

#### Schedule for the Day – Suite Patrons

2:00 – 2:45 pm Review of Hospitality Program

2:45 – 3:05 Décor Presentation

3:05 – 4:00 Tour & Site selection



### USGA's Mission

To champion and advance the game of golf



## USGA's Core Strategies



#### Championships

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



Clarify and define the Rules of the game worldwide





#### **Golf Facilities**

Advance the long-term viability of the game of golf

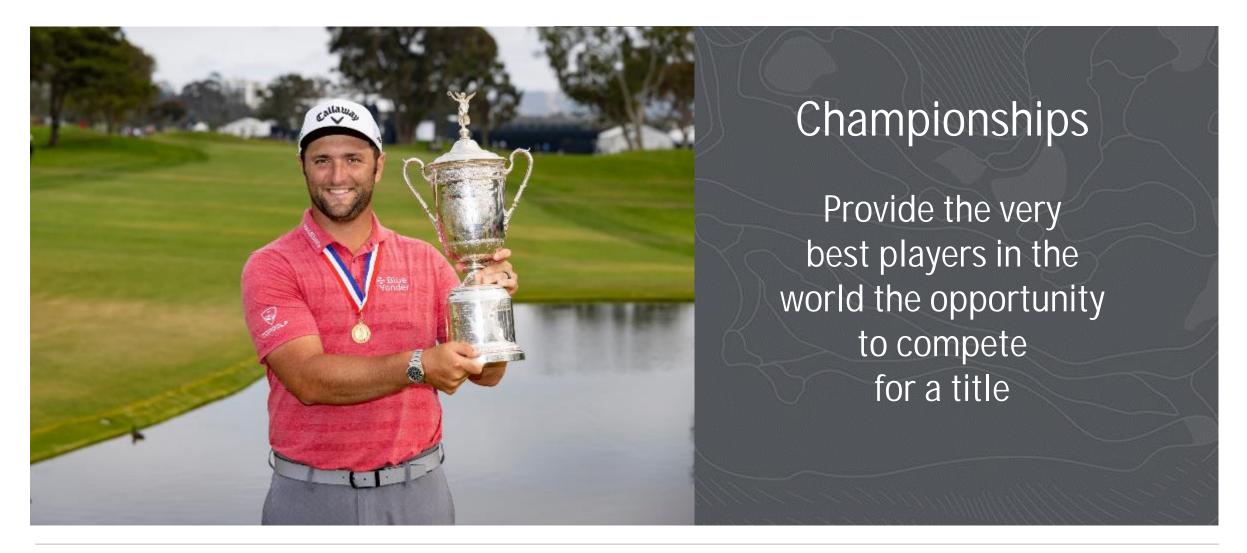
#### Golfer Engagement

Serve golfers through programs that build engagement with the game





# USGA's Core Strategies





# U.S. Open Championship

- 122<sup>nd</sup> national championship
- First conducted in 1895
- Open to anyone with a Handicap Index of 1.4 or less
- 156 Players (Exemptions & Qualifiers)
- Qualifying Takes Place May-June, 2022
- 72-Hole stroke play
- Past champions include Tiger Woods, Jack Nicklaus,
   Arnold Palmer, Ben Hogan, Tom Watson







#### The Country Club





#### U.S. Opens Held at The Country Club

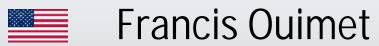
**CHAMPIONSHIP** 

1913 U.S. Open

1963 U.S. Open

1988 U.S. Open

**CHAMP** 











HISTORIC SETTING





1963 U.S. OPEN

Arnie watched as his ball came to rest at a rotted tree stump at the 11<sup>th</sup> hole. It took him 3 swings to get it into the fairway. He eventually lost to Julius Boros in a playoff.





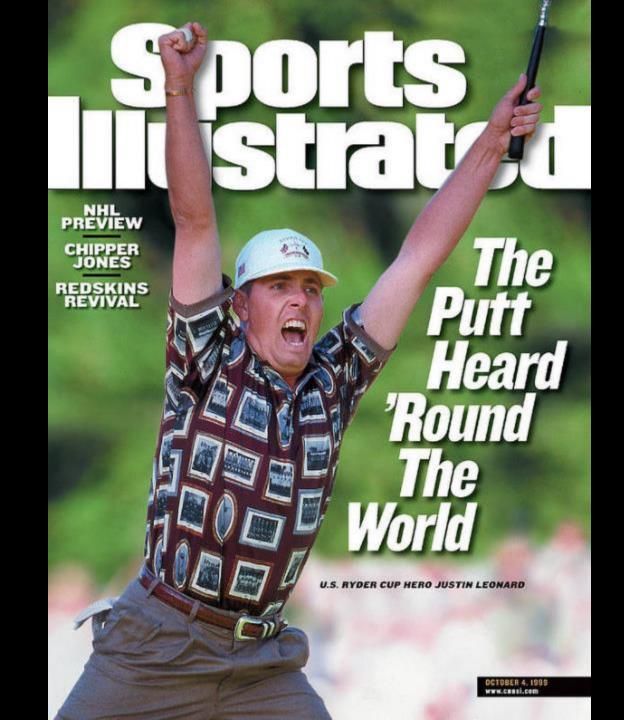
# 1999 Ryder Cup



HISTORIC SETTING

# 1999 Ryder Cup

In the 1999 Ryder Cup, the 17<sup>th</sup> green was the scene of Justin Leonard's improbable, comeback-clinching 40-foot putt against Jose Maria Olazabal.







HISTORIC SETTING



# The Country Club

"To me, the property around here is hallowed. The grass grows greener, the trees bloom better, there is even warmth in the rocks. And I don't know...but somehow or other the sun seems to shine brighter on The Country Club than on any place I have ever seen."

- Francis Ouimet -



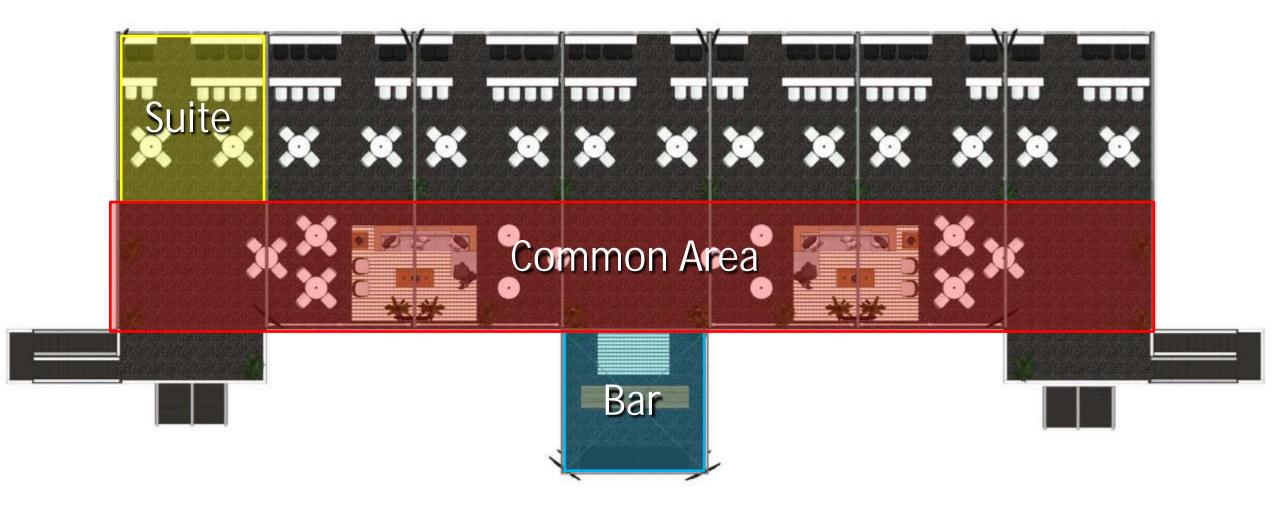


Open-Air Luxury Suites





# Open-Air Suites - New for the 2022 U.S. Open Sample Floorplan





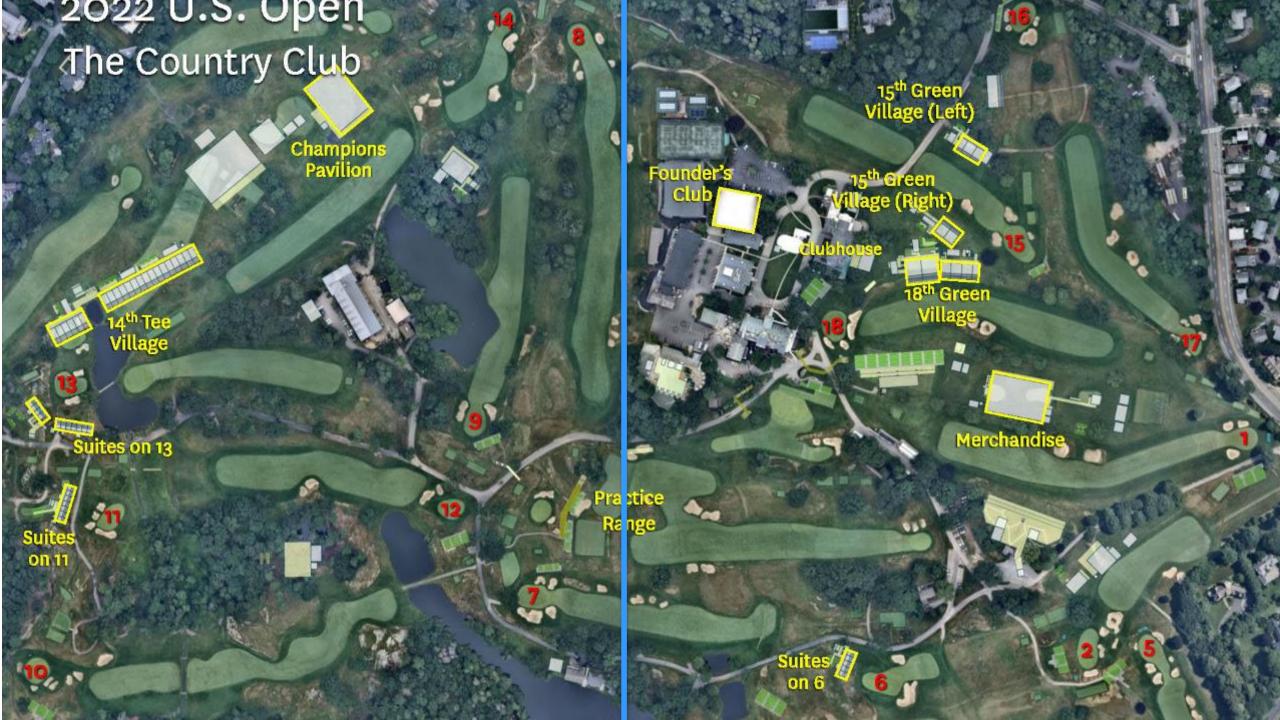






# Corporate Hospitality Venues







#### Suites on 6





#### WHO WE ARE



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

#### MSG Staff Assignments

NBC Sports – Mimi Griffin

Clubhouse – Jeanne Taylor & Tom McCully

Village on 18 – Jeanne Taylor

Village on 15 – Olivia Roseman

Village on 14 – Emily Geosits

Suites on 11 – Danielle Bonder & Cheryl Gaspar

Suites on 13 – Danielle Bonder

Suites on 6 – Kelly Segin

#### Corporate Hospitality Manual



- ✓ Link to manual will be emailed to daily contacts in November
- Valuable resource to help with your planning
- Updated as new information becomes available
- ▼ 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 and Décor
  - IX. Merchandise
  - X. Hospitality Program Requirements
  - XI. Meeting Minutes

### Corporate Hospitality Timeline

Street Control of Cont

acar .	ACIIVITY	LECATION OF CHURCOSCIONTAC	
åeptember 27	Dépar Questionnaire and Hospitality Style Suide sent to dients	Production Elements/Dela Gagner	
Dotober 34	Corporate Up date Session & Décor Preview	The Country Cluby HSG Promotions	
October 4	Dezor questionnane due	Wodaction Elements/Deja Gagner	
Detailer g = 22	The-on-one sheat selle to linck-off décor sixoussions	Production Flamenty-Days Gagner	
Dotober 22	Vendor payment set up requirements due (Fapplicable)	Production Elements/Dela Gagner	
December 15	Final payment for hospitality package dos	OSGQNattin Greats	
December 23	Dijents to receive design deck, Foor plan, budget, and service agreement.	Production Elements/Deta Gagner	
Decembergy	Datering agreement and Credit Card Austronization Form due	Ridgeweaky Carrie Coffee	
2622	ACTIVITY	LCCATION OR GROUP/CONTACT	
Junuay5	Dulinary Selections Booksent	Ridgeweds/Carrie Coffee	
Junuayaa	Corporate Opdate Season and Catering Free ea & Facing	The Country Cluby MSC Promotions	
February 15	Forms de e  - Todas Stromant Form - Corporate Stor Form	MSG Promotions/Fmily Gillard	
February IB	Deadline for final approval of décor, signed budget, hervice agreement and giffe deposit due	Production ElementsyDeja Gagner	
Mench q	Denering deposit due	Ridge-eals/Carrie Coffee	
Merching	Forms this i  - Mactrical Requirements Form  - Seferi Telecom Service Order Form	MSG Promotions/Pmily Billard Safer Telecomy, leke Multipliend	
Marchay	Eurpowers Update Session	The Country Cluby MSG Promptions	
Mercral	All graph is floor ship	Production Harrer by Diga Gagner	
feril:	Rinel décondeyment que	Production Elements/Deja Gagner	
April 15	Forms dus: - Option Ticket Order Form - Corporate Shuttle Form	MSG Promotions/Emily Gallerd	
Aprilling	Camificele of Insurance due	LSGA/Anna Sabirom	
Ápril 22	Deadline to order co-prended merchandise	UEGA/Drew Regino	
Мира	Desperate Cop	The Country EtabyMSC Promotions	
неу з	Corporate Update Session	The Country Cluby MSG Promotions	
мы в	Anal menu selections, guest guarantees and semaining calaring tales as due.	Halgowich/Carne Coffee	

A valuable resource to help keep you on track with all important dates & deadlines



Client Log-in – www.msgpromotions.com



## Client Log-in – www.msgpromotions.com



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

CONTACT US

LOG OUT

CLIENT AREA

#### TENT & SPECIALTY OPTION PATRONS

Click on any of the links on the right side of the screen for more information pertaining to the various aspects of your involvement in the U.S. Open Corporate Hospitality Program.



2022 U.S. OPEN HOSPITALITY



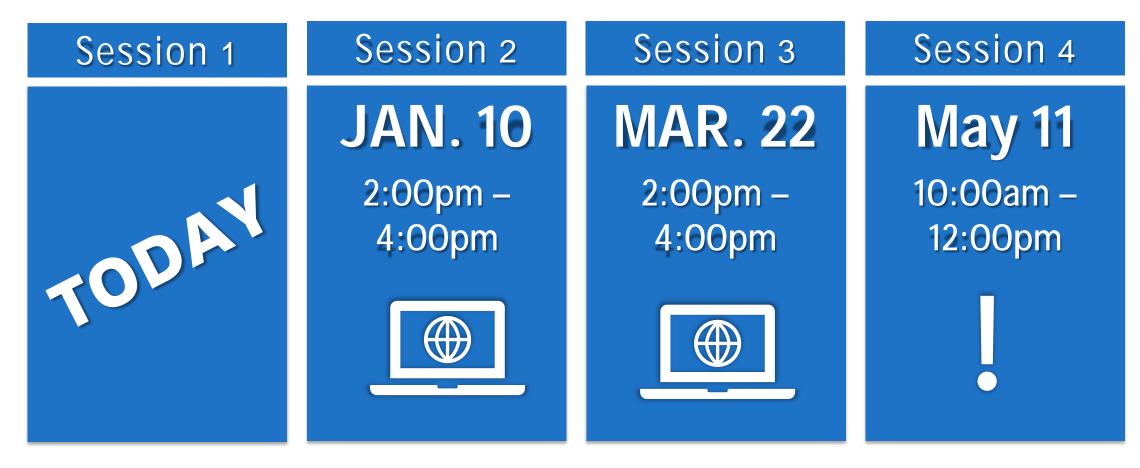
2022 U.S. SENIOR OPEN HOSPITALITY



FUTURE CHAMPIONSHIPS



#### Corporate Update Sessions



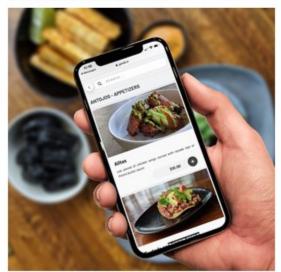
A reminder and RSVP form will be emailed to you at least two weeks in advance of each meeting



# ridgewells

# The Ridgewells Experience





#### In-SeatService

Sandwiches, Salads, Entrees, Snacks, Rotating Specials

- Scan the QR code wherever you are sitting with your camera phone
- 2. Place an order on your phone
- Your order will be delivered to your table/seat within minutes

#### Shared Full Bar

Beer, Wine, Liquor and Non-Alcoholic Beverages
Available on each level







## Important Dates

#### **NEXT STEPS**

#### OCTOBER 2021

Ridgewells (Beena Freeman) will send an invoice to your listed contact

Invoice amount will reflect catering fee outlined in your client agreement

#### **FEBRUARY 1, 2022**

Payment In Full Due to Ridgewells

Preferred methods of payment: ACH/Wire Transfers & Checks

## RIDGEWELLS BILLING CONTACT:

BEENA FREEMAN

bfreeman@ridgewells.com

#### **QUESTIONS?**

#### CARRIE COFFEE

P: 803.553.0942

E: ccoffee@ridgewells.com





### Championship Format

- Full field consists of 156 players
- The format is stroke play
- There is no Pro-Am at the U.S. Open
- On Thursday & Friday players tee-off in threesomes from 1<sup>st</sup> and 10<sup>th</sup> tee
  - 1st tee time on Thursday & Friday is approximately 6:45 a.m.
- The "cut" is made after 36 holes
  - Players with the lowest 60 scores plus ties
- On Saturday & Sunday players tee-off in twosomes from 1st tee only
  - Start times on Saturday & Sunday are determined by the size of the field



## Championship Week Schedule

Monday, June 13<sup>th</sup>

Tuesday, June 14th

Wednesday, June 15th

Thursday, June 16th

Friday, June 17th

Saturday, June 18th

Sunday, June 19th

**Practice Round** 

Practice Round

**Practice Round** 

1st Championship Round

2<sup>nd</sup> Championship Round

3<sup>rd</sup> Championship Round

4th Championship Round



## Playoff Format

In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff.

If the playoff results in a tie after two holes, the tied players would immediately continue to play hole-by-hole (sudden death format) until the champion is determined.





#### Practice Rounds Monday, Tuesday and Wednesday



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Cameras are permitted and encouraged



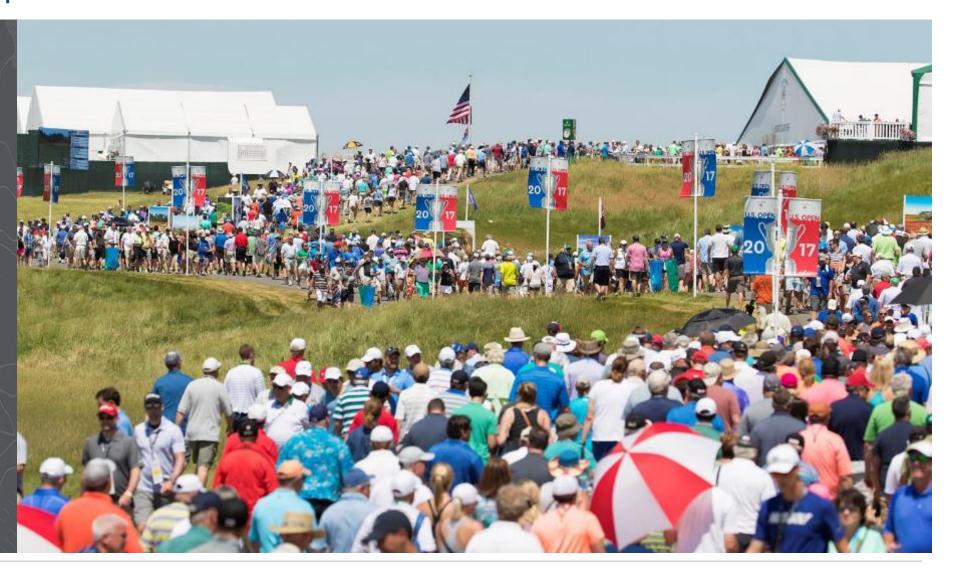
#### Practice Rounds Monday, Tuesday and Wednesday



Players are competing for the most coveted title in golf



Full capacity crowds



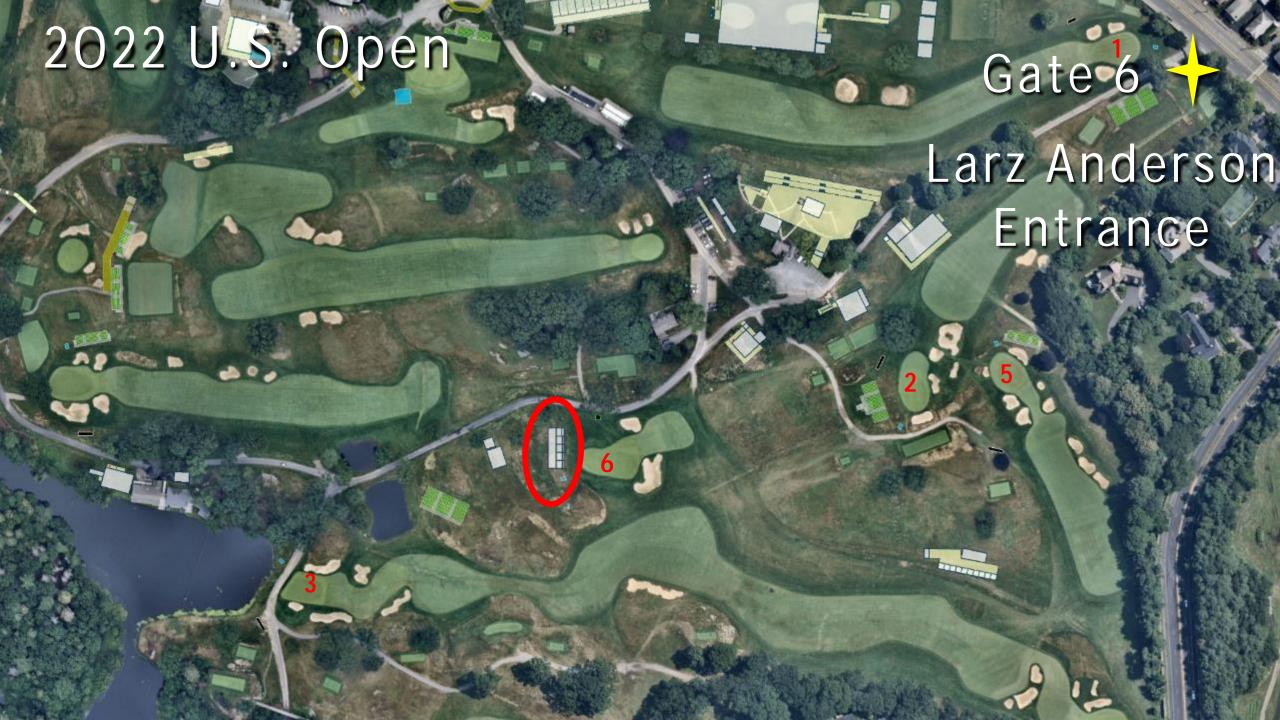






## VIP Parking - Larz Anderson Park







## VIP Parking – Robert T. Lynch Municipal Golf Course

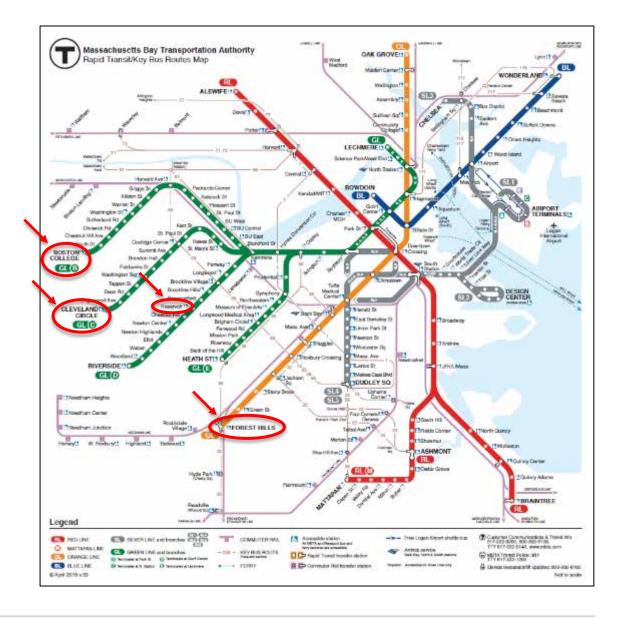


#### Ride Share - Larz Anderson Park



#### MBTA – Mass Transit

- MBTA Orange Line Forest Hills Station (Primary Option)
  - **\$** Shuttle 15-minutes to Newton Street depot
- MBTA Green Line Boston College Station (B Line)
  - **\$** Shuttle 20-minutes to Clyde East depot
  - **§** Walk to Boston College Chestnut Hill Campus Shuttle Depot (0.5 miles)
- \$ MBTA Green Line Cleveland Circle Station (C Line)
- MBTA Green Line Reservoir Station (D Line)
  - **\$** Shuttle 10-minutes to Clyde East depot





## MBTA – Orange Line Shuttle Drop-Off



## MBTA – Green Lines (B, C, D) Shuttle Drop-Off





#### 1. Upcoming Timeline Dates

- October 4 Décor Questionnaire Due to PEI
- •October 5 22 One-on-one client calls with PEI
- October 22 Vendor Payment Setup Requirements Due to PEI



#### Deja Gagner

Phone: 612-499-1349

Email: deja@productionelements.com





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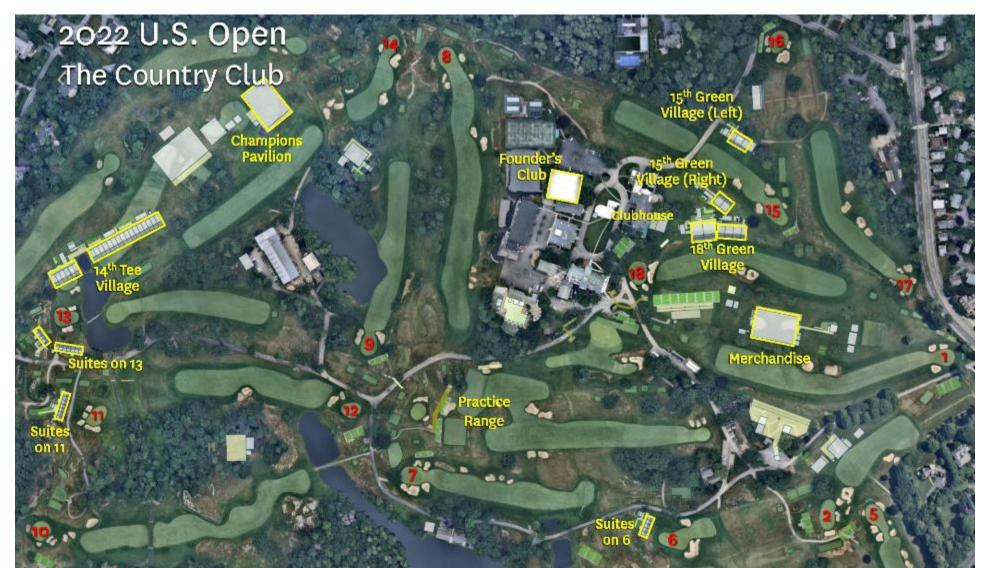
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- December 23 Clients to Receive Design Deck, Floor Plan, Budget
   and Service Agreement From PEI





#### 2. Become Familiar With Your Package

**▼** Location - In relation to the course



### 2. Become Familiar With Your Package

- **▼**Location In relation to the course
- ▼Amenities included Ticket and VIP Parking Allocations

	Package	Staff	Option	VIP Parking
	Tickets	Tickets	Tickets	Passes
Weekly Suites	30	2	2	15



#### 3. Invitation Process

- **▼**Consider invitation options
  - Electronic templates or printed notecards



#### 3. Invitation Process

**▼** Develop an A, B and C list

Consider who you want to invite on which days



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4. Review Co-Branded Merchandise Opportunities



### Benefits of the Corporate Merchandise Program

Exclusive opportunity reserved for U.S. Open Corporate Clients

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

Provides you & your guests with memorable items from their time at the Championship

Where can you order bulk U.S. Open Merchandise?

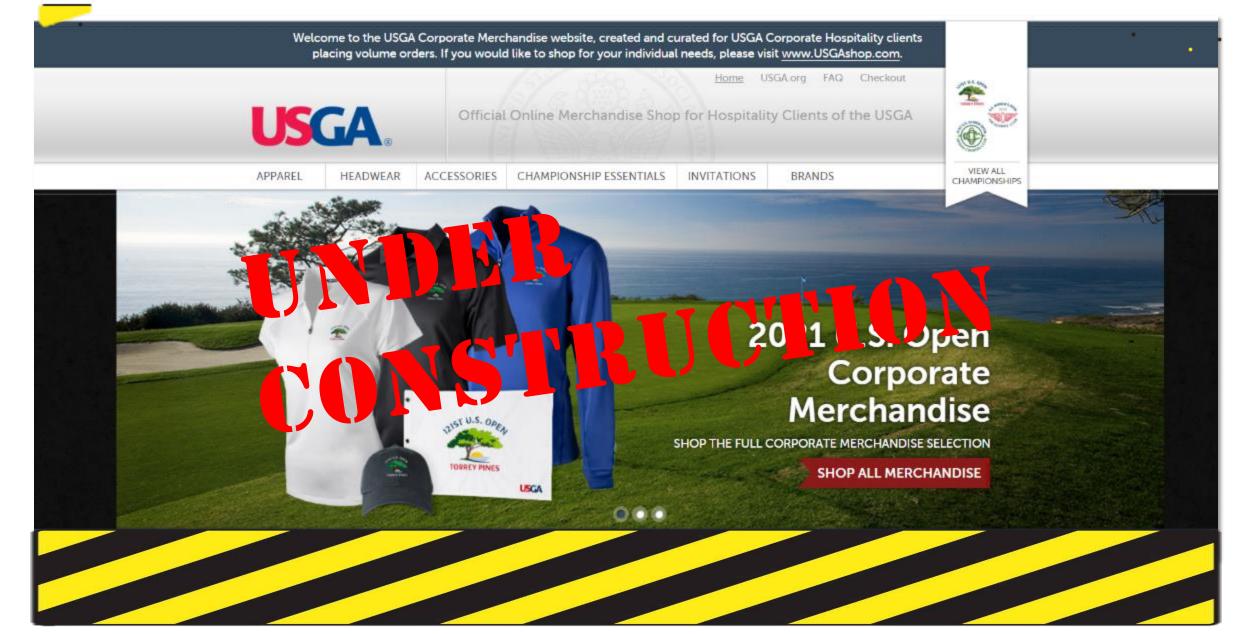


#### What to think about NOW:

- How much do you want to spend?
  - Items in Corporate Collection cover a variety of price points and brands
- Do you need invitations for your guests?
  - Printed vs. Digital
- For how many people do you plan on purchasing gifts?
  - Do you plan on providing a gift with the save the date card?
    - Lanyards
    - Hats
  - Gifting in your hospitality space
    - Apparel
    - Reusable drinkware
    - Hats

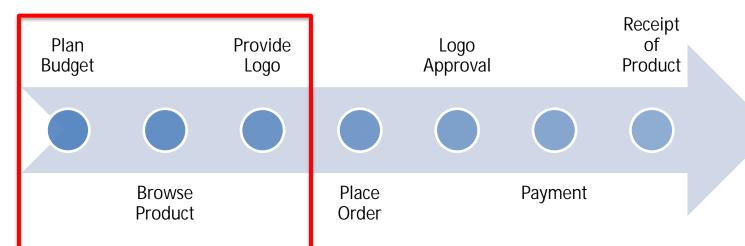






corporatemerch.usga.org

#### The Process





# Providing your Logo

#### 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

 Applies to all other items of Corporate Program that aren't embroidered

# Custom Digital Invitations









- Web-based template application with customizable text
- Only way to include 2022 U.S. Open logo and course imagery in marketing
- One time \$400 fee for access to all 4 templates
- Includes your logo on bottom of each template
- Each template is also available on an individual basis at \$150.00 per template

### Mark your Calendars!

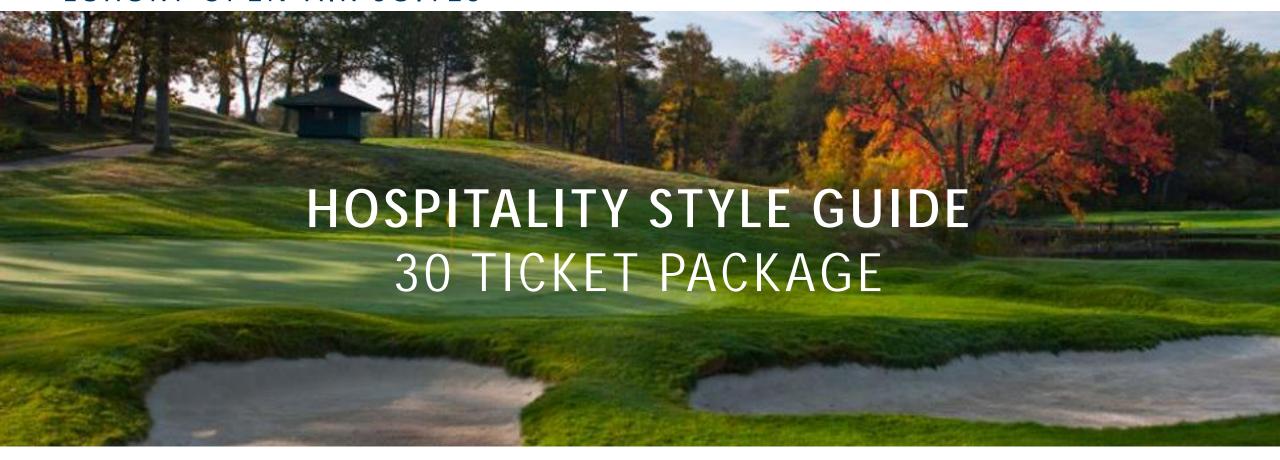


# PROGRAMMER CHANDISE





# **2022 U.S. OPEN**LUXURY OPEN-AIR SUITES



THE COUNTRY CLUB BROOKLINE, MASSACHUSETTS

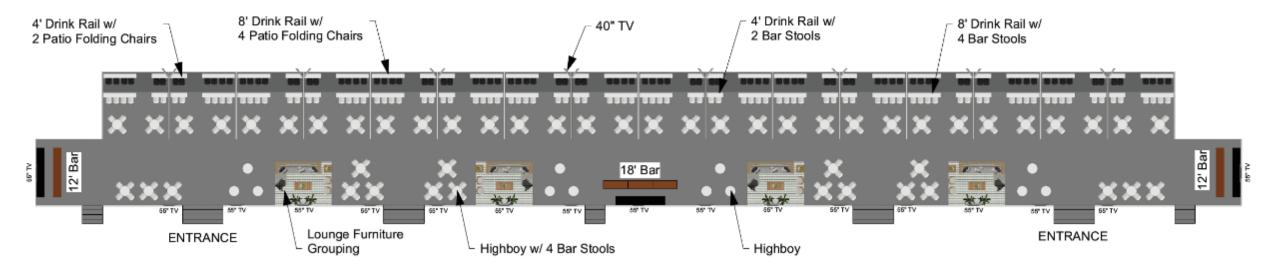


# STANDARD PACKAGE





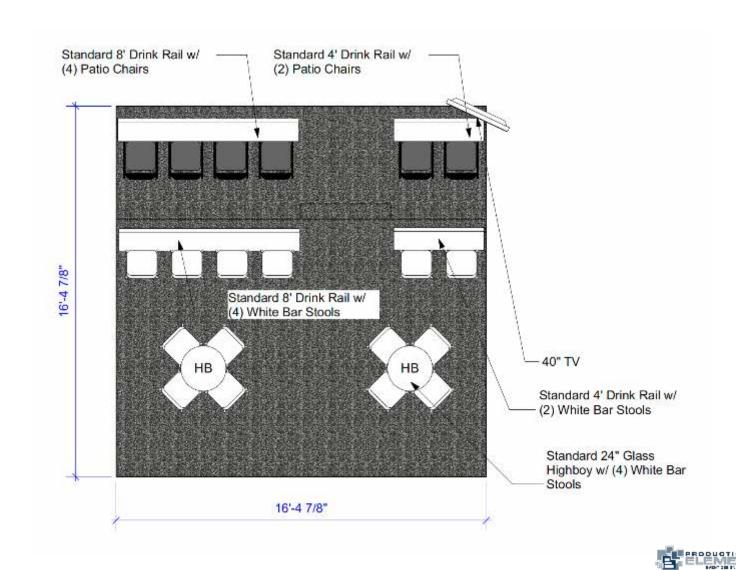




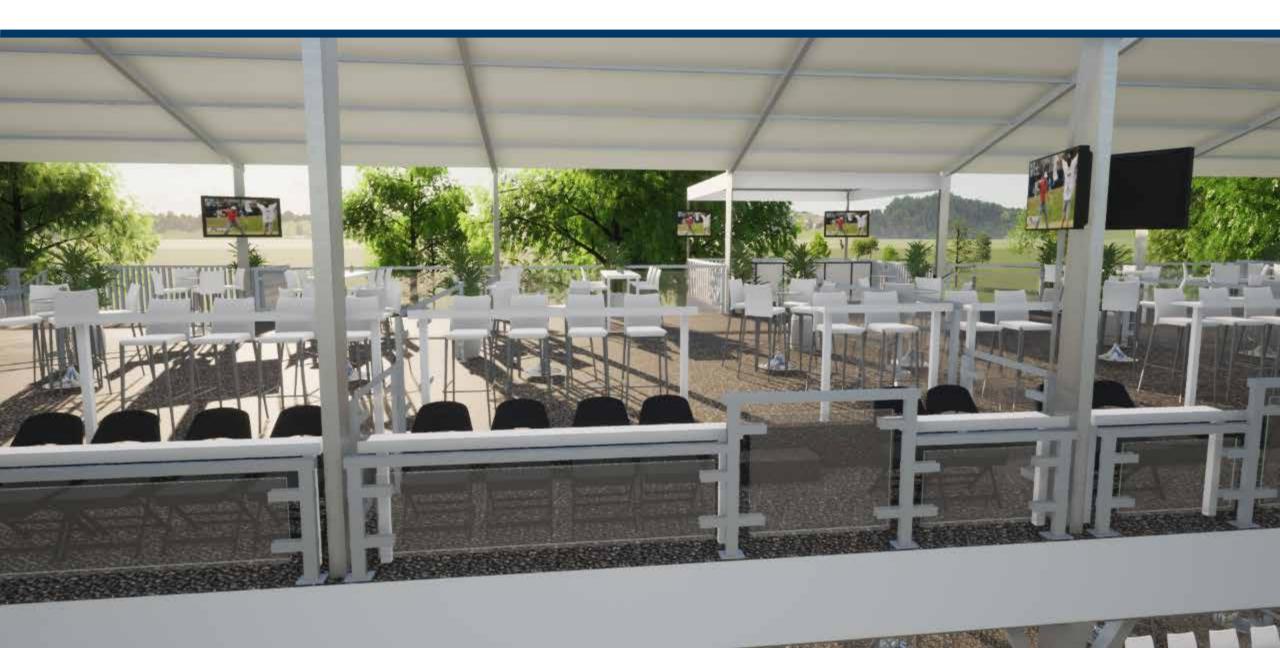


#### INCLUDED:

- (2) 24" Glass Highboys with (4) White Bar Stools each
- (1) 8' Drink Rail w/ (4) White Bar Stools
- (1) 4' Drink Rail w/ (2) White Bar Stools
- (1) 8' Drink Rail w/ (4) Patio Folding Chairs
- (1) 4' Drink Rail w/ (2) Patio Folding Chairs
- (1) 40" Exterior TV
- Faux Succulents (2) Small Centerpieces
- Graphite Carpet
- Total Seating: 20

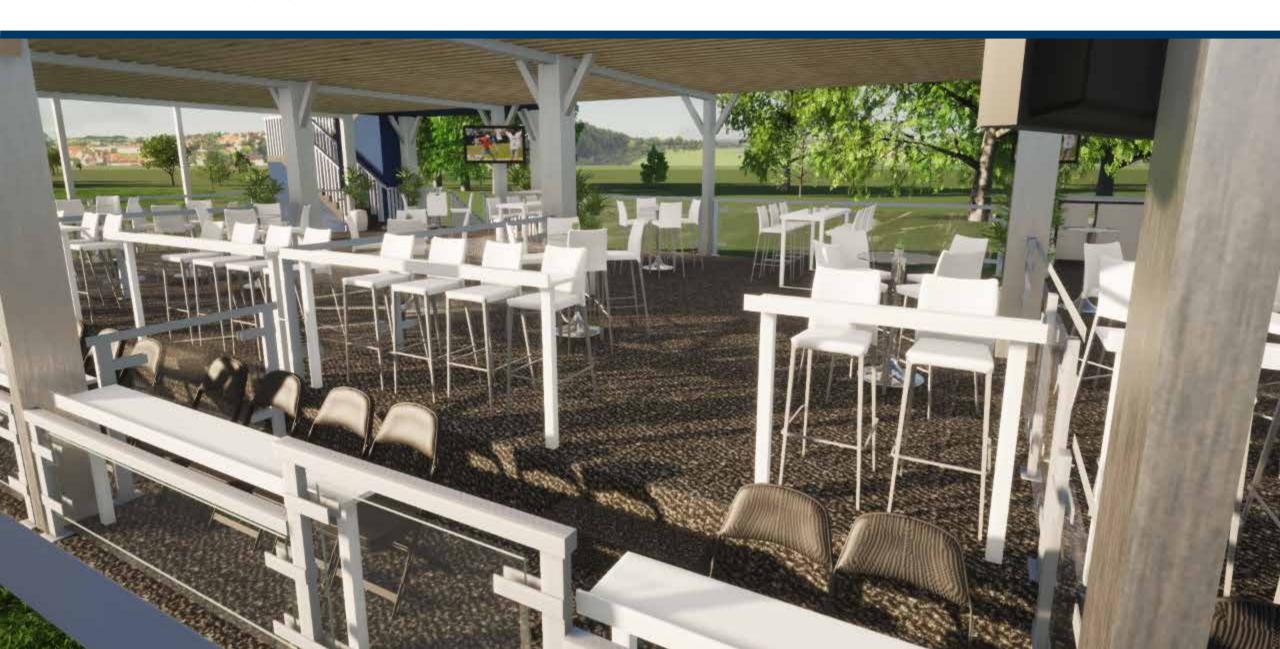


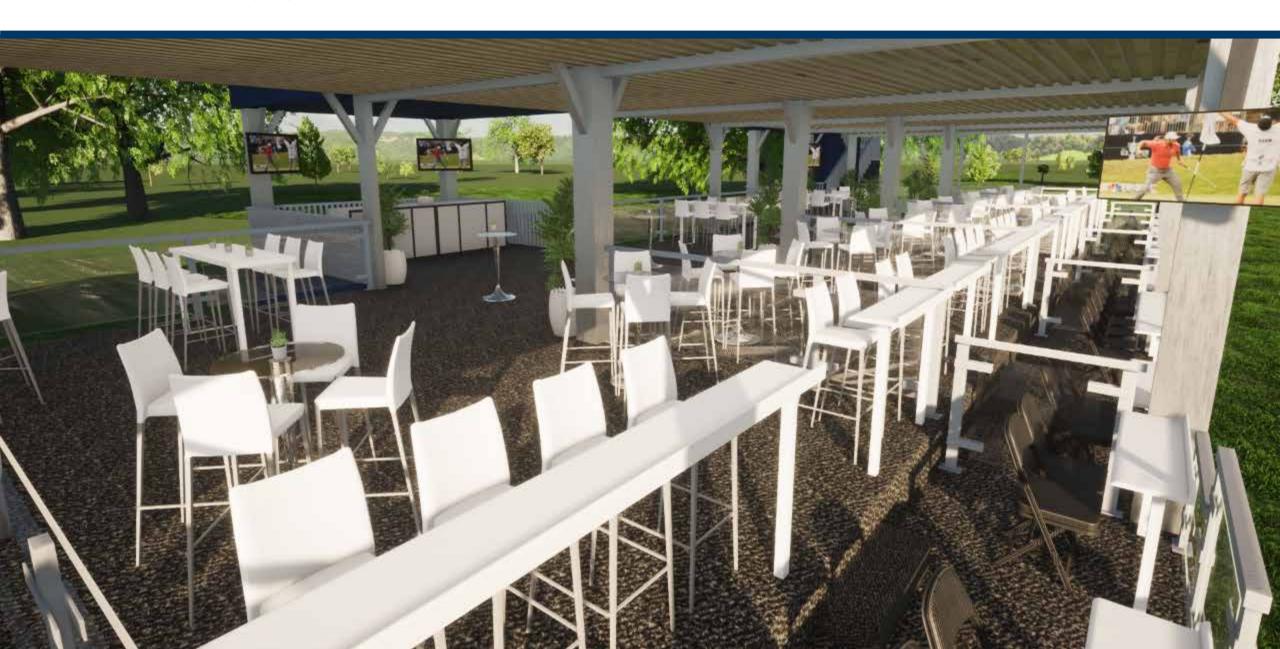


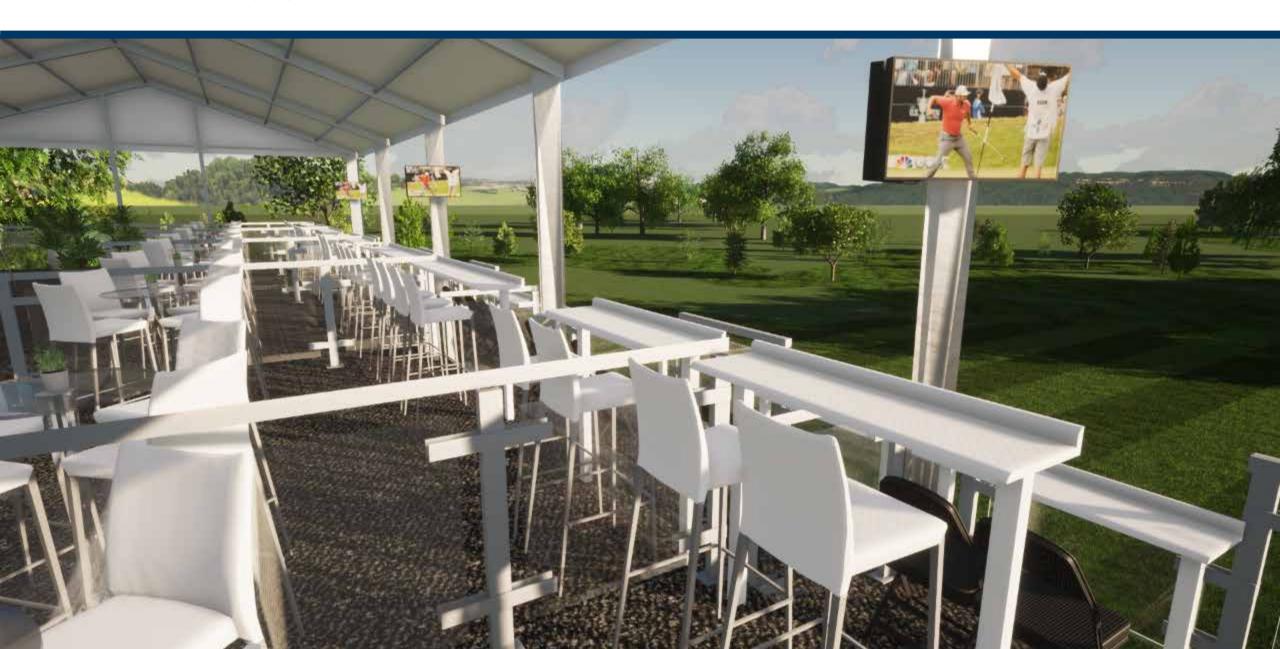












#### STANDARD PACKAGE MOOD BOARD

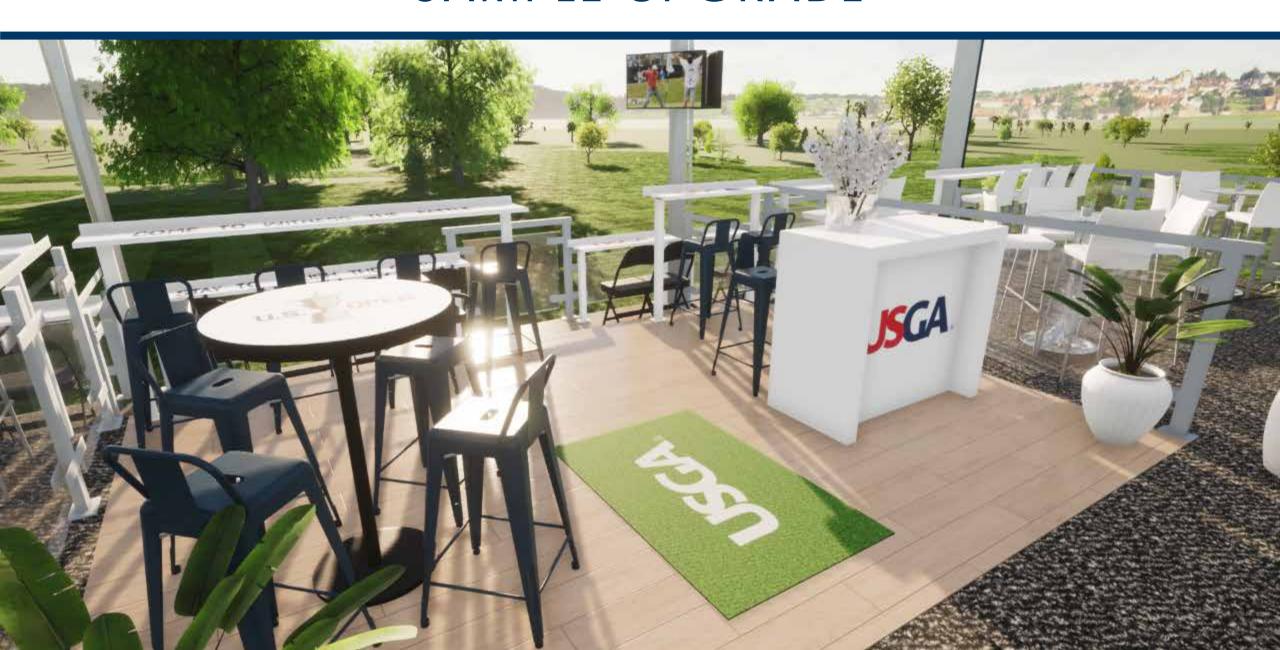


# **UPGRADE EXAMPLES**

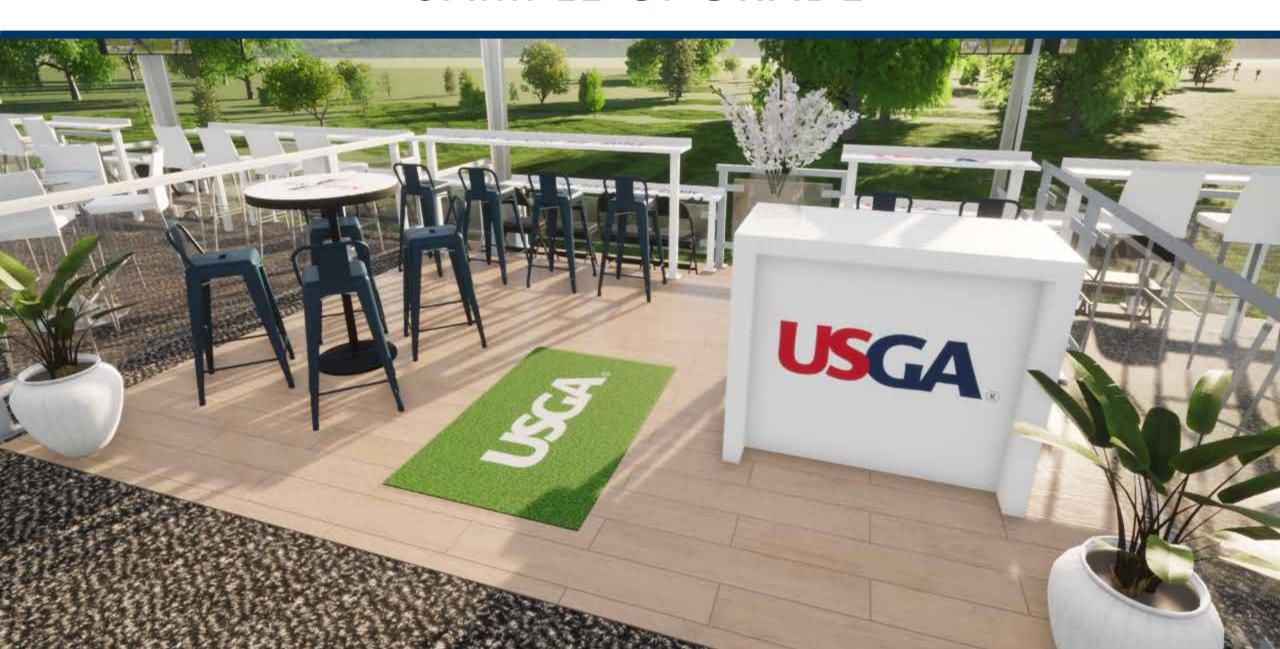


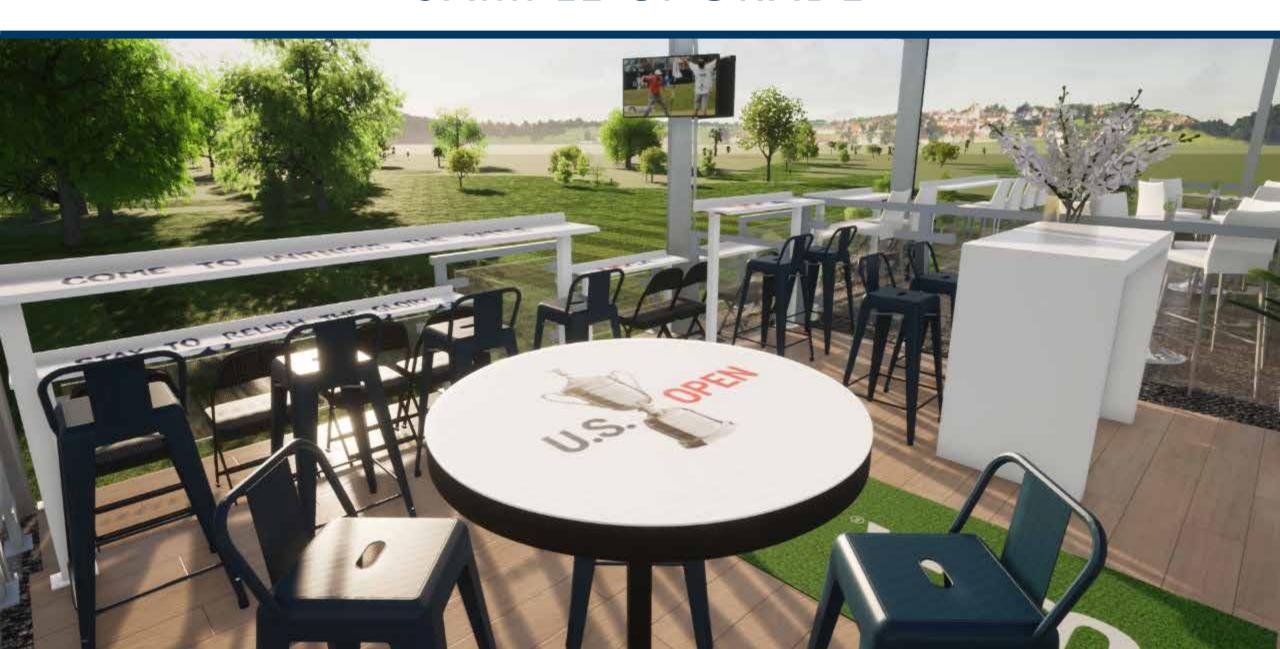


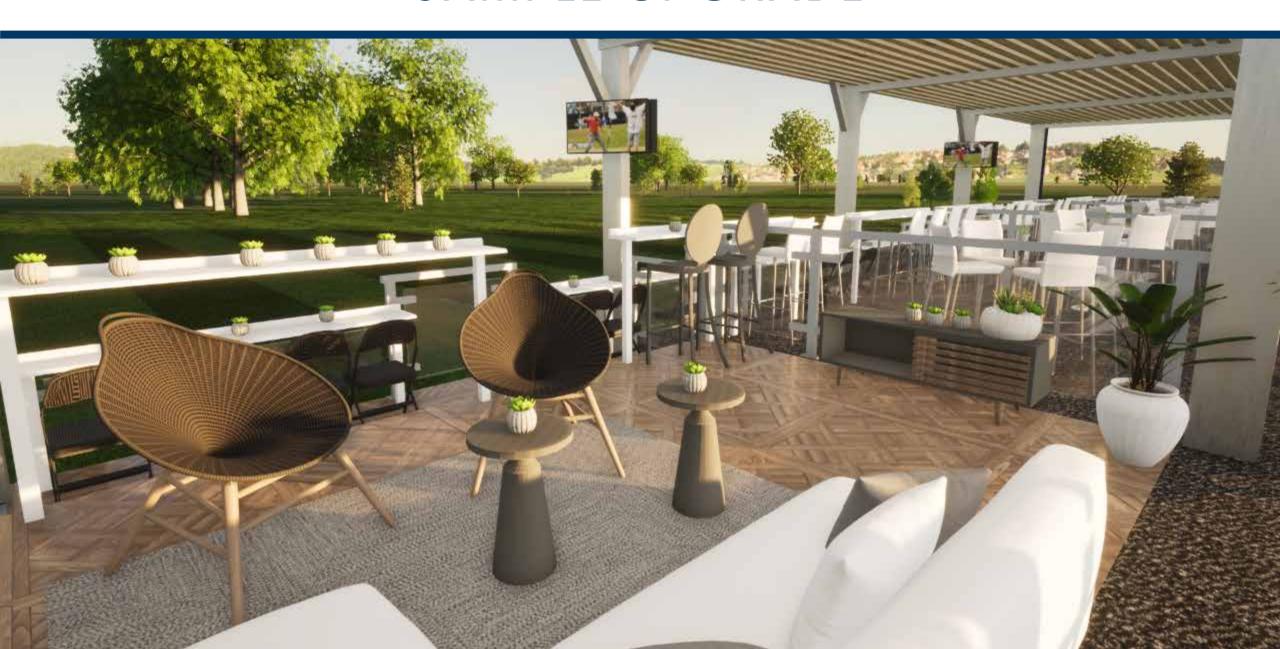


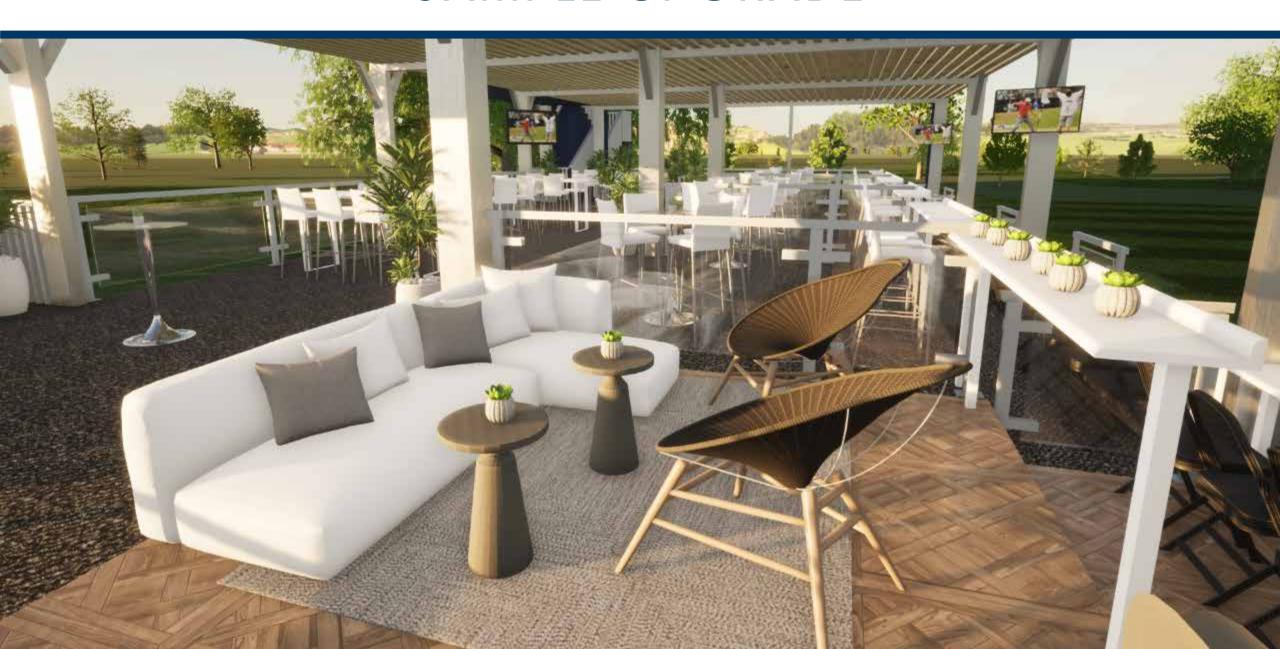


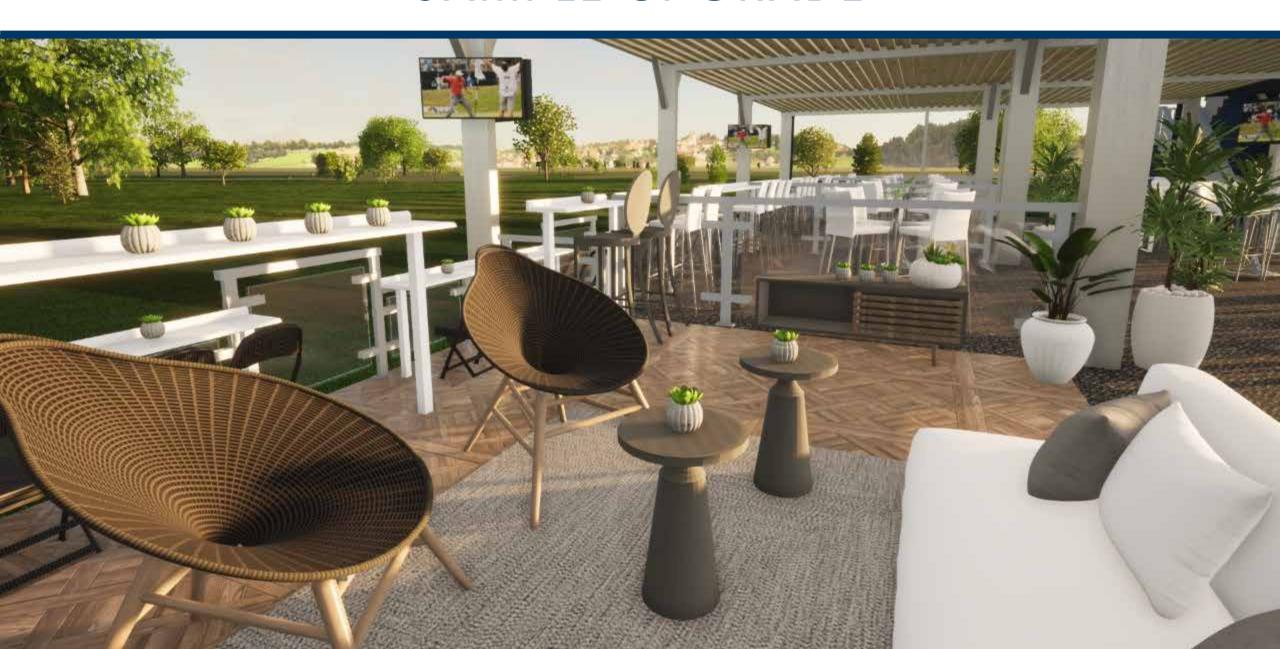


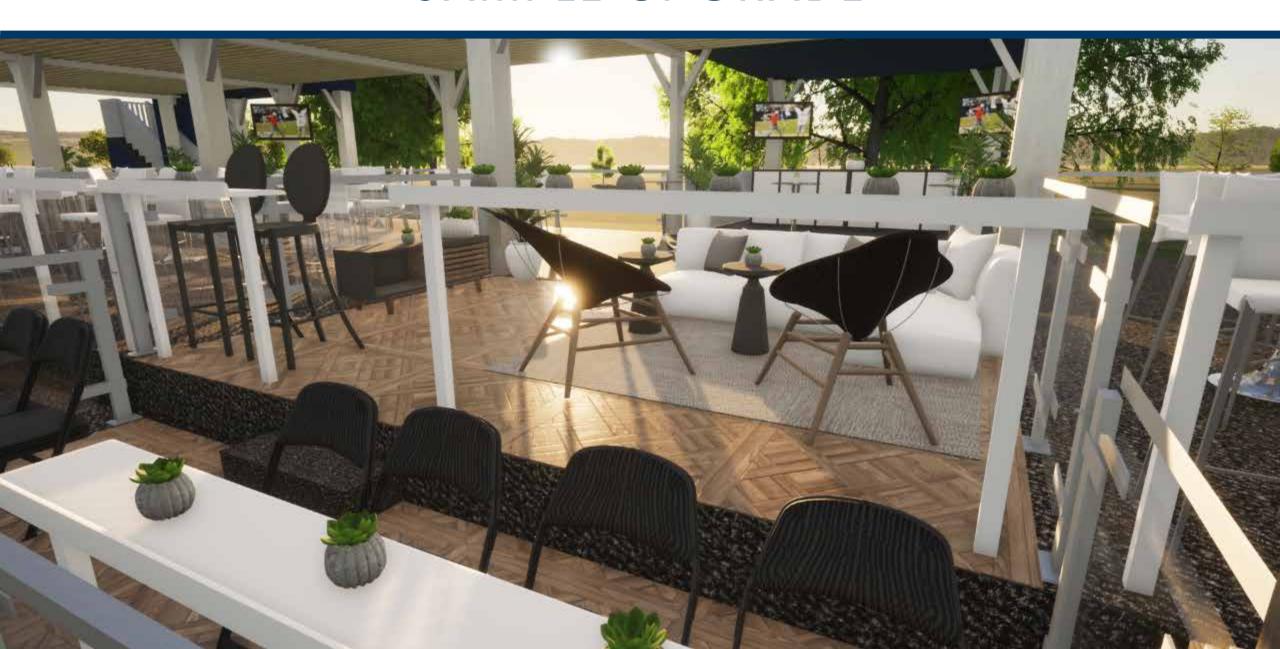












# **UPGRADE** CATALOGUE







#### UPGRADE EXAMPLES







**Charging Station** 



Furniture



Rugs/Flooring







Storage Centerpieces Graphics



# NEXT STEPS







#### GENERAL INFORMATION

#### **PROCESS**

A representative from Production Elements (PEI) will be contacting you to set up an initial call to discuss the décor in your space. Upon receiving your design direction, PEI will create a design deck, floor plan and budget based on your requirements. These materials can then serve as a starting point to further develop additional ideas/concepts you would like PEI to execute on your behalf.



#### MILESTONE DATES

#### MONDAY, OCTOBER 4, 2021

Update Session - Questionnaire due to PEI

#### TUESDAY, OCTOBER 5, 2021 – FRIDAY, OCTOBER 22, 2021

One-on-one client calls to kick-off décor discussions.

#### BY FRIDAY, OCTOBER 22, 2021

PEI to receive Vendor Payment setup requirements (if any) to ensure all Accounts Payable requirements are met.

#### THURSDAY, DECEMBER 23, 2021

Target Date for clients to receive design deck, floor plan, budget, and service agreement from PEI.

#### BY FRIDAY, FEBRUARY 18, 2022

50% Deposit Due

Deadline for final approval of décor and signed budget/service agreement

\*Decisions/changes made after February 18th are subject to a 20% rush fee

#### BY FRIDAY, MARCH 18, 2022

Graphic Files due to PEI

\*Graphics Files received after March 18th are subject to a 20% rush fee

#### BY FRIDAY APRIL 1, 2022

Final décor payment due to PEI



#### CONTACT INFORMATION

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Executive Producer/CEO

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denny@productionelements.com

Deja Gagner

Senior Account Manager/ Head Designer (c) 612.499.1349

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**Events Assistant** 

(c) 713.824.2938

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# Hospitality Venue Tour & Site Selection

