

75TH |



U.S. WOMEN'S OPEN

CHAMPIONSHIP

CORPORATE UPDATE

— Champions Golf Club | Houston, Texas —

February 11, 2020

conducted by the
USGA

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



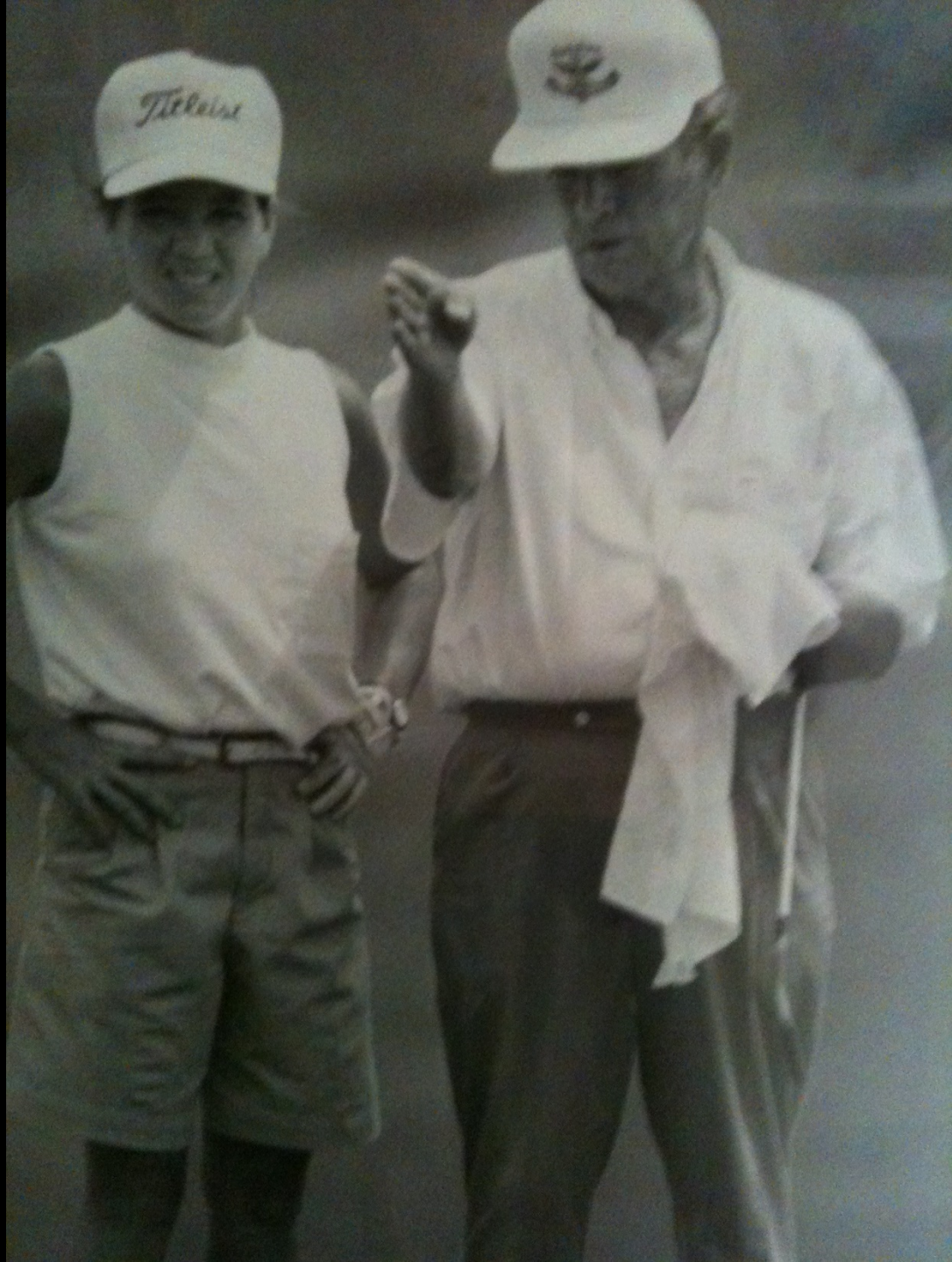
- Founded in 1957 by Hall of Fame Members Jack Burke, Jr. & Jimmy Demaret
- Course Designer: Ralph Plummer (renovated in 2018)

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 14 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

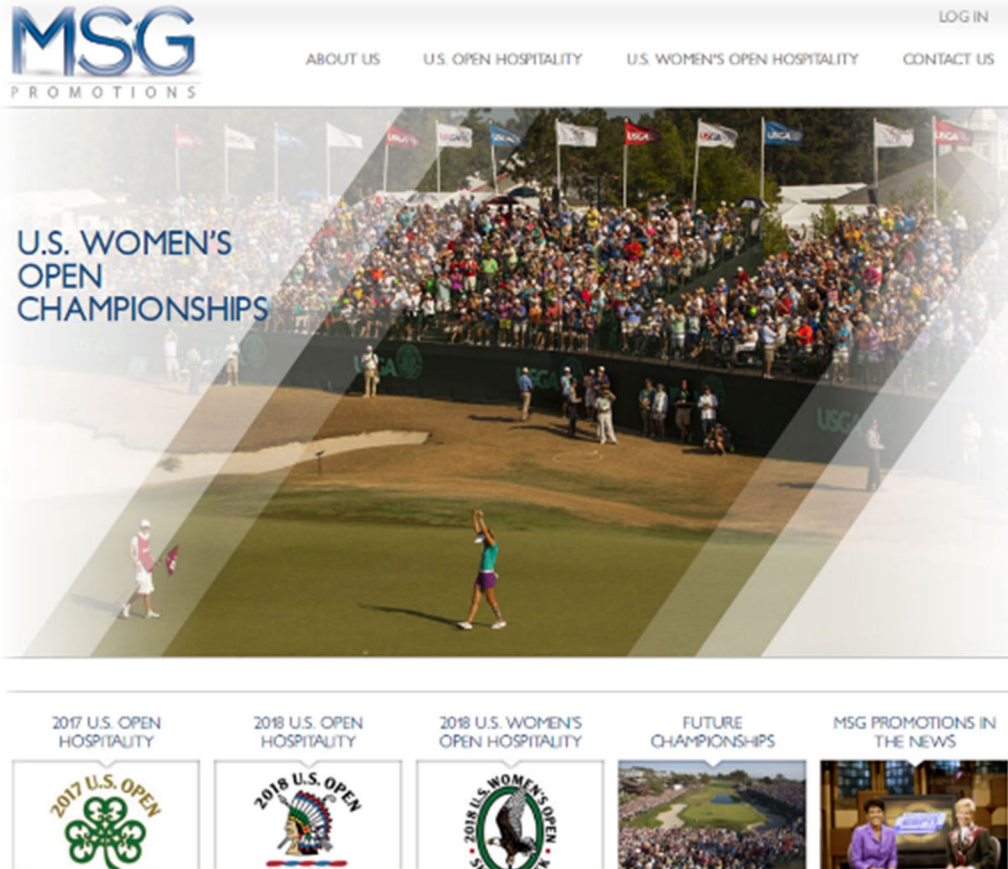
Corporate Hospitality Program Resources





- 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

2019 U.S. Women's Open - MSG Staff



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

April 21, 2020

Time: 10 am – Noon

Location: Champions
Golf Club



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

Website: 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



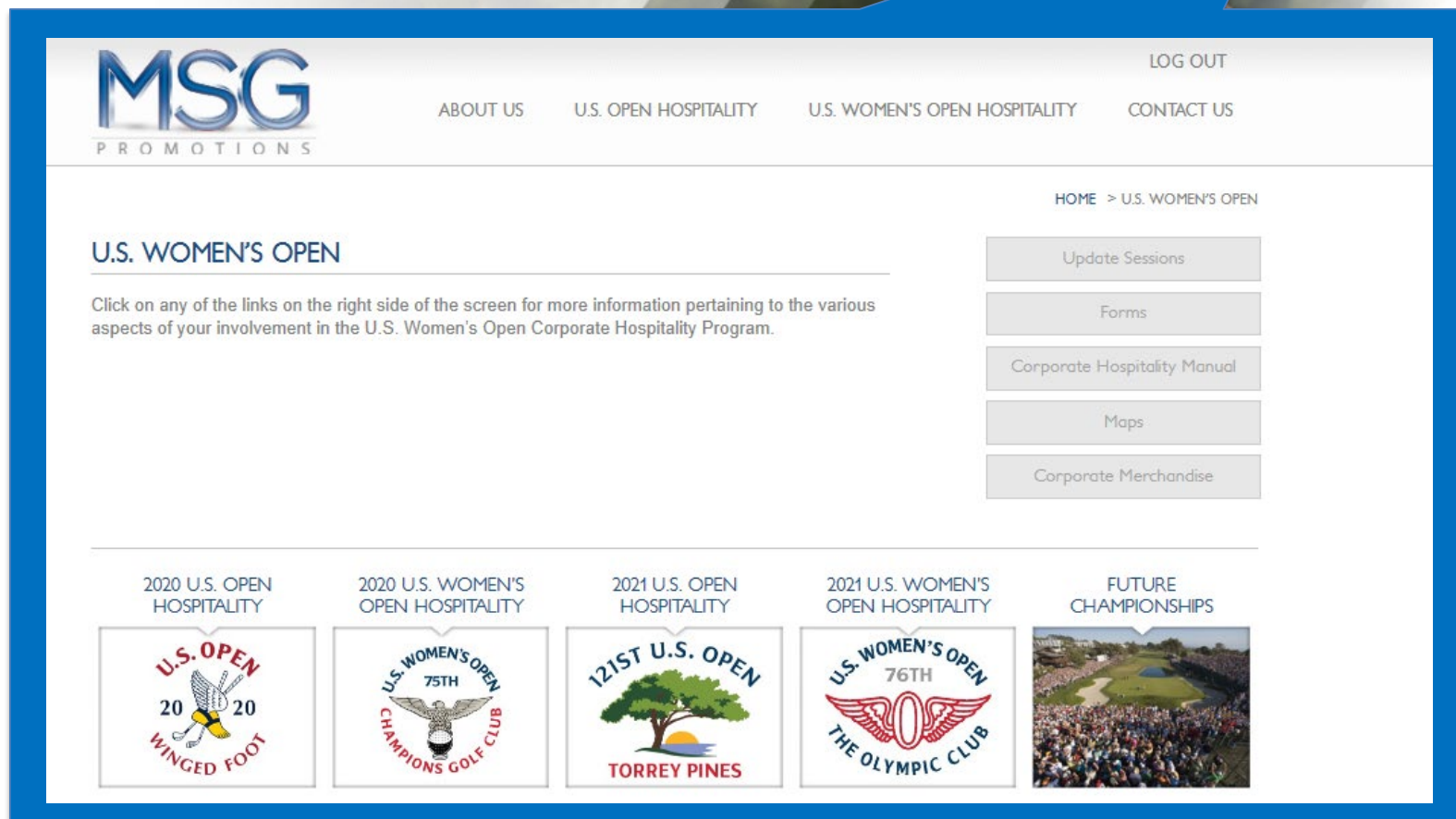
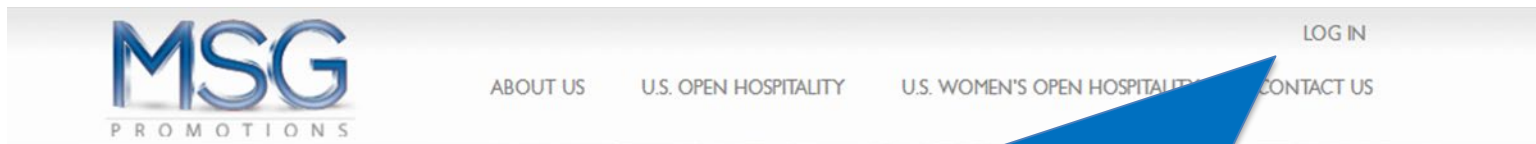
2021 U.S. WOMEN'S
OPEN HOSPITALITY



FUTURE
CHAMPIONSHIPS



Website: www.msgpromotions.com



What to Focus on Now



W 2

NO PHON
VIDEOS

1. Important Timeline Dates

Corporate Hospitality Timeline

2019	ACTIVITY	LOCATION OR GROUP/CONTACT
October 29	Corporate Update Session	Champions Golf Club/MSG Promotions
December 27	Catering agreement and Credit Card Authorization Form due	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 Morates
February 1	Forms due: - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Kelly Segin
February 1	Catering deposit 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/Jenelle 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

January 7th - Suites on 18 Clients receive Culinary Selections Book

February 1st - Ticket shipment form due
Corporate sign form due
Catering deposit due



1. Important Timeline Dates

March 1st - Electrical Requirements Form Due (18 green suites only)

March 2nd - Skybox clients to receive Championship menu

March 6th - Catering deposit due (18 green suites only)

April 1st - Option ticket order form due
Insurance certificate due

Option Ticket Order Form

Option Ticket Order Form – SKYBOXES

DUE APRIL 1, 2020

Please complete and return this form to order your allocated option tickets. Option tickets can be purchased on a weekly or daily basis. Please note, the combination of ticket types (daily and/or weekly) cannot exceed the total allotment of option tickets for your hospitality option on any given day. For a summary of the option ticket allotment included in each package, please refer to the Amenities Summary on page V.1 in the *Hospitality Program Information* section.

The cost associated with each ticket is inclusive of all catering fees.

TICKET TYPE	TOTAL TICKETS	COST	TOTAL COST
Weekly Ticket Package <i>one ticket per day for Thursday – Sunday</i>	X	\$470	
Wednesday Ticket	X	\$110	
Thursday Ticket	X	\$130	
Friday Ticket	X	\$130	
Saturday Ticket	X	\$130	
Sunday Ticket	X	\$130	
<i>All option tickets ordered will be subject to 8.25% tax. The total amount due, including tax, will be reflected on the invoice that is emailed to the contact below upon receipt of the order.</i>			
		Sub-Total:	
		Plus 8.25% tax:	
		Total Amount Due:	

Option tickets will be mailed to the address listed on your Ticket Shipment Form, but sent separately from your hospitality ticket shipment. Option tickets will not be shipped until full payment is received for both your hospitality package and the option tickets ordered. Option ticket orders are non-refundable.

For Invoice Purposes Only:

Company Name: _____

Company Representative: _____

Billing Address: _____

Telephone Number: _____ Email Address: _____

Option Ticket Order Form – SUITES ON 18

DUE APRIL 1, 2020

Please complete and return this form to order your allocated option tickets. Option tickets can be designated as hospitality or gallery and can be purchased on a weekly or daily basis. Please note, the combination of ticket types (daily, weekly, hospitality, or gallery) cannot exceed the total allotment of option tickets for your hospitality option on any given day. For a summary of the option ticket allotment included in each package, please refer to the Amenities Summary on page V.1 in the *Hospitality Program Information* section.

Note: You must contact your catering representative with an updated guest count that includes the number of additional hospitality tickets ordered.

TICKET TYPE	HOSPITALITY TICKETS	GALLERY ONLY TICKETS	TOTAL TICKETS	COST	TOTAL COST
Weekly Ticket Package <i>one ticket per day for Wednesday – Sunday</i>		+	=	X	\$130
Wednesday Ticket		+	=	X	\$25
Thursday Ticket		+	=	X	\$45
Friday Ticket		+	=	X	\$45
Saturday Ticket		+	=	X	\$45
Sunday Ticket		+	=	X	\$45
<i>All option tickets ordered will be subject to 8.25% tax. The total amount due, including tax, will be reflected on the invoice that is emailed to the contact below upon receipt of the order.</i>					
				Sub-Total:	
				Plus 8.25% tax:	
				Total Amount Due:	

Option tickets will be mailed to the address listed on your Ticket Shipment Form, but sent separately from your hospitality ticket shipment. Option tickets will not be shipped until full payment is received for both your hospitality package and the option tickets ordered. Option ticket orders are non-refundable.

For Invoice Purposes Only:

Company Name: _____

Company Representative: _____

Billing Address: _____

Telephone Number: _____ Email Address: _____

1. Important Timeline Dates

- March 1st - Electrical Requirements Form Due (18 green suites only)
- March 2nd - Skybox clients to receive Championship menu
- March 6th - Catering deposit due (18 green suites only)
- April 1st - Option ticket order form due
Insurance certificate due
- April 10th - Deadline to order co-branded merchandise
- April 20th - Corporate Cup
- April 21st - Final Update Session
- May 1st - Corporate Host Form due
Final guest guarantees and catering payment due (18 green suites only)

1. Important Timeline Dates
2. Continue Invitation Process
 - A. Finalize “A”, “B” and “C” Lists
 - B. Consider what days to allocate to each invitee



1. Important Timeline Dates
2. Continue Invitation Process
 - A. Finalize “A”, “B” and “C” Lists
 - B. Consider what days to allocate to each invitee



1. Important Timeline Dates
2. Continue Invitation Process
3. Review Co-Branded Merchandise Opportunities



United States Golf Association

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



USGA[®]

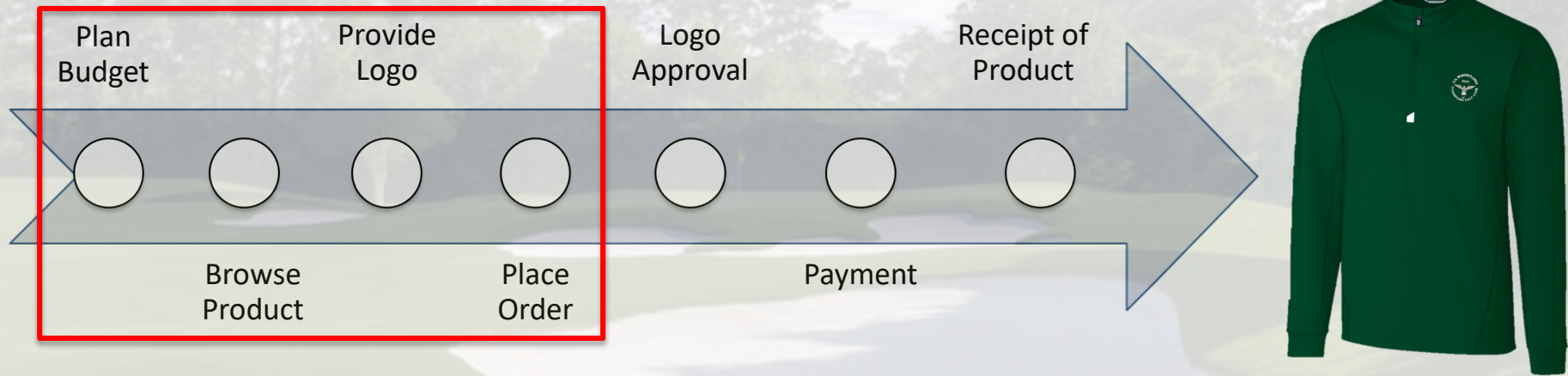
Benefits of the Corporate Merchandise Program

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

Order Process



What to think about NOW:

- How much do you want to spend?
 - Items in Corporate Collection cover a variety of price points, brands, etc.
- How many people do you plan on purchasing gifts for?
 - Do you plan on providing a gift with the delivery of tickets?
 - Lanyards
 - These do NOT come with your tickets
 - Hats
 - Gifting in your hospitality space
 - Post-U.S. Open 'Thank you' gift



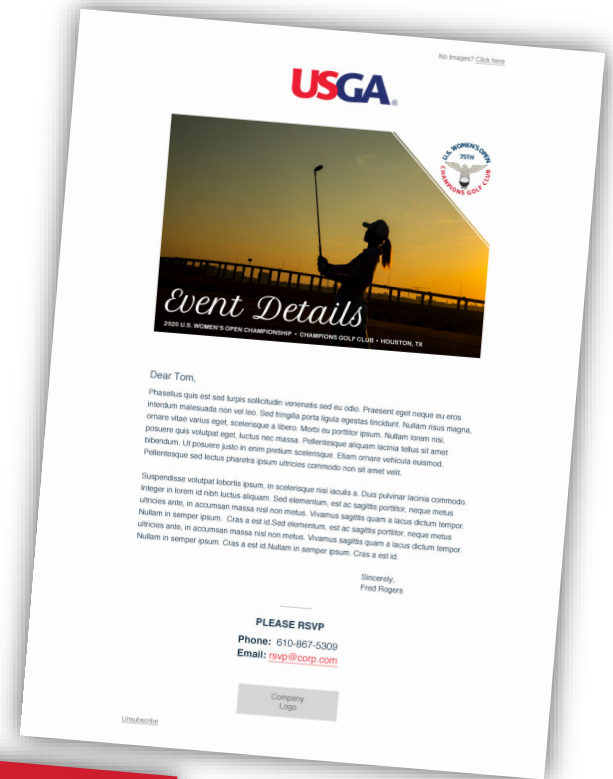
Corporate Merchandise Catalog



- Features full Corporate Collection of apparel, headwear, and accessories
 - New brands include: Fairway & Greene, Zero Restriction, and Peter Millar
- Co-branding is available on MOST items
- Catalogs will be mailed next week
 - Email will be sent notifying you of the catalog mailing and the completion of the website

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



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

- All other co-branded items

Invoicing & Shipping

- Once the PO has been approved, an invoice will be sent to you by USGA Accounting
 - The invoice includes all items, and applicable tax
 - Payment can be submitted via check or credit card
- **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: **February 2020**
- 2020 Co-Branded Order Deadline: **April 10, 2020**







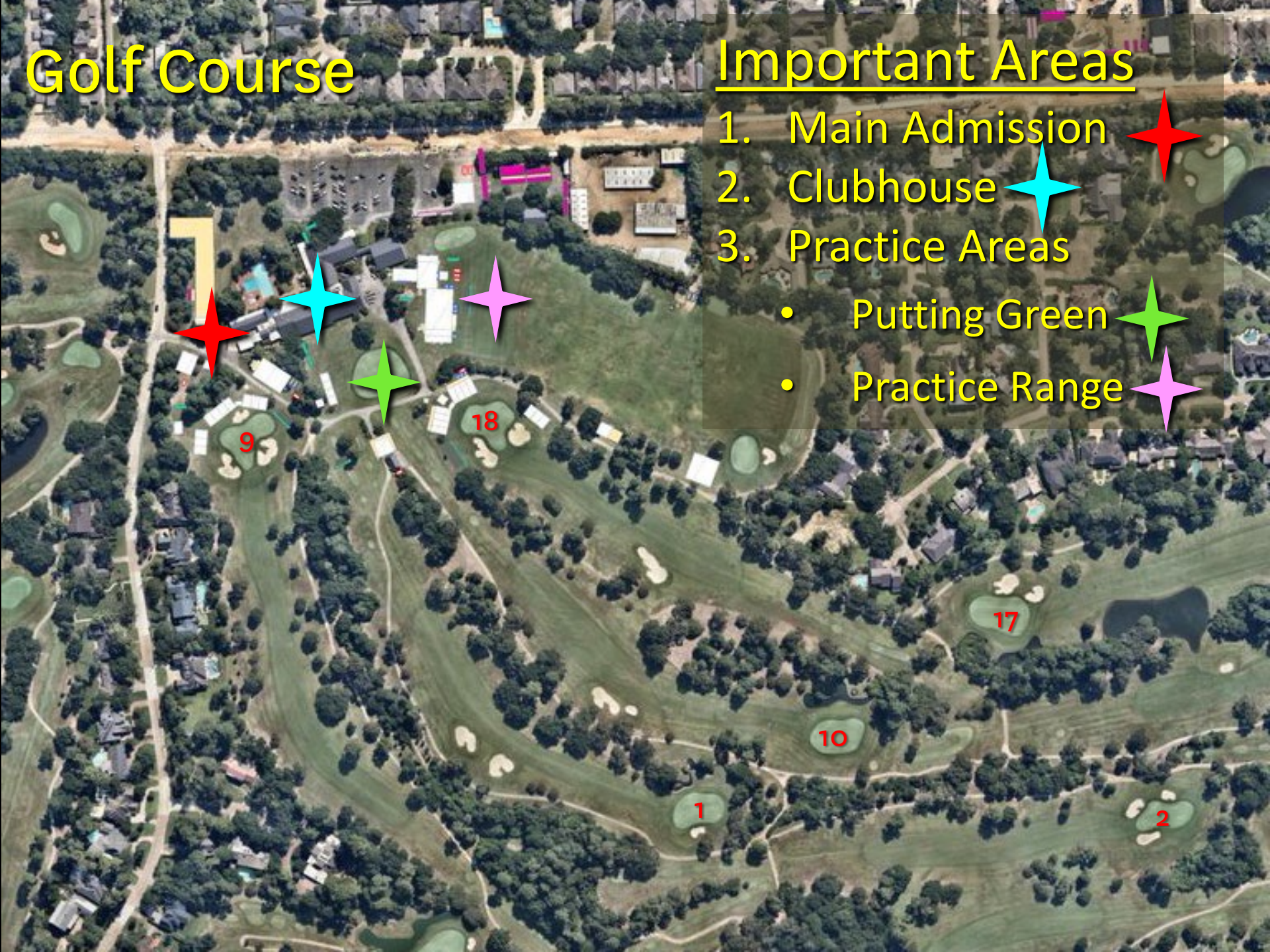
Course Map & Hospitality Venues



Golf Course

Important Areas

1. Main Admission 
2. Clubhouse 
3. Practice Areas
 - Putting Green 
 - Practice Range 



Hospitality Venues



- 1. Clubhouse Options
- 2. Cottage
- 3. Suites on 18
- 4. Skyboxes on 9 & Champions Box on 9
- 5. Skyboxes on 16
- 6. Burke Club on 16

Dining Room Tables



Dining Room

Practice Range

Admission Gate

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

Main Admission Gate

Merchandise Tent

9

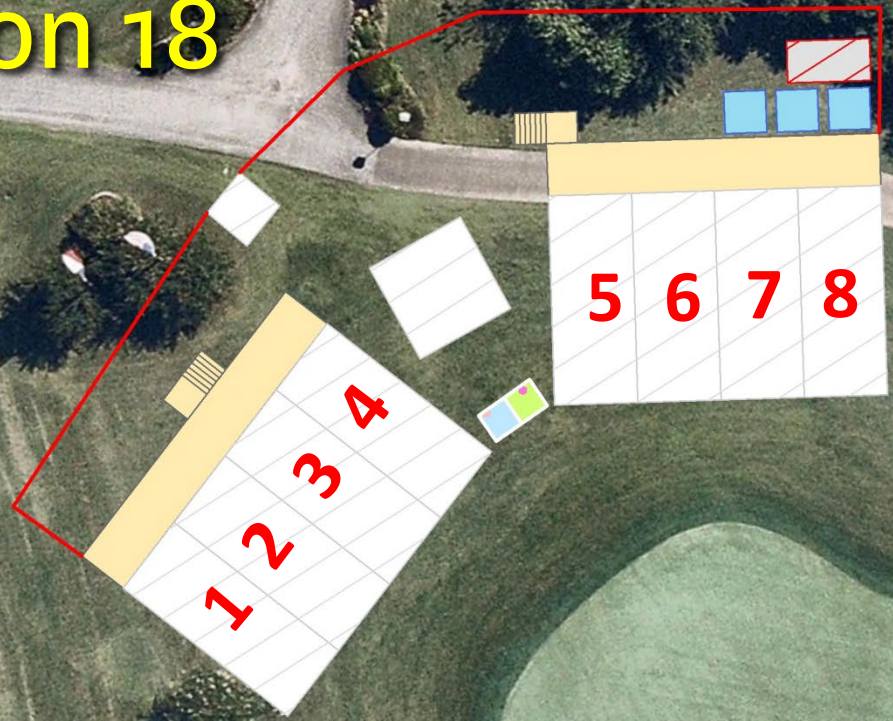


Suites on 18

10th
Tee
(Back)

10th
Tee
(Front)

Grandstands



5 6 7 8

1 2 3 4

18

Suites on 18



10th Tee (Back)

10th Tee (Front)

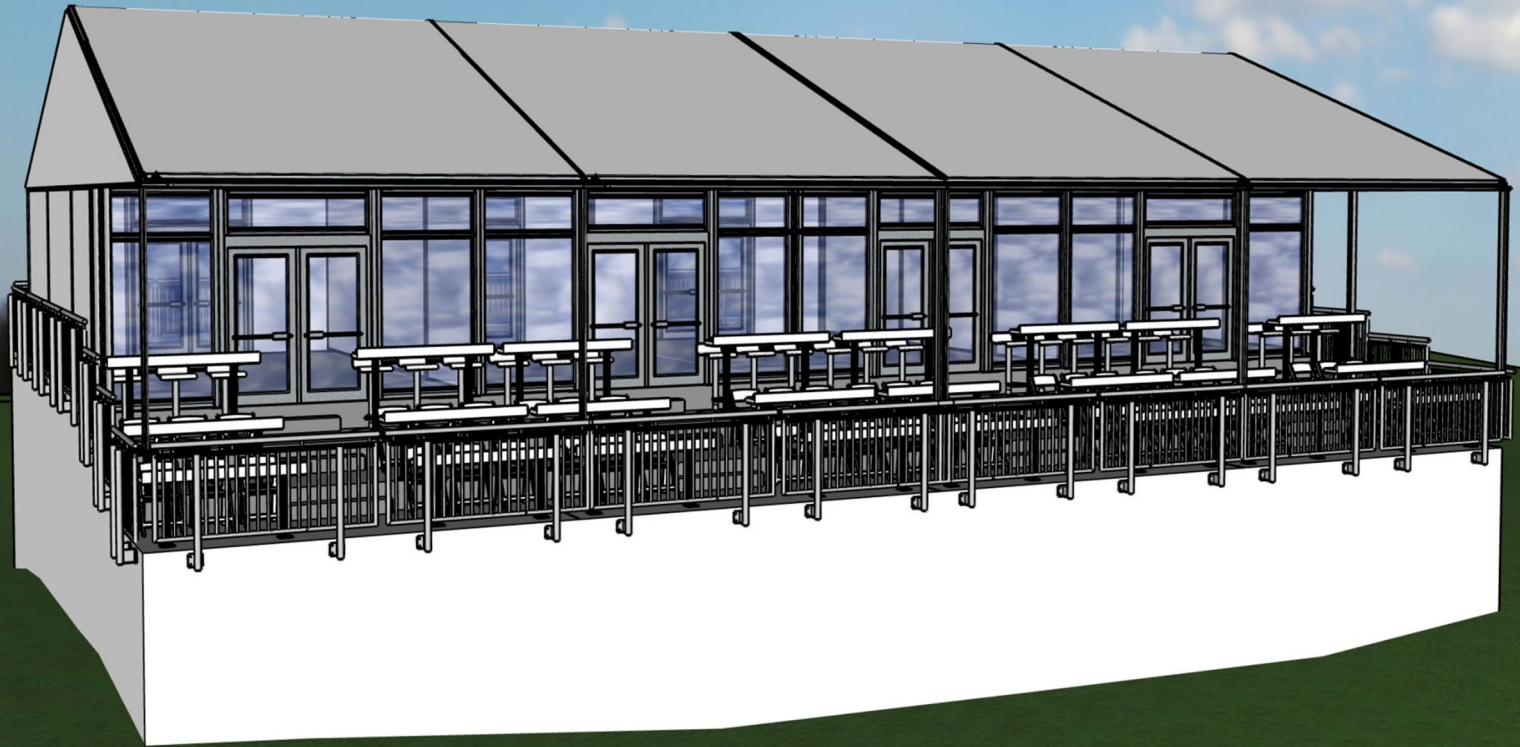


18



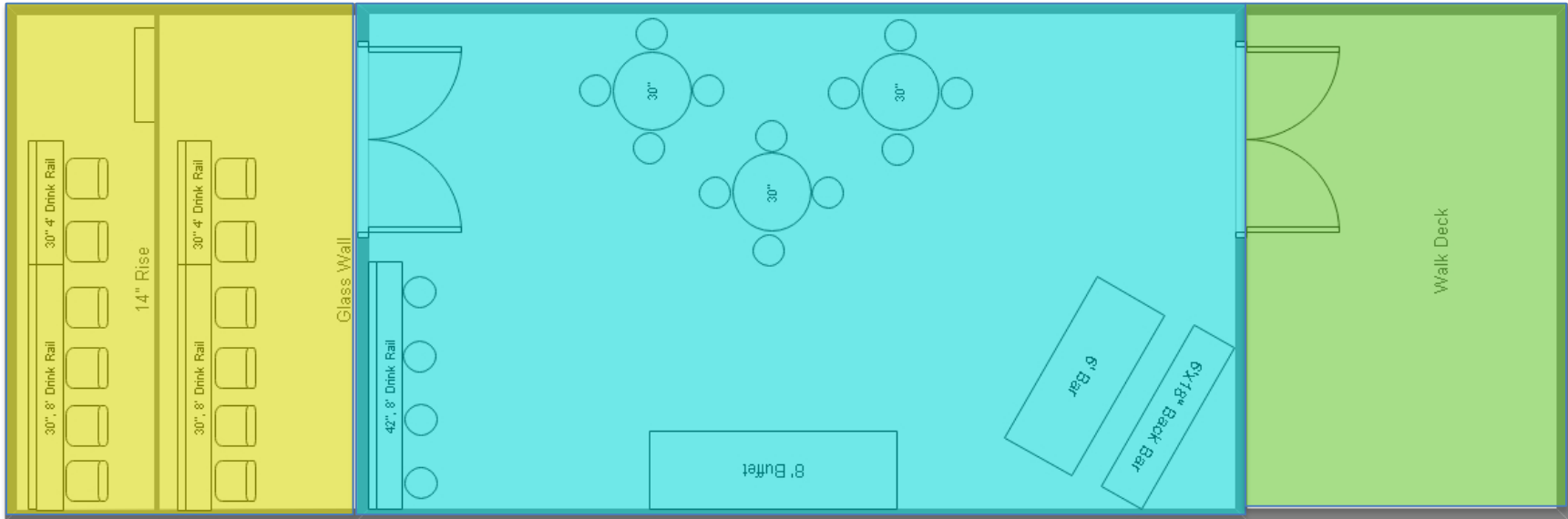


Suites on 18





Suites on 18





Suites on 18





Suites on 18





Suites on 18



Suites on 18



Walking Route to Suites on 18

Bus Drop-Off

VIP Parking Entrance

Main Admission Gate

Merchandise Tent

9



Skyboxes on 16

12th Tee
(Front)

12th Tee
(Back)

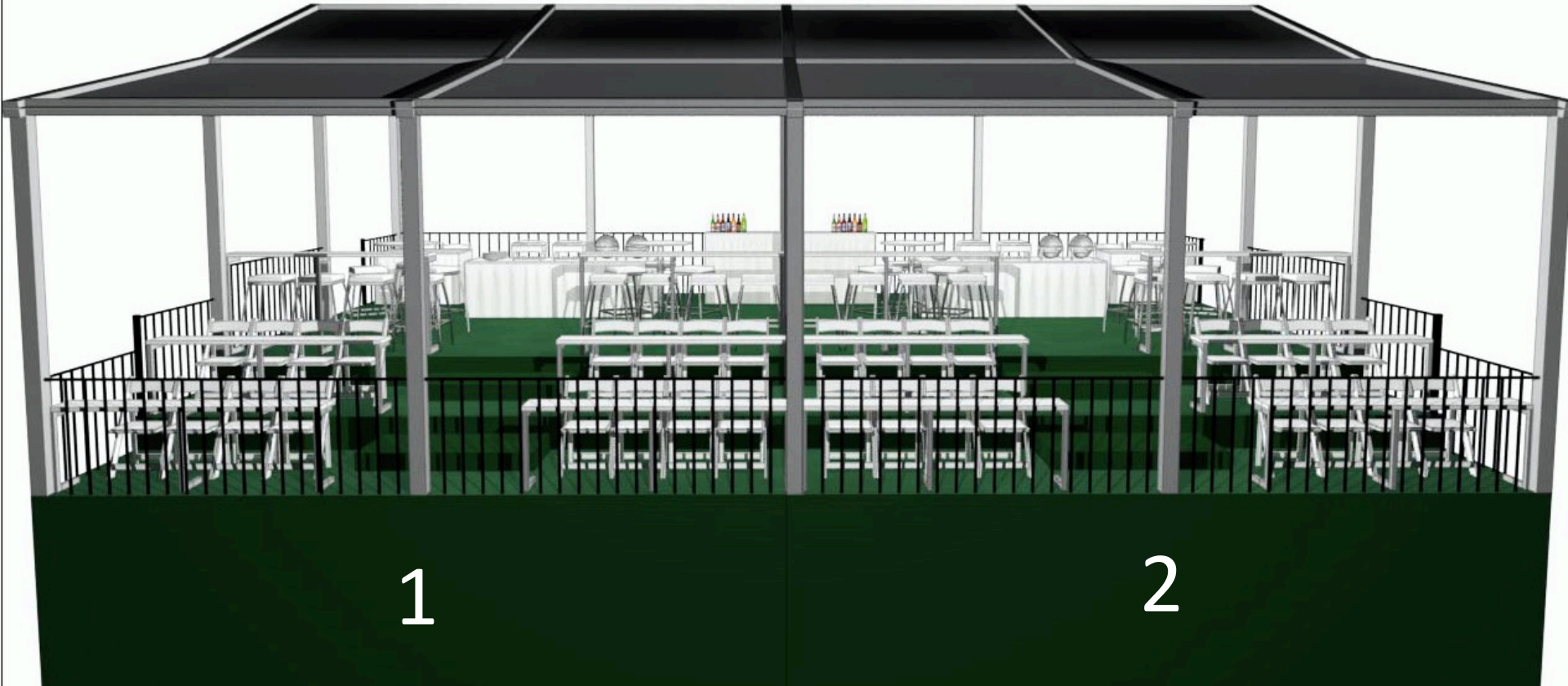
17th Tee

12

16



Skybox Option – 4 Days



Skyboxes

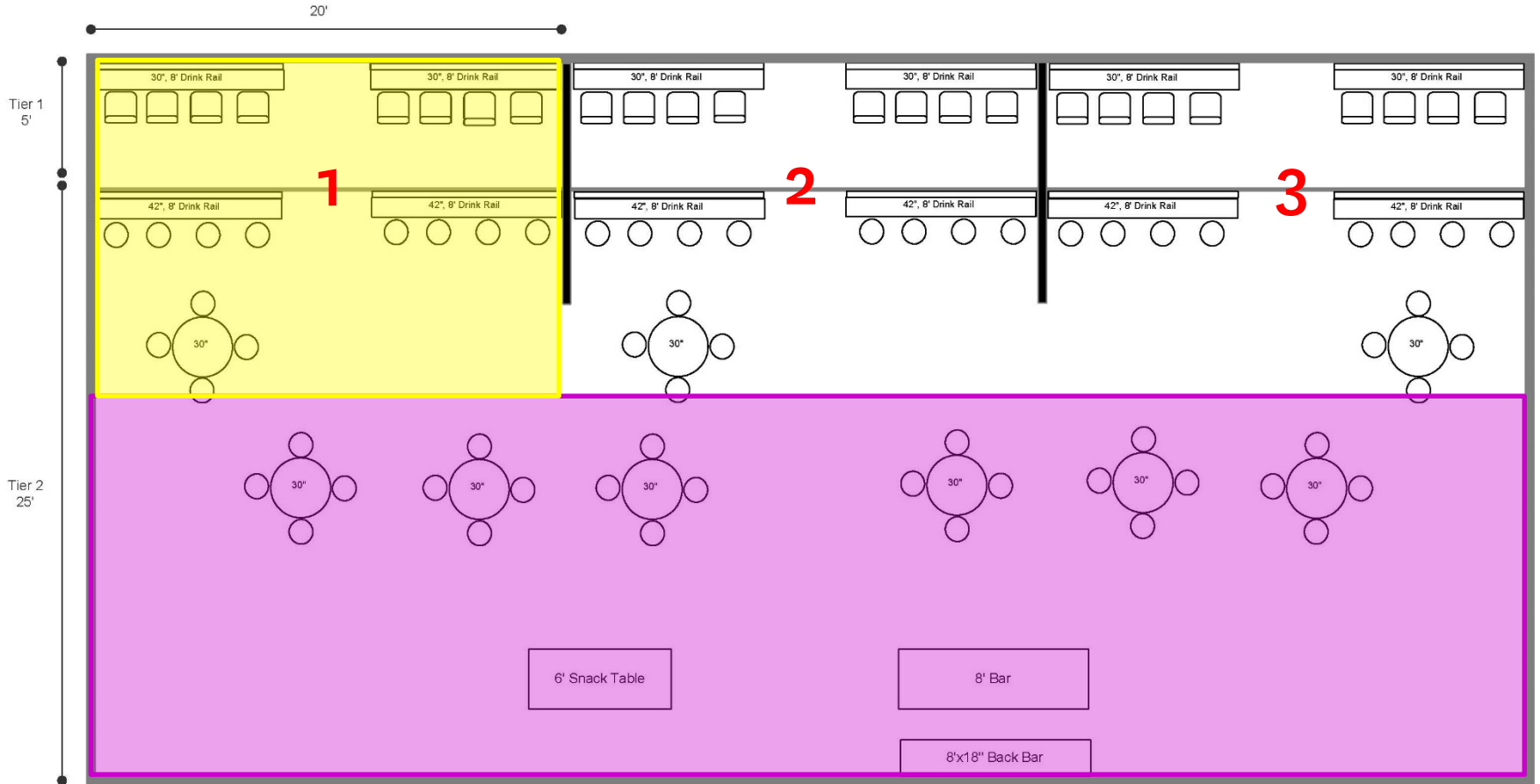


Skyboxes





Skybox Schematic



Skyboxes

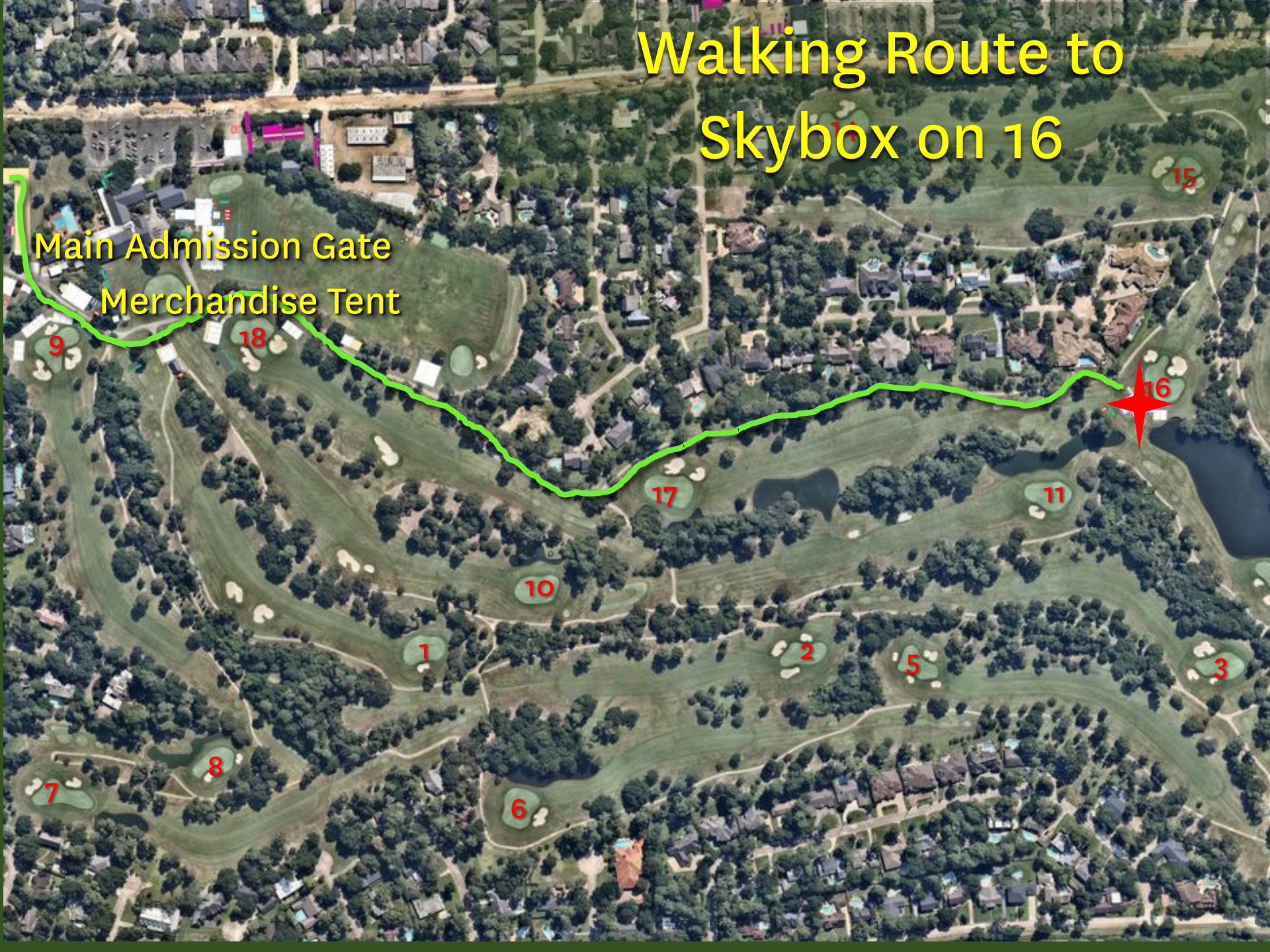


Skyboxes



Walking Route to Skybox on 16

Main Admission Gate
Merchandise Tent



Skyboxes on 9



4 3 2 1

7 6 5

9

7

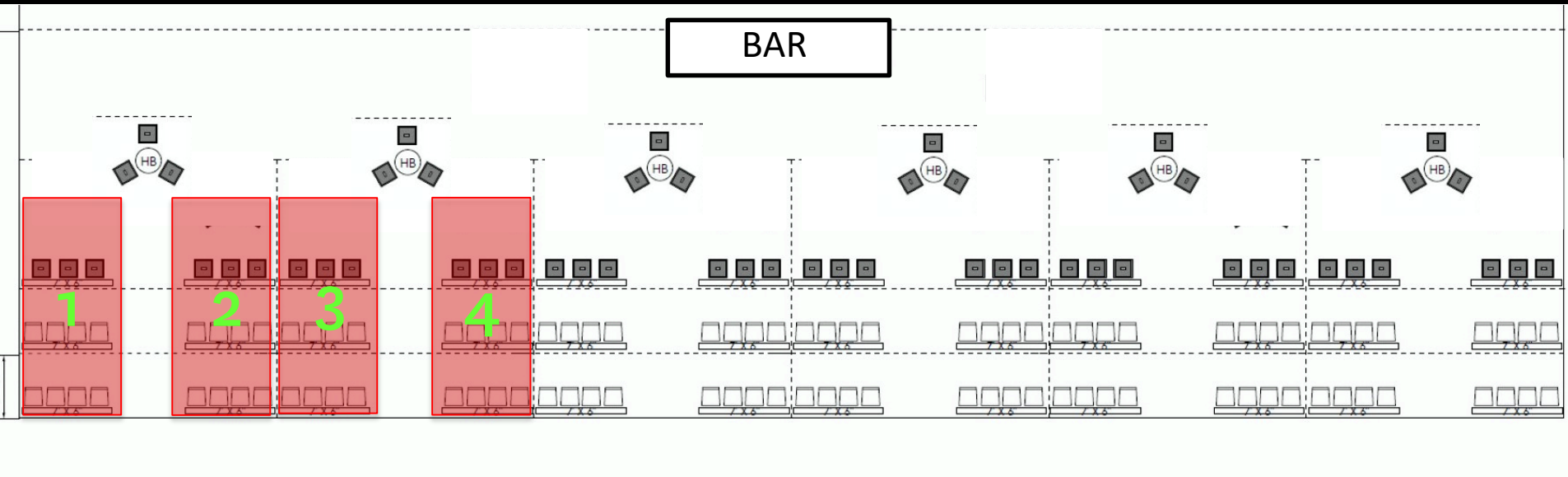
Green marker

White marker

Blue and green marker

Red markers

Champions Box Schematic



Walking Route to Skyboxes & Champions Boxes on 9

Bus Drop-Off

VIP Parking Entrance

Main Admission Gate

Merchandise Tent

9



Burke Club

12th Tee
(Front)

12th Tee
(Back)

17th Tee

16

Burke
Club



Burke Club



CHARLESTON
74TH

WAPPOO CREEK CLUB

11

1



2020 U.S. Women's Open

6

Burke Club



2020 U.S. Women's Open

Burke & Club



9



2020 U.S. Women's Open

Burke Club



SECTION 2 - ROW 2
SEAT 1

SECTION 2 - ROW 2
SEAT 2

In-Seat Ordering of Food & Beverage

Burke Club



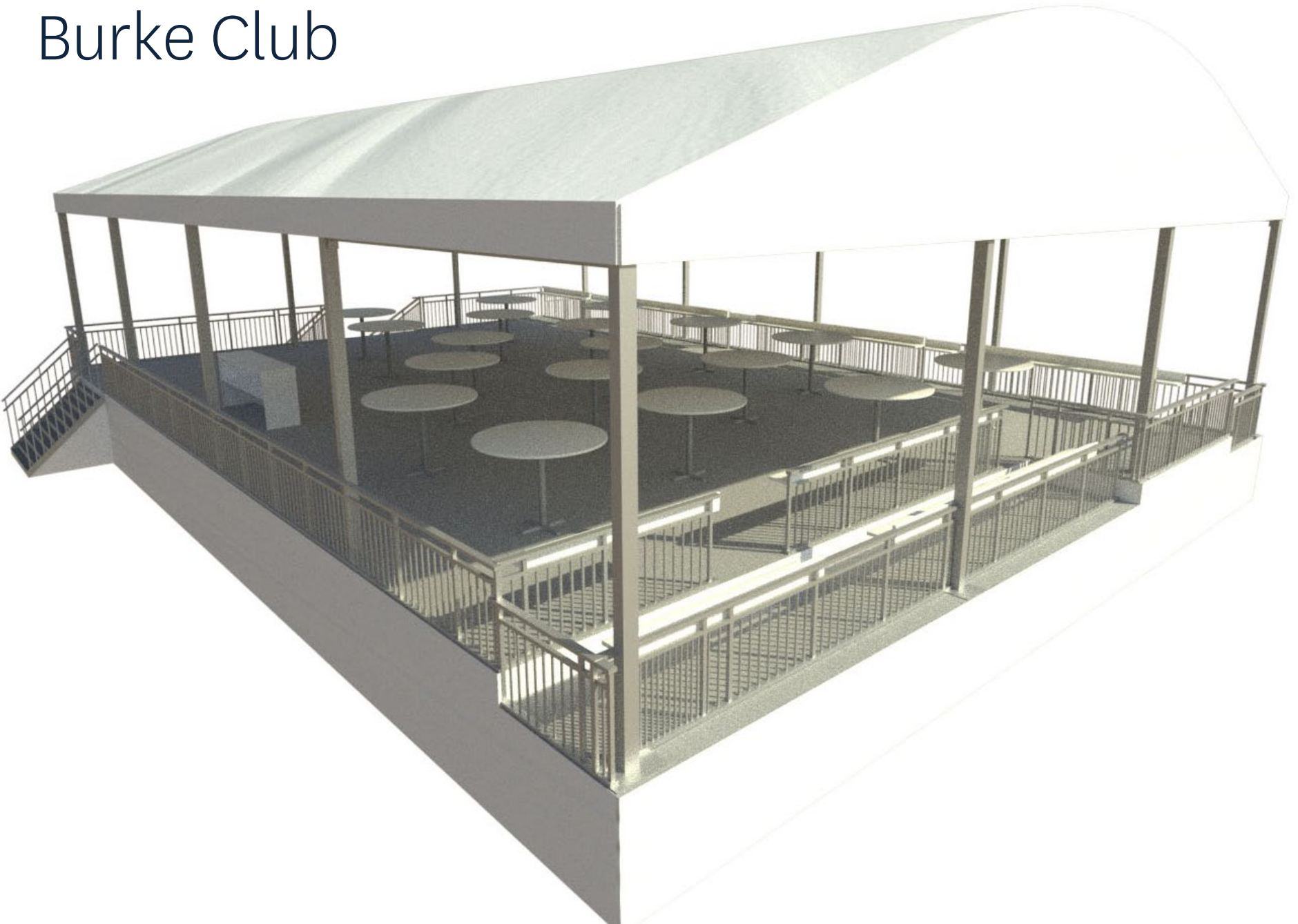
In-Seat Ordering of Food & Beverage

Burke Club



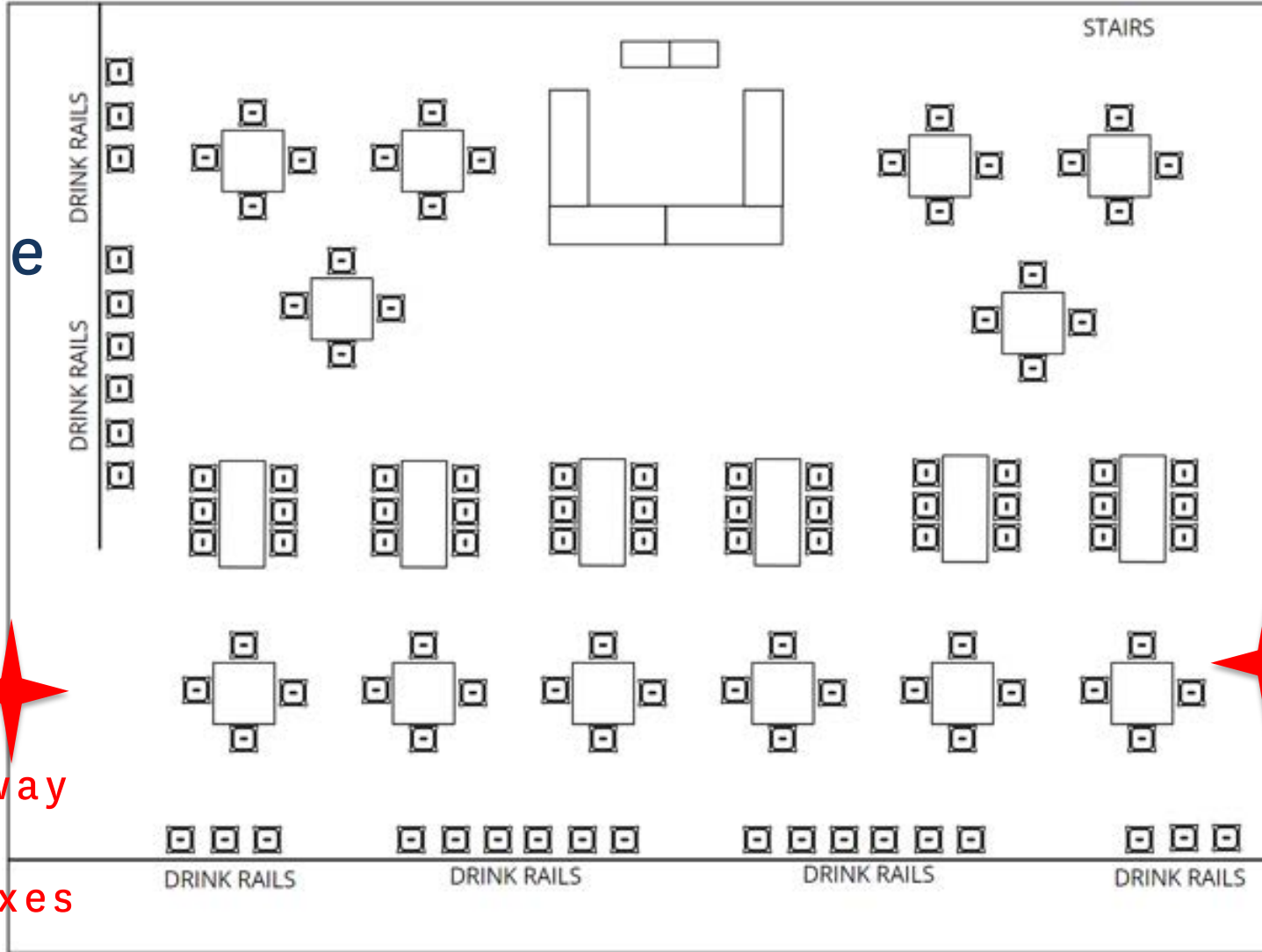
2020 U.S. Women's Open

Burke Club



Burke Club

12 Tee



12 Tee

17 Tee

Walkway
to
Skyboxes

Entrance

16 Green

Burke Club



Walking Route to Burke Club

Main Admission Gate
Merchandise Tent



9

18

15



16

17

11

10

1

2

5

3

7

8

6