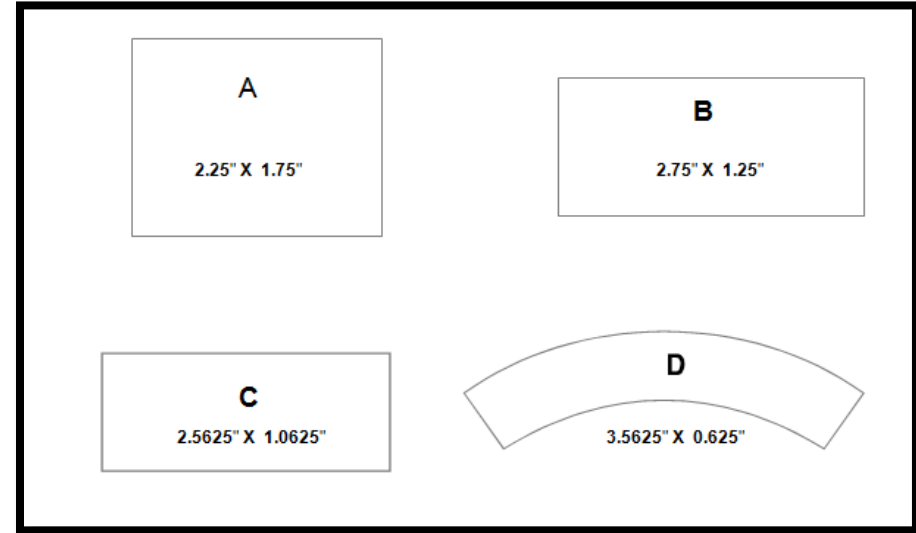
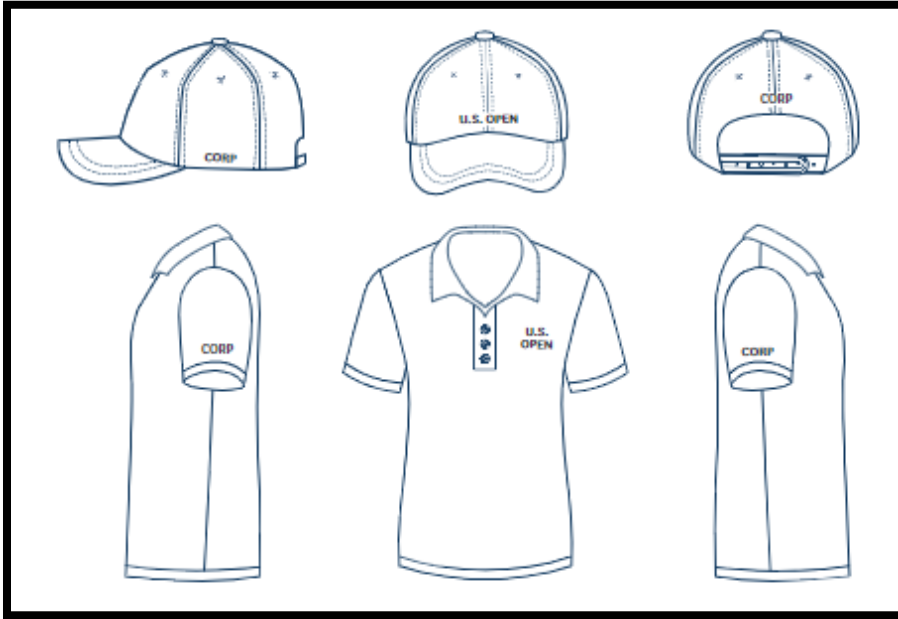
If logo needs to be embroidered, a .DST file is required

- Apparel
- Headwear



If logo can be screen-printed, etched, etc., an .eps or .jpg can be used

# Corporate Logo Sizing & Placement



- 2020 USWO logo placement is the primary location, corporate logo in secondary location
- Corporate logo sizing- various shapes determined by logo shape, product ordered, etc.
- Client will always have final approval of proofs before production



# Corporate Merchandise Preview Brochure



**2020 U.S. WOMEN'S OPEN HEADWEAR**

**CLASSIC CAP**  
By Ahead  
Classic unstructured fit with adjustable metal buckle closure. 100% Vintage Cotton Twill. Imported.  
• Minimum order of 18 pieces  
• Corporate logo available on side or back yolk  
• One size fits most  
\$29 | \$26 (without corporate logo)

**LIGHTWEIGHT SOLID CAP**  
By Ahead  
Unstructured, lightweight cap with adjustable Velcro closure. 100% Cotton. Imported.  
• Minimum order of 18 pieces  
• Corporate logo available on side or back yolk  
• One size fits most  
\$29 | \$26 (without corporate logo)

**LIGHTWEIGHT TECH CAP**  
By Ahead  
Unstructured, smooth tech fabric with adjustable Velcro closure. 88% Polyester, 4% Spandex. Imported.  
• Minimum order of 18 pieces  
• Corporate logo available on side or back yolk  
• One size fits most  
\$29 | \$26 (without corporate logo)

- Features a small offering of 2020 U.S. Women's Open Apparel and Headwear that is available to order NOW!
  - Apparel: Cutter & Buck
  - Headwear: Ahead
- Co-branding is available on all items
- All items will be included in full corporate merchandise catalog
  - Additional brands
  - Accessories
  - Release date: January 2020

# Custom Invitation Options

1. Web-based template application with customizable text
  - Only way to include 2020 U.S. Women's Open logo and course imagery in marketing to guests
  - One time \$400 fee



## 2. Print Invitation Cards

- Only way to include 2020 U.S. Women's Open logo
- 15 card minimum





# Corporate Merchandise on the Web



2020 Corporate Merchandise Website launch → January 2020

# Holiday Promotion

**U.S. WOMEN'S OPEN  
75TH  
CHAMPIONS GOLF CLUB**

**PURCHASE 50 CAPS &  
RECEIVE 25 BAG TAGS**

**Free\*! \$100  
IN SAVINGS!**

**Exclusive Offer for 2020 U.S. Women's  
Open Hospitality Patrons**

*This exclusive holiday promotion has a deadline of Friday, Nov. 22.  
All merchandise will be delivered by Friday, Dec. 20.*

\*Caps and rubber bag tags produced by Ahead

For questions or to place an order, please contact:  
Jenelle Mirro | [jmirro@usga.org](mailto:jmirro@usga.org) | (908) 326-1967

**USGA**

Order Deadline  
is November  
22<sup>nd</sup>!



# Invoicing & Shipping

- Once the Purchase Order has been approved, the invoice will be sent to you by USGA Accounting
  - The Final invoice includes all items, and applicable tax
- ALL orders will receive complimentary ground shipping
  - If expedited shipping is needed, the appropriate amount will be added to the order
  - No order minimum to receive complimentary ground shipping



# Important Dates

- 2020 Women's Open Corporate Merchandise Preview: **Available now!**
- 2020 Holiday Promotion Order Deadline: **November 22, 2019**
- 2020 Women's Open Catalog and Website release: **January 2020**
- 2018 Co-Branding Order Deadline: **April 10, 2020**





2019 U.S. Women's Open

# Hospitality Operations



8TH GREEN SKYBOXES DINING



# 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



# Restrooms





# Accessibility





# Accessibility





# Accessibility





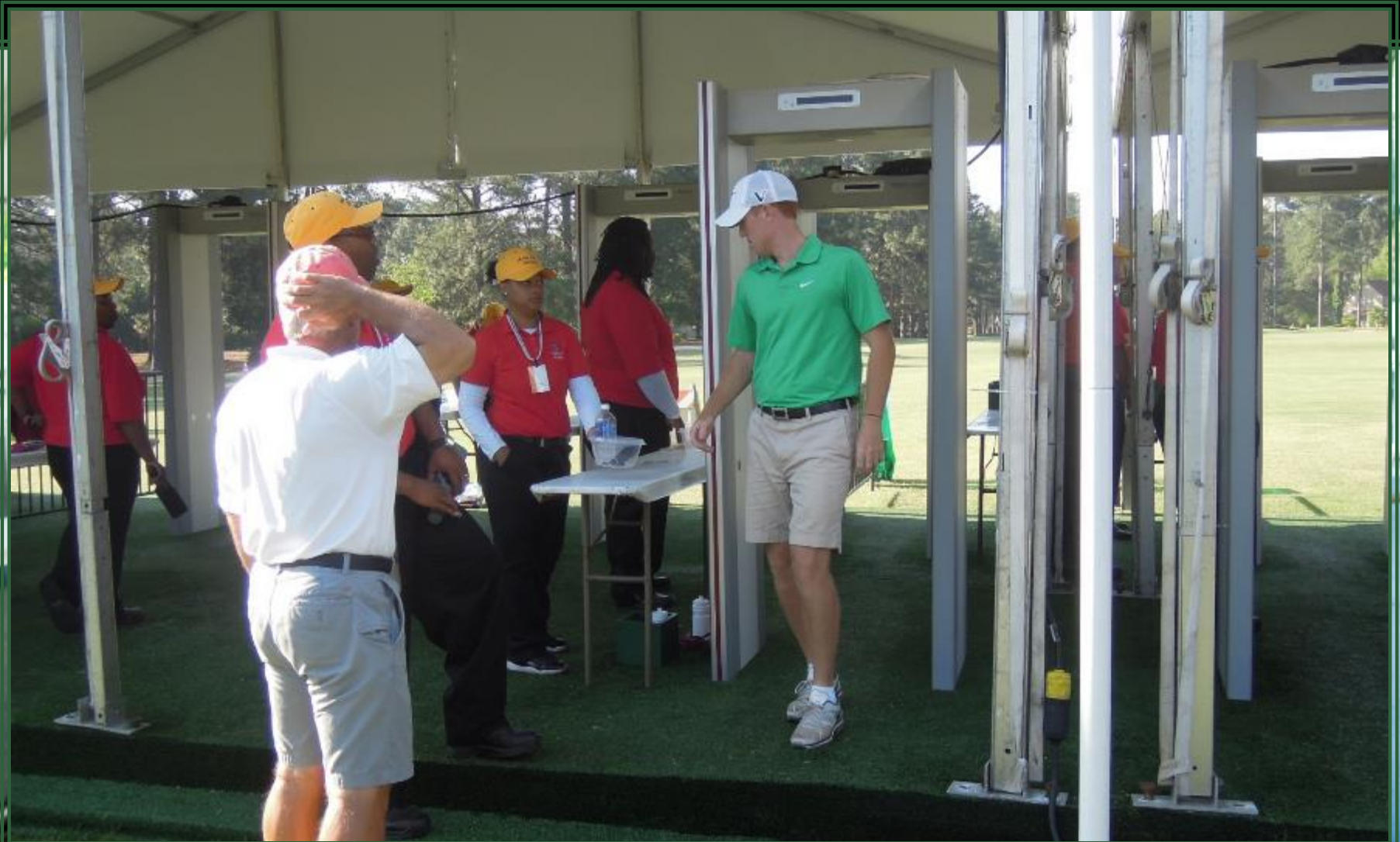
# Screening, Prohibited Items & Admission Gates





# Screening for Prohibited Items

EVERYONE attending the championship will pass through a security checkpoint









# Prohibited Items – Bag Limitations

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



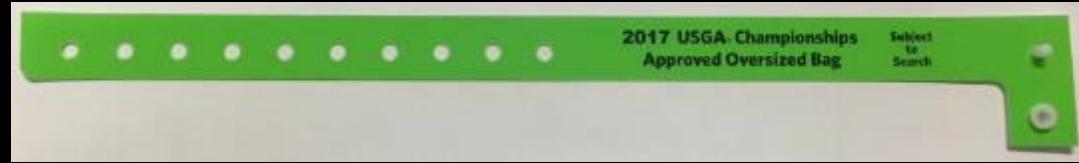
*Note: Transparent / clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted.*





# 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
- Laptops will be permitted with bag tag
- No substitutions or replacements for lost or confiscated tags



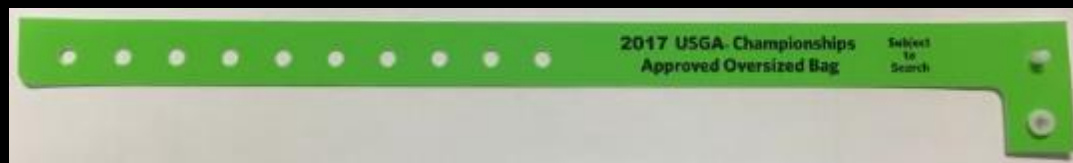
# Laptop & Tablet Stickers



- 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



Thank you for attending!

