

# 2022 U.S. Open Championship Update Session December 6, 2021



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

# 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

## Governance

Clarify and define the Rules of the game worldwide



## Golf Facilities

Advance the long-term viability of the game of golf

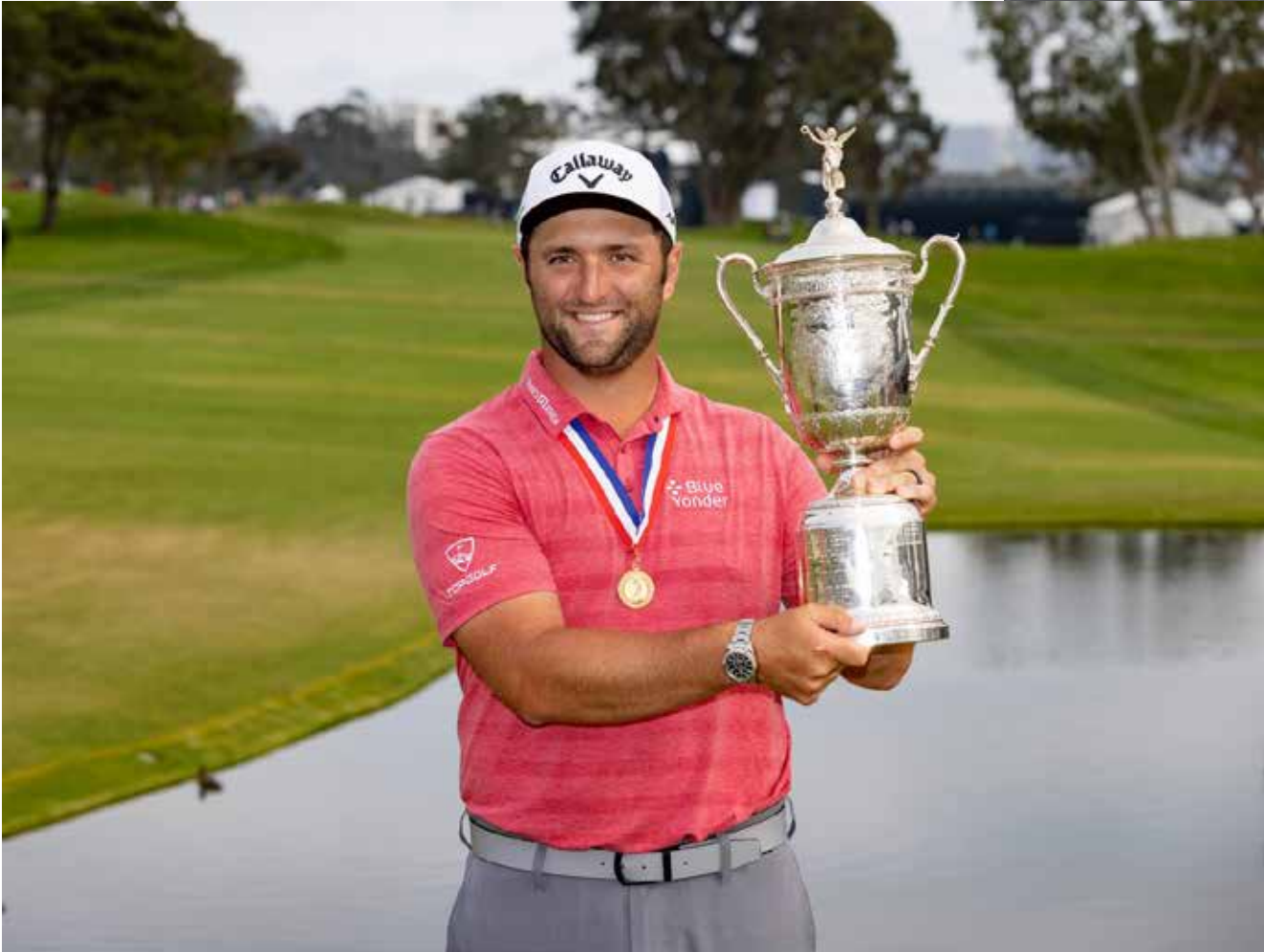
## Golfer Engagement

Serve golfers through programs that build engagement with the game





# USGA's Core Strategies



## Championships

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

# 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





# The Country Club

A black and white photograph of a large, two-story house with a wide porch, surrounded by many trees. The house has a gabled roof and several chimneys. The porch is covered with a white railing and has a set of stairs leading up to it. The house is surrounded by many trees, some of which are bare, suggesting a late autumn or winter setting. The overall scene is a historic and serene one.

A Historic Setting



HISTORIC SETTING

# The Country Club



# The Country Club





# U.S. Opens Held at The Country Club

## CHAMPIONSHIP

1913 U.S. Open

1963 U.S. Open

1988 U.S. Open

## CHAMPION

 Francis Ouimet

 Julius Boros

 Curtis Strange



HISTORIC SETTING

# 1913 U.S. OPEN





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.



HISTORIC SETTING

# 1988 U.S. OPEN





HISTORIC SETTING

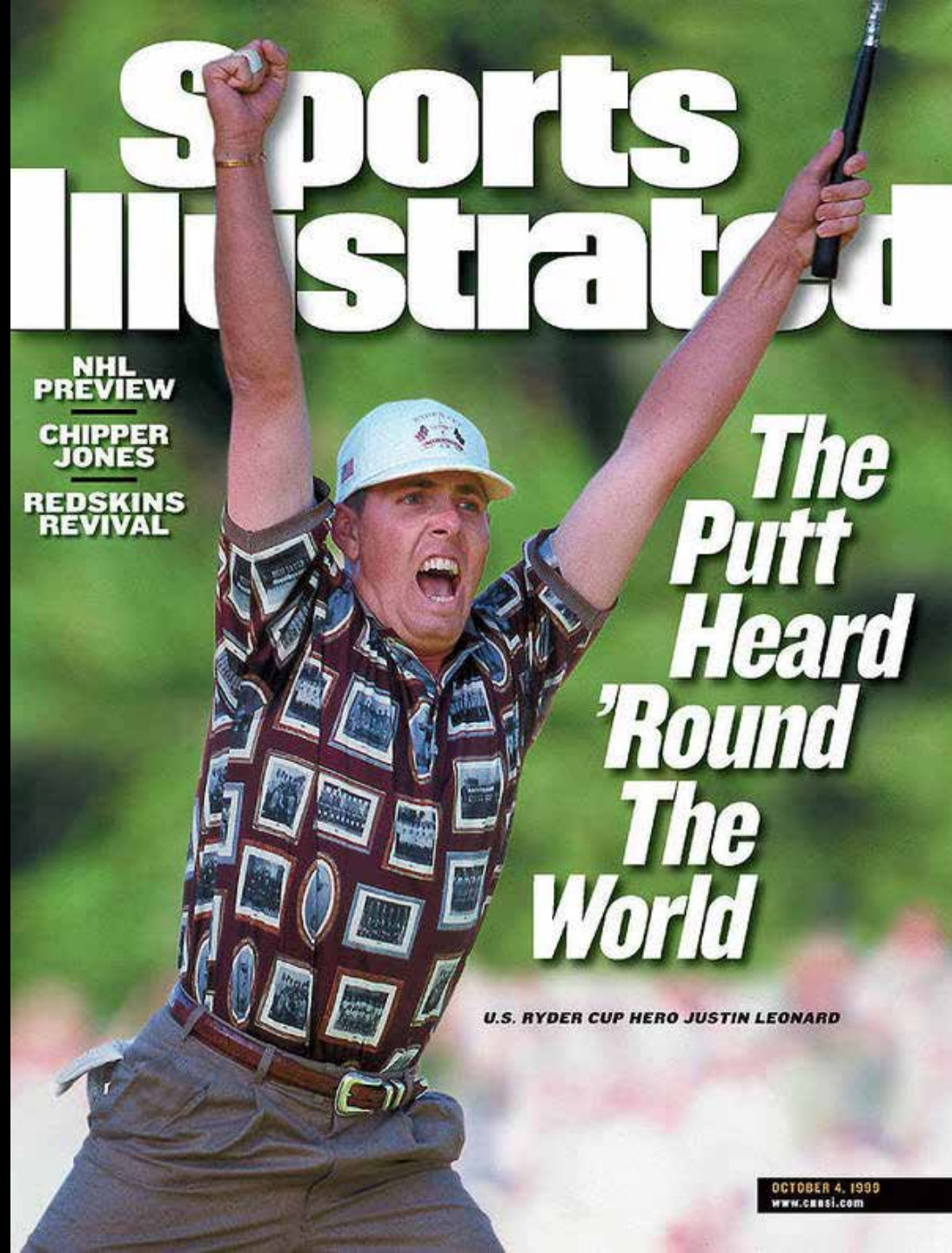
# 1999 Ryder Cup



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  
1913 U.S. OPEN





HISTORIC SETTING

# 1963 U.S. OPEN





HISTORIC SETTING

# 1988 U.S. OPEN



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 -

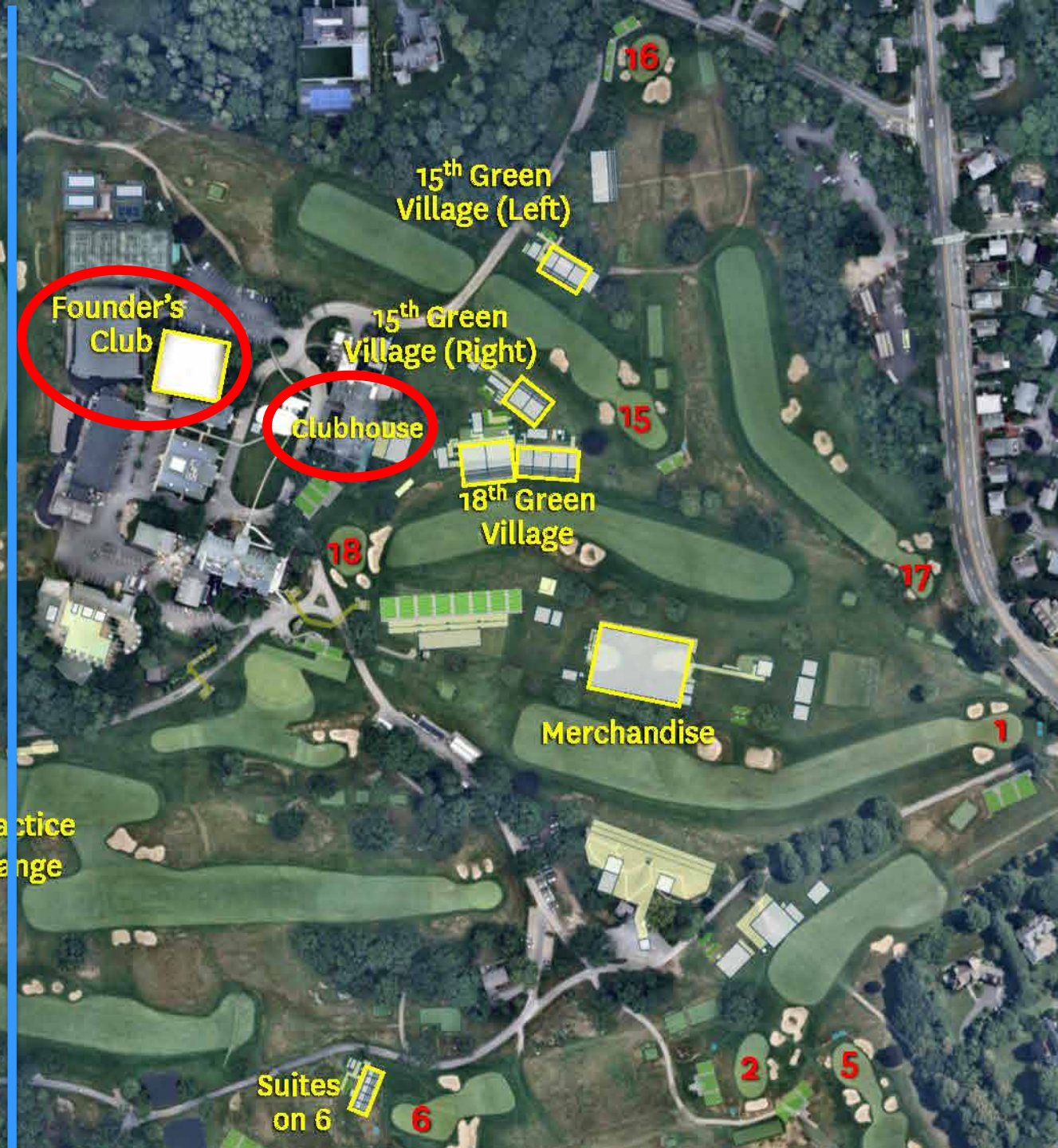
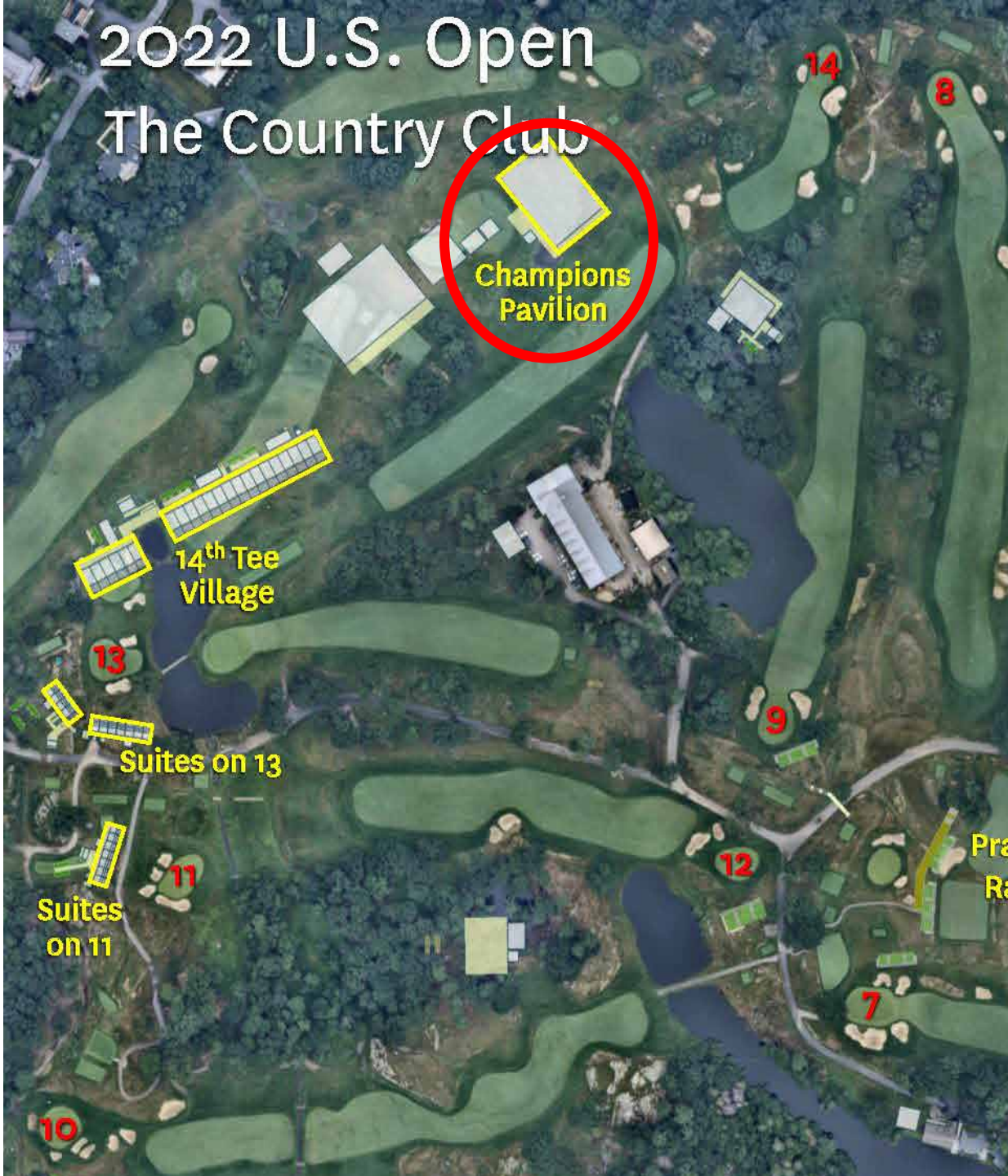


# Corporate Hospitality Venues



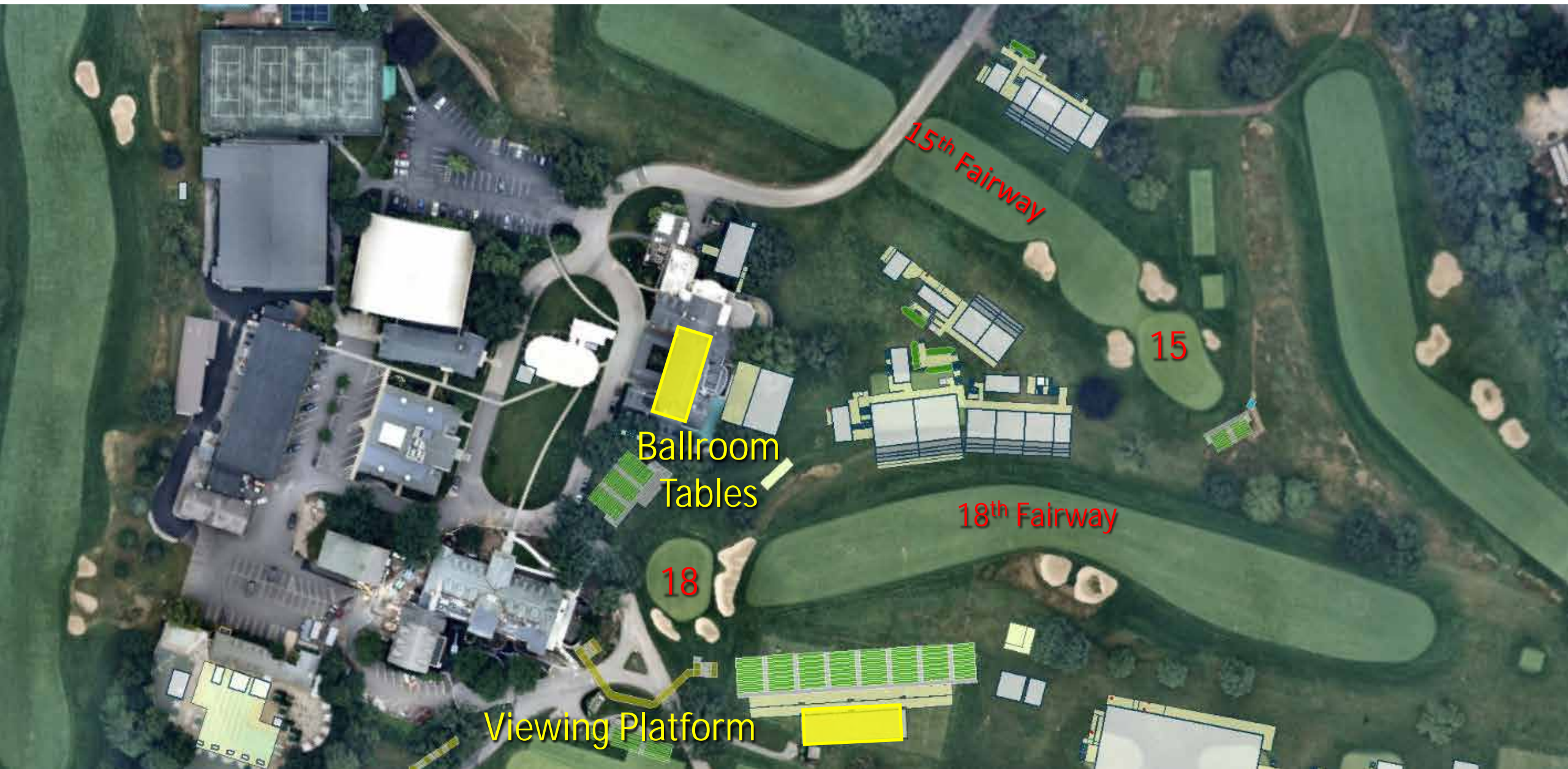


# 2022 U.S. Open The Country Club





# Clubhouse Ballroom



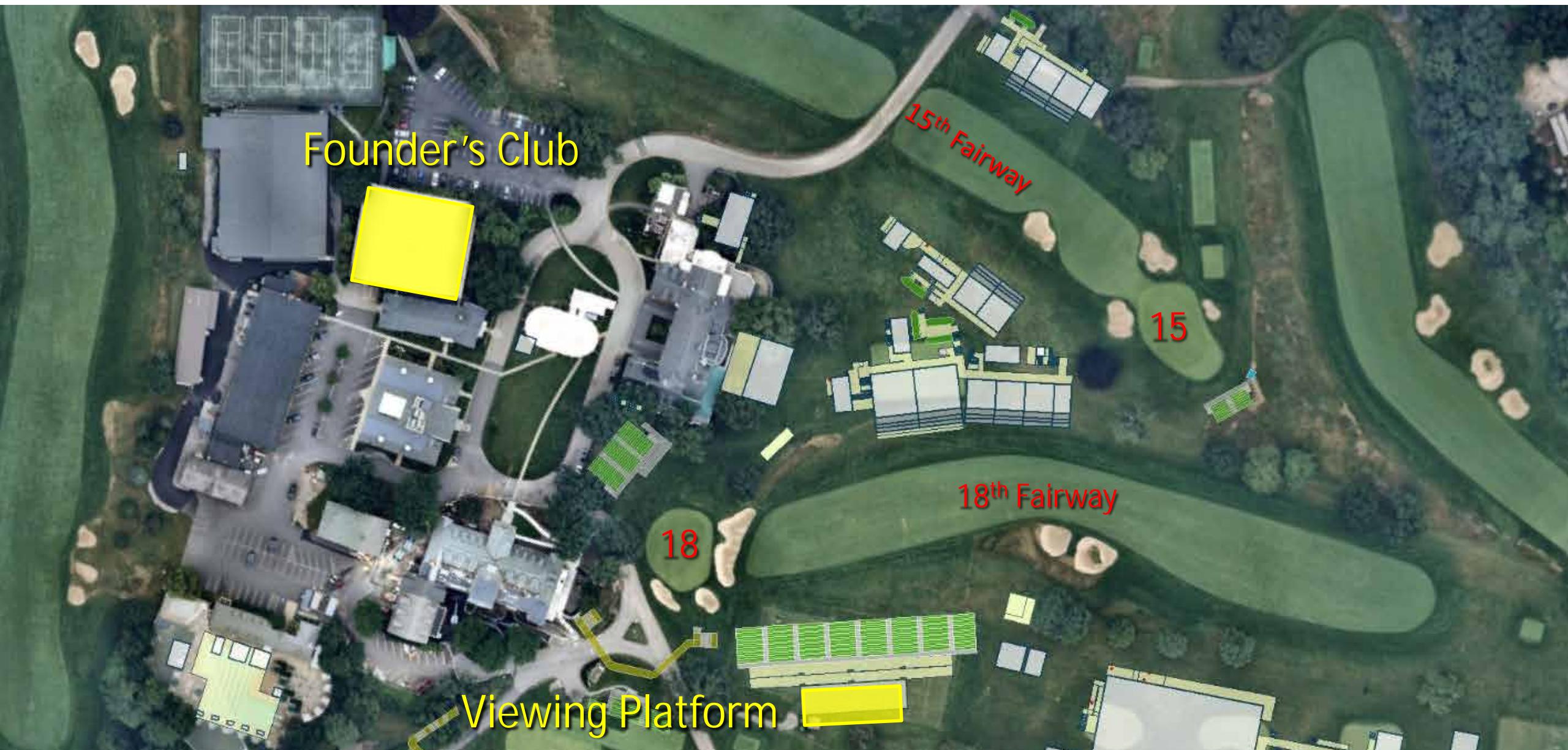


# Clubhouse Ballroom





# Founder's Club





# Founder's Club



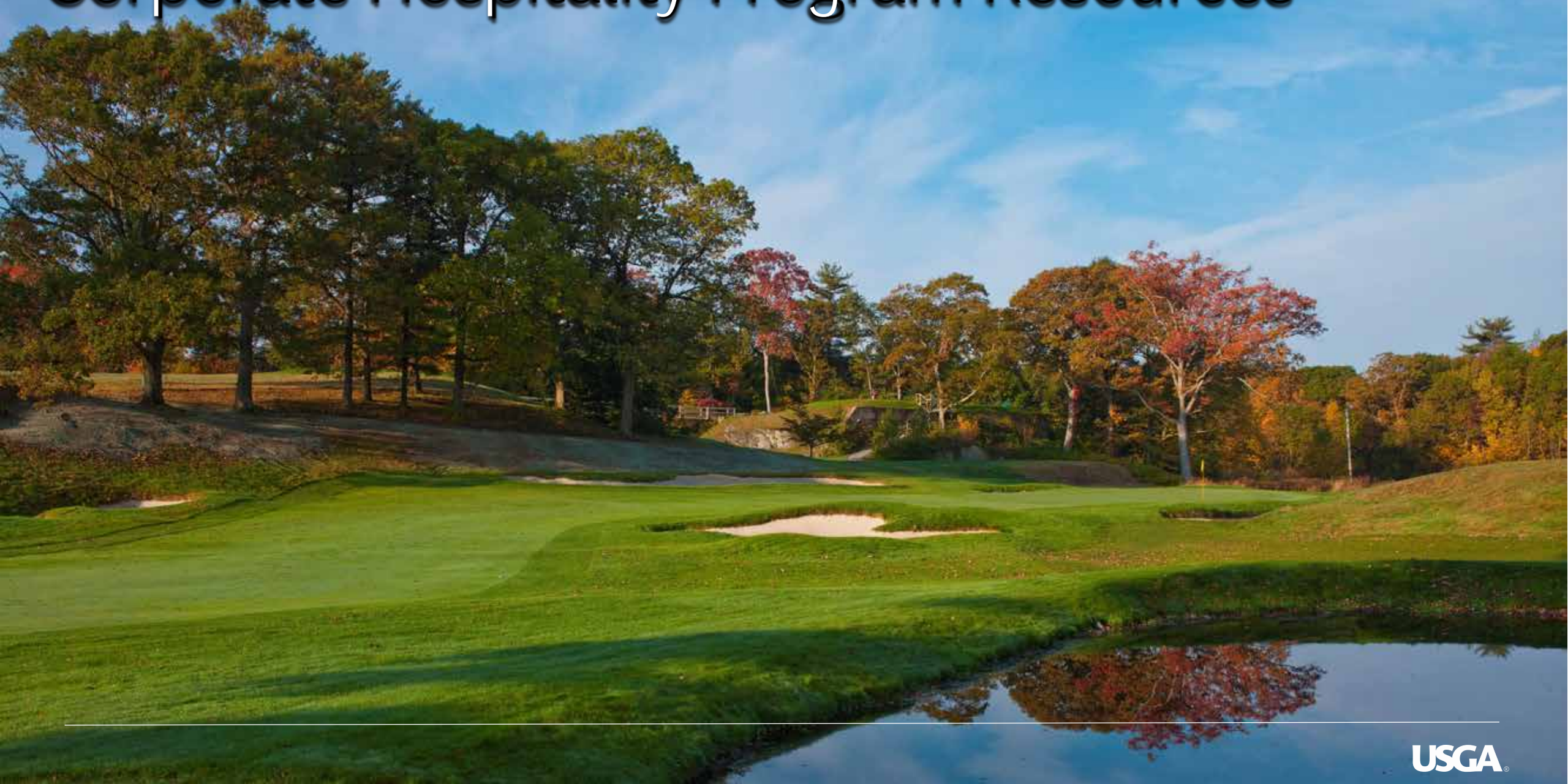


# Champions Pavilion





# Corporate Hospitality Program Resources







- 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
-

# Corporate Hospitality Manual



- ✓ Link to manual will be emailed to daily contacts
- ✓ 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

Timeline & Forms		
Corporate Hospitality Timeline		
2021	ACTIVITY	LOCATION OR GROUP/CONTACT
September 29	Décor Questionnaire and Hospitality Style Guide sent to clients	Production Elements/Déja Gagner
October 24	Corporate Update Session & Décor Preview	The Country Club/MSG Promotions
October 4	Décor questionnaire due	Production Elements/Déja Gagner
October 5 - 22	One-on-one client calls to kick-off décor discussions	Production Elements/Déja Gagner
October 20	Vendor payment set up requirements due (if applicable)	Production Elements/Déja Gagner
December 15	Final payment for hospitality package due	USGA/Martin Group
December 23	Clients to receive design deck, floor plan, budget, and service agreement	Production Elements/Déja Gagner
December 31	Catering agreement and Credit Card Authorization Form due	Ridgewell/Carnie Coffee
2022	ACTIVITY	LOCATION OR GROUP/CONTACT
January 5	Culinary Selections Book sent	Ridgewell/Carnie Coffee
January 10	Corporate Update Session and Catering Preview & Tasting	The Country Club/MSG Promotions
February 15	Forms due: - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Emily Gillard
February 18	Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due	Production Elements/Déja Gagner
March 4	Catering deposit due	Ridgewell/Carnie Coffee
March 15	Forms due: - Electrical Requirements Form - Safari Telecom Service Order Form	MSG Promotions/Emily Gillard Safari Telecom/Jake Mulholland
March 17	Corporate Update Session	The Country Club/MSG Promotions
March 18	All graphic files due	Production Elements/Déja Gagner
April 1	Final décor payment due	Production Elements/Déja Gagner
April 15	Forms due: - Option Ticket Order Form - Corporate Shuttle Form	MSG Promotions/Emily Gillard
April 15	Certificate of Insurance due	USGA/Anne Kellstrom
April 22	Deadline to order co-branded merchandise	USGA/Drew Regilio
May 2	Corporate Cup	The Country Club/MSG Promotions
May 3	Corporate Update Session	The Country Club/MSG Promotions
May 6	Final menu selections, guest guarantees and remaining ordering balance due	Ridgewell/Carnie Coffee

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





# Client Log-in – [www.msgpromotions.com](http://www.msgpromotions.com)



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

CONTACT US

LOG IN



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

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LOG IN

HOME > LOG IN

## LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

LOG IN

## LOG-IN CREDENTIALS

### Suite Patrons:

Username: **USOPENsuite**

Password: **2022corporatepatron**

### Table Patrons:

Username: **USOPENTable**

Password: **2022corporatepatron**

2022 U.S. OPEN  
HOSPITALITY



2022 U.S. SENIOR OPEN  
HOSPITALITY




2022 U.S. WOMEN'S OPEN  
CHAMPIONSHIPS





# Client Log-in – www.msgpromotions.com



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[HOME](#) > [TENT & SPECIALTY...](#)

## TABLE 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.

[Update Sessions & Webinars](#)  
[Forms](#)  
[Corporate Hospitality Manual](#)  
[Corporate Merchandise](#)


2022 U.S. OPEN  
HOSPITALITY




2022 U.S. SENIOR OPEN  
HOSPITALITY



FUTURE  
CHAMPIONSHIPS



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# Corporate Update Sessions

Session 1

**TODAY**

Session 2

**MARCH 22**

10:00am – 12:00pm



Session 3

**May 11**

2:00pm – 4:00pm



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





# ridgewells

CATERING



# Tables



## Let's Talk About Food!

*Sandwiches, Salads, Entrees, Hearty Snacks & Lite Bites*  
*Options For Grab-n-go, Local Treats, Rotating Specials*

Food Hall Style Set Up

Action Stations

Self-service Stations

Integration of Local Vendors & Purveyors

## Shared Full Bar

*Beer, Wine, Liquor, Non-Alcoholic Beverages*

## Service Hours

*Breakfast*

8:00AM—11:00AM

*Lunch*

11:00AM—3:00PM

*Snack*

3:00PM—7:00PM

*Bar Service*

11:00AM—7:00PM





# Next Steps

## IMPORTANT DATES

**NOVEMBER 2021**

F&B Invoices Sent To All Clients

**FEBRUARY 2022**

Championship Menu Released

**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**



# General Championship Information





# 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
  - 1<sup>st</sup> 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 1<sup>st</sup> tee only
  - Start times on Saturday & Sunday are determined by the size of the field

# Championship Week Schedule

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

Practice Round

Tuesday, June 14<sup>th</sup>

Practice Round

Wednesday, June 15<sup>th</sup>

Practice Round

Thursday, June 16<sup>th</sup>

1<sup>st</sup> Championship Round

Friday, June 17<sup>th</sup>

2<sup>nd</sup> Championship Round

Saturday, June 18<sup>th</sup>

3<sup>rd</sup> Championship Round

Sunday, June 19<sup>th</sup>

4<sup>th</sup> 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



Players are  
more  
amenable  
to  
interacting  
with fans



CHAMPIONSHIP WEEK

# Practice Rounds

Monday, Tuesday and Wednesday



Experience  
a more  
relaxed  
atmosphere



# Practice Rounds Monday, Tuesday and Wednesday

Cameras  
are  
permitted  
and  
encouraged





CHAMPIONSHIP WEEK

# Practice Rounds Monday, Tuesday and Wednesday



Experience  
a more  
relaxed  
atmosphere



CHAMPIONSHIP WEEK

# Championship Rounds Thursday – Sunday

Players are  
competing  
for the  
most  
coveted  
title in golf





CHAMPIONSHIP WEEK

# Championship Rounds Thursday – Sunday

Full  
capacity  
crowds





CHAMPIONSHIP WEEK

# Championship Rounds Thursday – Sunday

Full  
capacity  
crowds





CHAMPIONSHIP WEEK

# Championship Rounds Thursday – Sunday



Sunday is  
Father's Day



CHAMPIONSHIP WEEK

# VIP Parking





# VIP Parking–Ballroom & Founder's Club – Dexter Southfield School

10-minute shuttle ride to Gate 4

4



The Country Club





Dexter Southfield  
Drop-Off

Gate 4

Founder's  
Club

Ballroom

16

15

17

18



# VIP Parking–Champions Pavilion-Boston College/Brighton Campus



A satellite map of the Brighton Campus area of Boston College. The map shows a mix of green spaces, including several ponds and large fields, and urban areas with buildings and roads. A yellow star is placed on the left side of the map, near a large pond, to mark the location of the Brighton Campus. Text labels are overlaid on the map in yellow and white.

★ Boston College –  
Brighton Campus

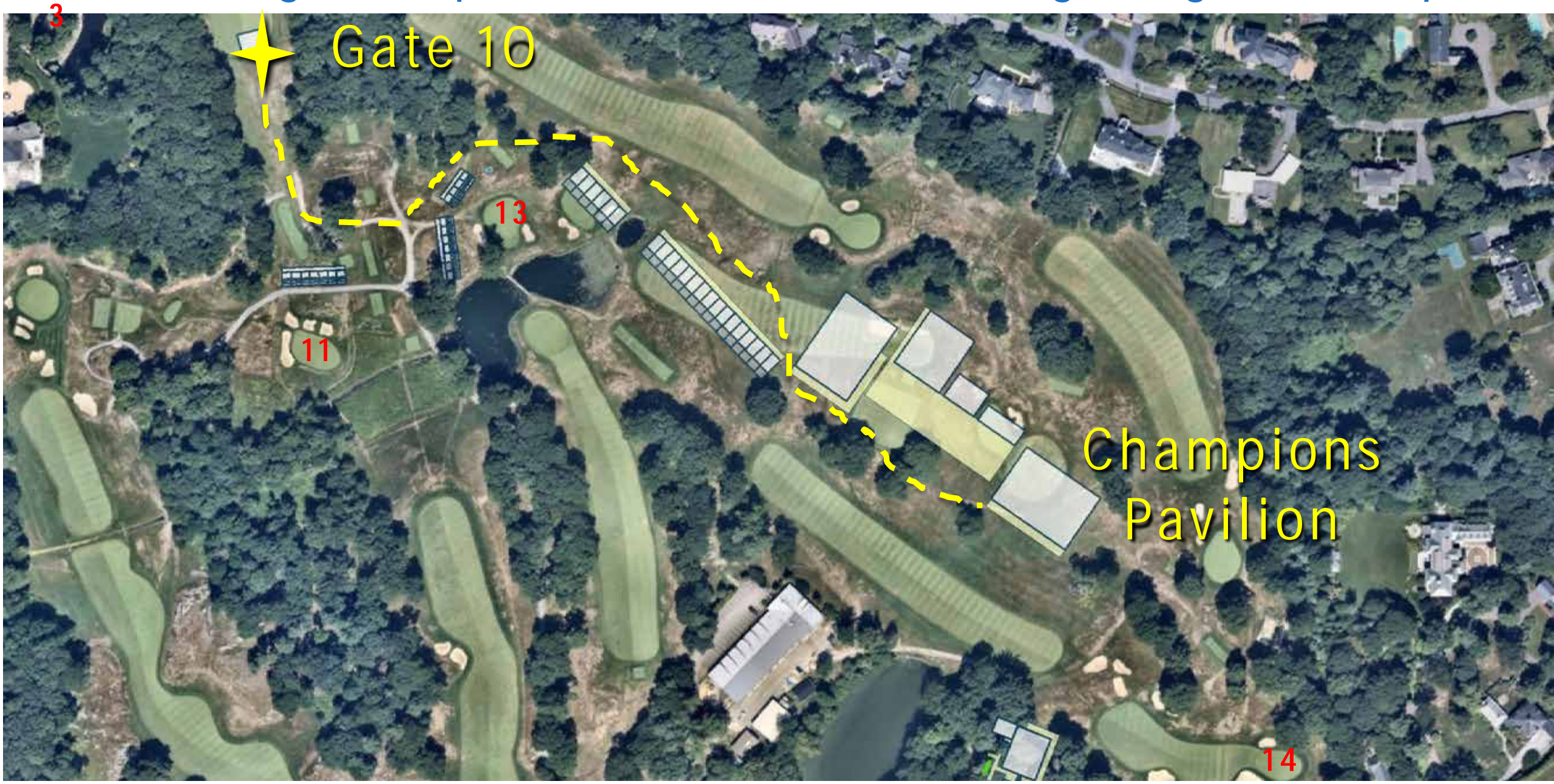
15-20-minute shuttle ride to Gate 10

10

The Country Club



# VIP Parking–Champions Pavilion–Boston College/Brighton Campus





# Ride Share - Larz Anderson Park



Larz Anderson Park

Half-mile walk

6



# 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





# What To Focus On Now





# 1. Timeline Dates

- December 15 - Final Payment for Hospitality Package Due to USGA

**Kaitlin Grouss**



Phone: 908-230-0006

Email: [kgrouss@usga.org](mailto:kgrouss@usga.org)





# 1. Timeline Dates

- December 15 - Final Payment for Hospitality Package Due to USGA
- February 1 - Catering Payment Due to Ridgewells
- February 15 - Ticket Distribution & Parking Pass Shipment Form Due  
and Corporate Sign Form Due



# Ticket Information Form – Due February 15<sup>th</sup>

egillard@usgacomotions.com'."/>

**Ticket Distribution & Parking Pass Shipment Form**  
**DUE FEBRUARY 15, 2022**

The USGA has determined that all tickets will be digital and all parking passes will be printed for the 2022 U.S. Open. Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement, Certificate of Insurance and all payments due on your hospitality package.

**CONTACT INFORMATION FOR DIGITAL TICKET DISTRIBUTION:**  
 Please indicate below the contact information for the representative who will be managing your company's digital ticket distribution. The representative listed below will receive instructions on how to access your digital tickets approximately 4 to 6 weeks prior to the championship.

Company Name:	Telephone Number:
Contact Name:	Email Address:

**SHIPPING INFORMATION FOR VIP PARKING PASSES:**  
 We will use the contact name and address listed below when shipping the VIP parking passes included with your hospitality package. The package will be sent approximately 6 weeks prior to the championship.

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 Gillard at [egillard@usgacomotions.com](mailto:egillard@usgacomotions.com)

The USGA has determined that all tickets will be digital, and all parking passes will be printed for the 2022 U.S. Open.

## CONTACT INFORMATION FOR DIGITAL TICKET DISTRIBUTION:

- Please indicate the contact information for the representative who will be managing your company's digital ticket distribution.
- The representative listed will receive instructions on how to access your digital tickets in the Spring of 2022.

## SHIPPING INFORMATION FOR VIP PARKING PASSES:

- The package will be sent approximately 6 weeks prior to the championship via 2-day delivery and cannot be sent to a P.O. Box.

**Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement, certificate of insurance and all payments due on your hospitality package.**



- Corporate identification signs include only the 2022 U.S. Open logo and the name of your company, and will be uniform in color, typeface, and size.
- Company name will appear on your table sign and on the locator board in your facility





# Corporate Sign Form – Due February 15<sup>th</sup>

**Corporate Sign Form**  
**DUE FEBRUARY 15, 2021**

The USGA will produce a corporate identification sign that will be posted on the exterior of your hospitality area during the week of the U.S. Open. The sign is yours to keep at the conclusion of the championship.

All signs will be uniform in color, typeface, and size, and will include only the 2022 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:

- 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 hospitality agreement.
- 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.

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 Gillard at [emgillard@usga.com](mailto:emgillard@usga.com).

- Corporate identification signs include only the 2022 U.S. Open logo and the name of your company, and will be uniform in color, typeface, and size.
- Company name will appear on your table sign and on the locator board in your facility
- Be VERY SPECIFIC with regard to capitalization, spacing, punctuation, abbreviations, etc.
- Signs can accommodate no more than 20 characters per line and a maximum of 3 lines
- Sharing partners will have all names printed on one sign
- No other signs or displays are permitted on your table during Championship week.



# 1. Timeline Dates

- December 15 - Final Payment for Hospitality Package Due to USGA
- February 1 - Catering Payment Due to Ridgewells
- February 15 - Ticket Distribution & Parking Pass Shipment Form Due and Corporate Sign Form Due
- March 1 - Option Ticket Order Form Due

Option Ticket Pricing	
Weekly - \$850	Friday - \$185
Monday or Tuesday - \$50	Saturday - \$195
Wednesday - \$80	Sunday - \$190
Thursday - \$160	



## 2. Become Familiar With Your Package

✓ Location - In relation to the course





## 2. Become Familiar With Your Package

- ✓ Location - In relation to the course
- ✓ Package Type – Tables in a tent or in a hardscape



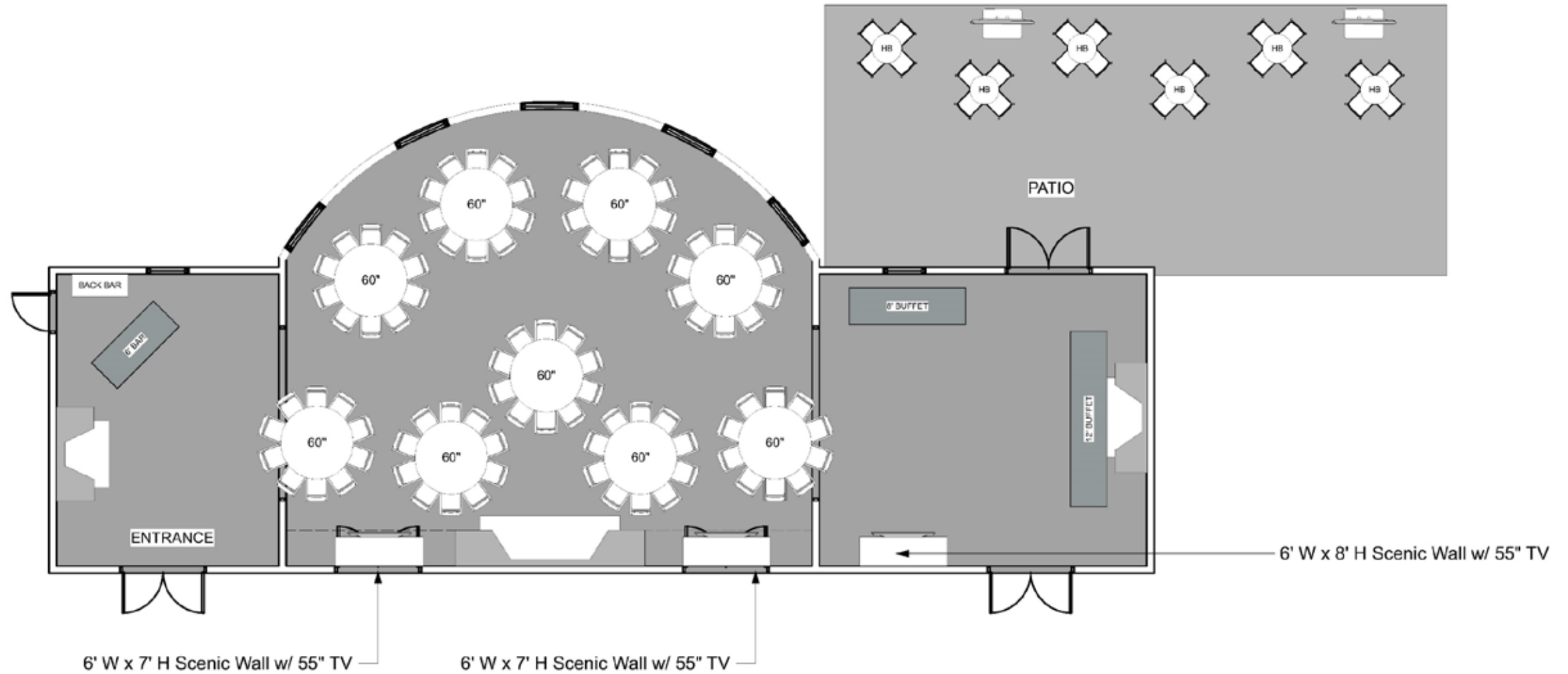


# Clubhouse Ballroom





# Ballroom Tables





# Ballroom Tables





# Ballroom Tables





# Ballroom Tables





# Founder's Club





# Founder's Club



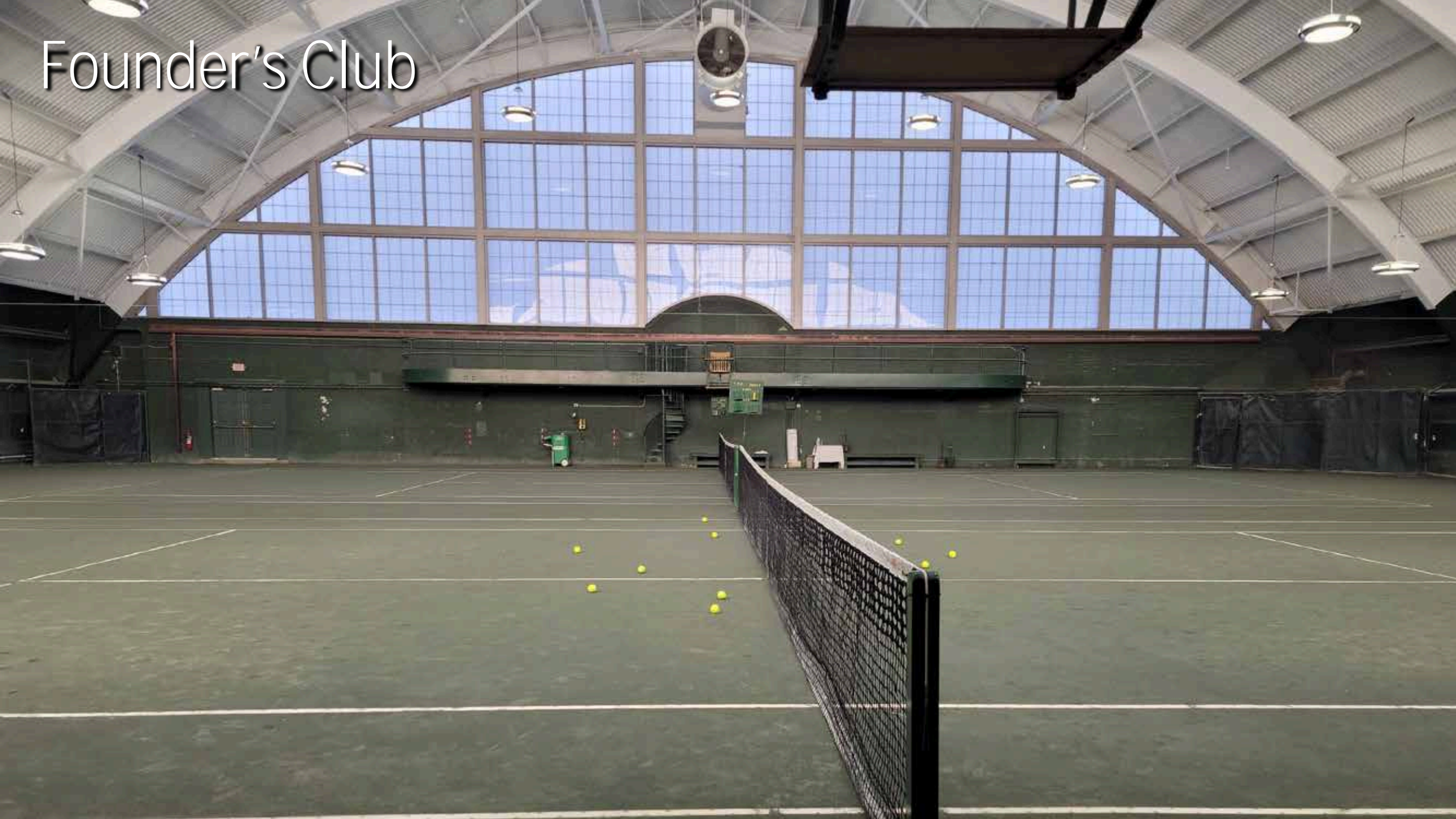


# Founder's Club





# Founder's Club





# Founder's Club





# Founder's Club





# Founder's Club



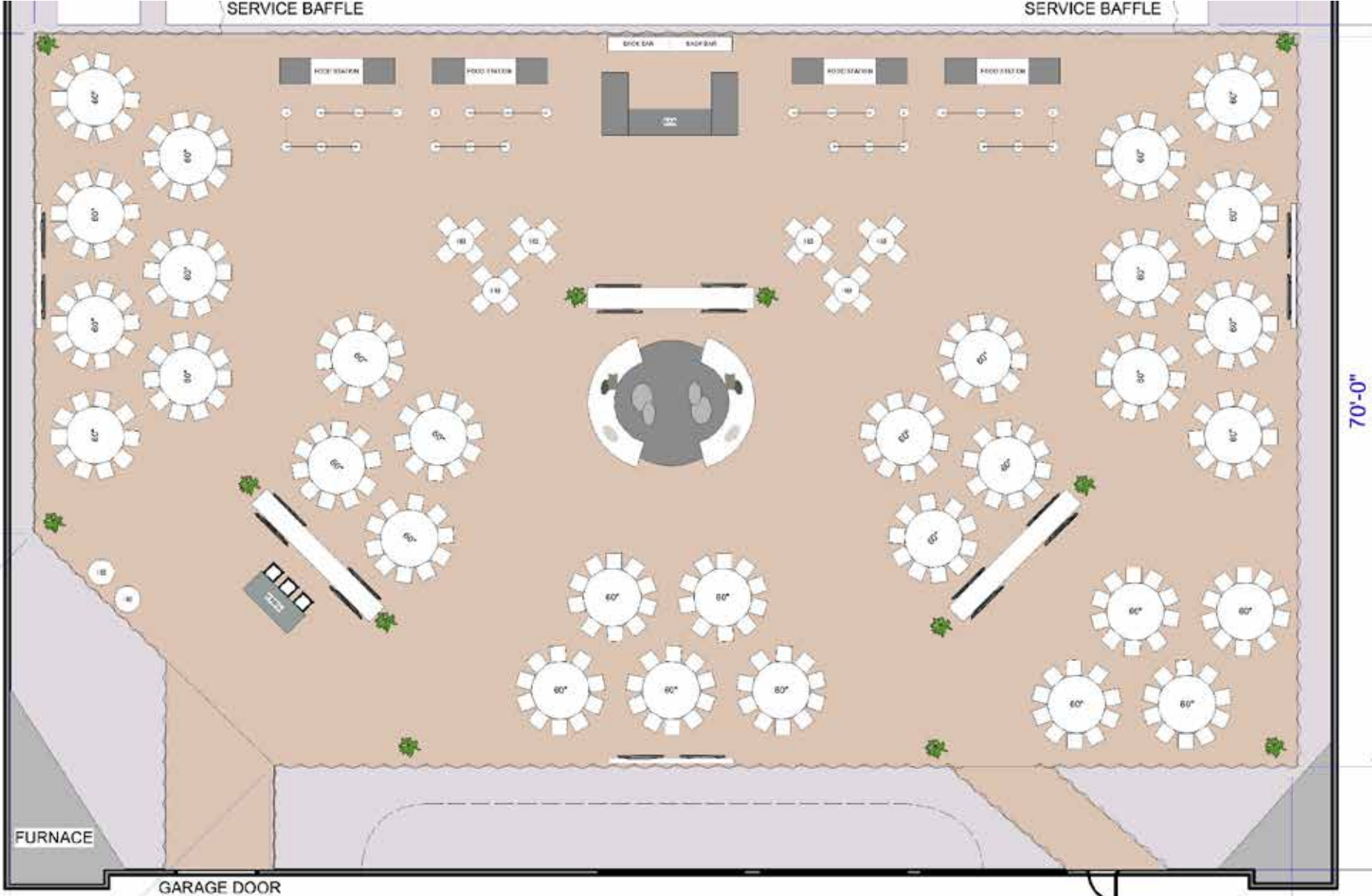


# Founder's Club





# Founder's Club





# Champions Pavilion





# Champions Pavilion





# Champions Pavilion





# Champions Pavilion





# Champions Pavilion





# Champions Pavilion





## 2. Become Familiar With Your Package

- ✓ Location - In relation to the course
- ✓ Package Type – Tables in a tent or in a hardscape
- ✓ Amenities included – Ticket and VIP Parking Allocations

	Package Tickets	Staff Tickets	Option Tickets	VIP Parking Passes
Ballroom	15	1	0	8
Founder's Club	15	1	2	8
Champions Pavilion	12	1	2	5



# 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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### 3. Invitation Process

- ✓ Develop an A, B and C list
  - Consider who you want to invite on which days





## 3. Invitation Process

✓ Develop an A, B and C list

- Consider who you want to invite on which days





WHAT TO FOCUS ON NOW

## 4. Review Co-Branded Merchandise Opportunities

Exclusive to  
Corporate Clients







# Corporate Merchandise Program



# 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

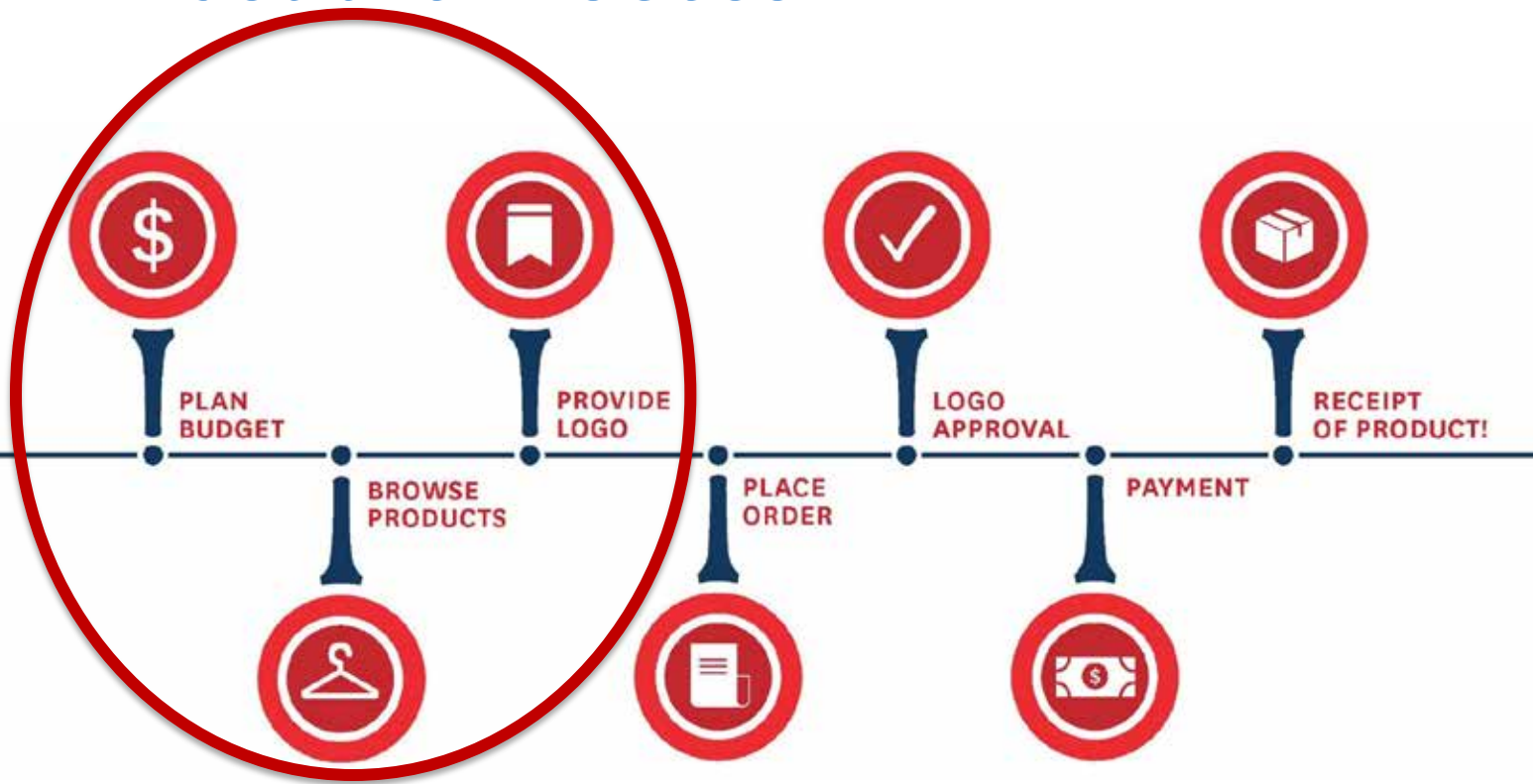


Where can you order bulk  
U.S. Open Merchandise?





# Trust the Process





# 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
- How many people do you plan on purchasing gifts for?
  - Do you plan on providing a gift with the delivery of tickets?
    - Lanyards
    - Hats
  - Gifting in your hospitality space
    - Apparel
    - Reusable drinkware
    - Hats



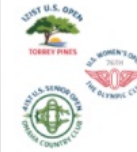


...me to the USGA Corporate Merchandise website, created and curated for USGA Corporate Hospitality clients  
...placing volume orders. If you would like to shop for your individual needs, please visit [www.USGAshop.com](http://www.USGAshop.com).



Official Online Merchandise Shop for Hospitality Clients of the USGA

[Home](#) [USGA.org](#) [FAQ](#) [Checkout](#)



[VIEW ALL  
CHAMPIONSHIPS](#)

[APPAREL](#)

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[CHAMPIONSHIP ESSENTIALS](#)

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**UNDER  
CONSTRUCTION**

2021 U.S. Open  
Corporate  
Merchandise

SHOP THE FULL CORPORATE MERCHANDISE SELECTION

[SHOP ALL MERCHANDISE](#)

[Log In](#)

[My Order](#)

[corporatemerch.usga.org/2021-us-open/](http://corporatemerch.usga.org/2021-us-open/)



# Providing your Logo

## What do you plan on ordering?



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

- Apparel
- Headwear



If logo can be screen-printed, etched, etc., an .EPS or .JPG can be used

- Accessories
- Towels
- Drinkware



# 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 cost 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



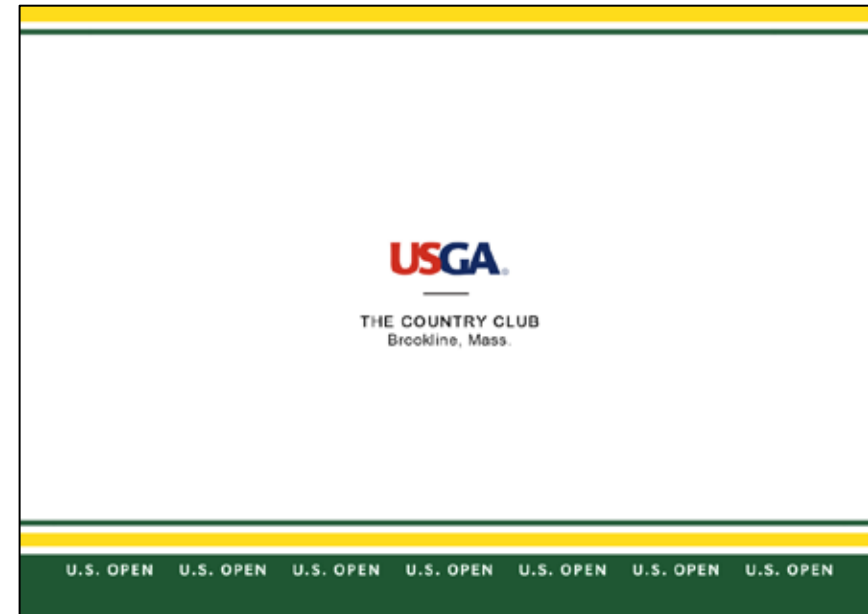
# Custom Printed Invitations

- Printed 100 lb. Heavy White Paper
- Customizable interior for your logo and text
- Only way to include 2022 U.S. Open logo on printed invitations
- Cost of \$3.00 per card (includes envelope)
- Addressing included for individual delivery

Front



Back





# Mark your Calendars!



## CORPORATE MERCHANDISE PROGRAM

### PLACING YOUR ORDER:

1

#### STEP ONE

Visit [usga.org/corporatemerch](https://usga.org/corporatemerch) to view all merchandise

2

#### STEP TWO

Email Ryan Hutchison at [rhutchison@usga.org](mailto:rhutchison@usga.org) to place an order



#### ORDER DEADLINE

To ensure timely delivery of your merchandise, co-branded orders must be placed by:  
**FRIDAY, APRIL 15, 2022**

#### CONTACT US!

**RYAN HUTCHISON**  
[rhutchison@usga.org](mailto:rhutchison@usga.org)  
908-326-2240

*Tip: If you have a special request for an item not covered by our selection, we are happy to accommodate you!*



# USGA®

*Please Note: Any merchandise purchased with the 2022 U.S. Open logo must be ordered through this program. It is a breach of your USGA corporate hospitality agreement to purchase or obtain merchandise with any of the USGA's trademarks, co-branded or otherwise, through any other source. In addition, please note that the corporate logo of the company which has entered into a hospitality agreement is the only logo that may be used to co-brand merchandise.*



189 Days to Go

