
Meeting Minutes

Below is a summary of what was discussed at the Update Session held on December 6, 2021.

I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 9:29)

A. United States Golf Association (USGA)

1. Over 120 years of serving the game of golf and guiding it forward
2. Mission: To champion and advance the game of golf
3. Core Strategies
 - a. Golfer Engagement: Serve golfers through programs that build engagement with the game
 - b. Governance: Clarify and define the rules of the game worldwide
 - c. Golf Facilities: Advance the long-term viability of golf
 - d. Championships: Provide the very best players in the world the opportunity to compete for a title
 - i. Conducts a total of 14 national championships annually including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions
 - ii. U.S. Open Championship
 - The 2022 U.S. Open will be the 122nd national championship.
 - Open to anyone with a Handicap Index of 1.4 or less
 - Qualifying takes place May-June, 2022
 - Conducted over four days; 72-hole stroke play

B. The Country Club

1. Established in 1882 as the first country club in the United States
2. The 2022 U.S. Open will be the 4th U.S. Open held at The Country Club. The previous U.S. Open Championships were held in 1913, 1963 and 1988, and all resulted in a playoff.

II. CORPORATE HOSPITALITY VENUES (Webinar time 9:30 – 12:29)

- A. Suites on 13 – A double-decker facility with 22 suites separated into two sections on the 13th green. Suites #1-8 are in the section located behind the green. Suites #9-22 are in the section located on golfer's left of the green. Eighteen of the suites are reserved for weekly suite clients and four of the suites will be reserved for daily suite clients. The daily suites are in suites #9, 13, 14 and 15.
- B. Suites on 6 – A double-decker facility located behind the 6th green with a total of 10 suites (5 on each level). Six of the suites are reserved for weekly suite clients and four

of the suites are be reserved for daily suite clients. The daily suites are in suites #2, 3, 4 and 5.

- C. Champions Pavilion – Located on golfer’s left of the 14th fairway and will include 77 weekly tables and 40 daily tables.

III. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 12:30 – 17:05)

A. MSG Promotions, Inc.

1. The USGA’s exclusive corporate hospitality marketing and management company for the U.S. Open Championship since 1995
2. Staff with over 130 years of collective experience in the sports marketing industry
3. Responsibilities include:
 - a. Formulation of Hospitality Program
 - b. Sales
 - c. Client Resources – Update Sessions & Hospitality Manual
 - d. Corporate Hospitality Operations
 - e. On-site Management during the Championship
4. At least one MSG Promotions staff member will be assigned to each hospitality area and will serve as your main point of contact between now and the conclusion of the championship.

B. Corporate Hospitality Manual

1. The link to the manual will be emailed to all daily contacts in December.
2. The contents of the manual will be kept up to date with any new information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
3. The Timeline, located in the *Timeline & Forms* section, is the most valuable resource in the manual as it provides an overview of important dates and deadlines to help you stay on track with your planning.

C. MSG Promotions Website - www.msgpromotions.com

1. The password-protected section of the MSG Promotions website is accessible to corporate patrons only and includes links to a variety of reference materials including the corporate hospitality manual, all necessary forms, webinar recordings and the PowerPoint deck of update session presentations, and maps.
 - a. Login credentials:
 - i. Suite Patrons
 - Username: USOPENSuite
 - Password: 2022corporatepatron
 - ii. Table Patrons
 - Username: USOPENTable

- Password: 2022corporatepatron

D. Future Update Sessions

1. A reminder email will be sent at least two weeks prior to each update session.
 - a. A webinar option will be available for those who are unable to attend in person.
The webinar recordings will be posted to the password-protected client section of the MSG website following each meeting.
2. Future Update Session Dates are:
 - a. March 22, 2022
 - i. Table Patrons: 10:00am – 12:00pm
 - ii. Suite Patrons: 2:00pm – 4:00pm
 - b. May 11, 2022
 - i. Suite Patrons: 10:00am – 12:00pm
 - ii. Table Patrons: 2:00pm – 4:00pm
 - iii. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.

IV. RIDGEWELLS CATERING (Webinar time 17:06 – 22:22)

- A. Ridgewells is a major events caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
- B. The Championship Menu will consist of sandwiches, salads, hot and cold entrees, hearty snacks and light bites.
- C. Table Facilities
 1. All table facilities will feature action and self-service food stations.
 - a. There will also be a shared full bar consisting of beer, wine, liquor, and non-alcoholic beverages.
 - b. Food Service Hours:
 - i. Breakfast: 8:00am – 11:00am
 - ii. Lunch: 11:00am – 3:00pm
 - iii. Snack: 3:00pm – 7:00pm
 - iv. Bar Service: 11:00am – 7:00pm
- D. Suite Facilities
 1. Food and beverage service in the suites will be available via in-seat ordering.
 - a. Process
 - i. The camera on your phone can be used to scan the QR code located at each seat within the suite
 - ii. Place an order on your phone
 - iii. Your order will be delivered to your seat within minutes

b. Shared full bar including beer, wine, liquor and non-alcoholic beverages will be available on each level of the suite facilities. Beverages can also be ordered via in-seat ordering.

c. Food Service Hours:

- i. Breakfast: 8:00am – 11:00am
- ii. Lunch & Snack: 11:00am – 7:00pm
- iii. Bar Service: 11:00am – 7:00pm

E. Important Dates

- 1. February 1 – Catering payment due in full to Ridgewells
 - a. Invoices were emailed to all corporate clients in November
 - b. Preferred methods of payment: ACH/Wire Transfer & Checks
- 2. February 9 – Championship Menu to be released

F. Ridgewells Contacts

- 1. Billing Contact: Beena Freeman; bfreeman@ridgewells.com
- 2. General Catering Questions: Carrie Coffee; 803.553.0942; ccoffee@ridgewells.com

V. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 22:23 – 27:39)

A. Championship Format

- 1. The full field consists of 156 players.
- 2. The format is stroke play where competitors count each stroke on every hole.
- 3. There is no Pro-Am associated with the U.S. Open.

B. Practice Rounds (Monday, June 13th - Wednesday, June 15th)

- 1. Players are more amenable to interacting with the fans.
- 2. Cameras are permitted and encouraged.
- 3. Guests can experience a more relaxed atmosphere.
- 4. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.

C. Championship Rounds (Thursday, June 16th- Sunday, June 19th)

- 1. No cameras or autographs are allowed on these days.
- 2. Thursday & Friday
 - a. Players will tee off in threesomes from the 1st and 10th tees.
 - b. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
- 3. The field is “cut” after all players have completed 36 holes.
 - a. The cut line includes the 60 players with the lowest scores plus ties.
 - b. Saturday & Sunday
 - i. Start times will be determined by the number of players who make the cut. A smaller field will result in a later start time for the first group.
 - ii. Players will tee off in twosomes from the 1st tee only.
 - iii. Sunday of the U.S. Open is Father’s Day.

D. Playoff Format

1. 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 off hole-by-hole (sudden death format) until the champion is determined.
 - a. We will communicate which holes will be used during a playoff situation as soon as they are confirmed.

VI. PARKING & TRANSPORTATION (Webinar time 27:40 – 34:29)

HOSPITALITY VENUE	PARKING PASSES PER DAY	VIP PARKING LOCATION	ENTRANCE GATE
Suites on 6	15	Larz Anderson Park	Gate 6 Located between the 1 st green & 2 nd tee
Suites on 13	15	Pine Manor College	Gate 10 Located close to the 11 th & 13 th greens
Champions Pavilion	5	Boston College Brighton Campus	Gate 10 Located near the 11 th and 13 th greens

A. VIP Parking

1. Suites on 6
 - a. Location: Larz Anderson Park
 - b. Guests will walk from the VIP Parking area at Larz Anderson Park to Gate 6, which is located between the 1st green and 2nd tee. The walk from Larz Anderson Park will be approximately ½ mile.
2. Suites on 13
 - a. Location: Pine Manor College
 - i. Guests will ride complimentary shuttles from Pine Manor College and will be dropped at Gate 10, which is located on the fairway of Primrose Course #3, in close proximity to the 11th and 13th greens of the Championship course. The shuttle ride from Pine Manor College will be approximately 2 minutes.
3. Champions Pavilion
 - a. Location: Boston College – Brighton Campus
 - i. Guests will ride complimentary shuttles from Boston College – Brighton Campus and will be dropped at Gate 10, which is located on the fairway of Primrose Course #3, in close proximity to the 11th and 13th greens of the Championship course. The shuttle ride from Boston College – Brighton Campus will be approximately 15-20 minutes.

B. Ride Share

1. Location: Larz Anderson Park

2. Taxis, town cars, Uber, Lyft, etc., will be able to access this area for pick-up/drop-off, however there will be no staging permitted, so pick up times will need to be carefully coordinated.
 3. Guests will walk from the Ride Share drop-off to Gate 6, which is located between the 1st green and 2nd tee. The walk will be approximately ½ mile.
 4. There is no fee or special pass required to access this area.
- C. MBTA – Mass Transit
1. Orange Line – Forest Hills Station (Primary Option)
 - a. Fans will ride complimentary shuttles from Forest Hills Station and will be dropped off in close proximity to Gate 6, which is located between the 1st green and 2nd tee. The shuttle ride will be approximately 15 minutes.
 2. Green Line
 - a. Boston College Station (B Line)
 - i. Fans will ride complimentary shuttles from the Boston College Station and will be dropped off in close proximity to Gate 4, which is located on golfer's left of the 17th hole. The shuttle ride is approximately 20 minutes.
 - b. Cleveland Circle Station (C Line) & Reservoir Station (D Line)
 - i. There will be one shuttle servicing both Cleveland Circle and Reservoir Stations since they are so close. Fans will ride this complimentary shuttle and will be dropped off in close proximity to Gate 4, which is located on golfer's left of the 17th hole. The shuttle ride is approximately 10 minutes.

VII. WHAT TO FOCUS ON NOW (Webinar time 34:30 – 1:14:35)

A. Upcoming Timeline Dates

1. December 15 – Final payment for hospitality package due to USGA
 - a. Kaitlin Grouss; 908.230.0006; kgrouss@usga.org
2. January 21 – DAILY SUITES ONLY – Décor Questionnaire due to PEI
3. February 1 – Catering payment due to Ridgewells
 - a. Beena Freeman; bfreeman@ridgewells.com
4. February 15 – Ticket Distribution & Parking Pass Shipment Form due
 - a. The USGA has determined that all tickets will be digital and all parking passes will be printed for the 2022 U.S. Open.
 - b. Provide the contact information for the company representative managing your digital ticket distribution, as well as the contact information and mailing address for the VIP Parking pass shipment.
 - c. Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement and all payments due on your hospitality package.

5. February 15 – Corporate Sign Form due
 - a. Specify exactly how you want your company name to appear on the corporate identification sign located outside your suite or placed on your table.
 - i. The USGA will produce the corporate signs which will include only the 2022 U.S. Open logo and the name of your company. All signs will be uniform in color, typeface, and size.
 - ii. Be VERY SPECIFIC regarding capitalization, spacing, punctuation, abbreviations, etc. Signs can accommodate no more than 20 characters per line and a maximum of 3 lines.
 - b. Your company name will also be listed on the locator board at the entrance of your hospitality facility. The locator board will display a layout of the facility and a list of all companies located within that area and their corresponding suite/table number.
6. February 25 – DAILY SUITES ONLY – Clients to Receive Design Deck, Floor Plan, Budget and Service Agreement from PEI (if applicable)
7. March 1 – Option Ticket Order Form due
 - a. Option Tickets can only be purchased for the day(s) that you've reserved your suite/table.
 - b. Option Ticket Pricing

	TICKET COST	F&B COST (6.25% tax)	TOTAL COST
Wednesday Ticket	\$80	\$140 + tax	\$220 + tax
Thursday Ticket	\$160	\$140 + tax	\$300 + tax
Friday Ticket	\$185	\$140 + tax	\$325 + tax
Saturday Ticket	\$195	\$140 + tax	\$335 + tax
Sunday Ticket	\$190	\$140 + tax	\$330 + tax

- c. The USGA will send an invoice upon receipt of your order for the ticket cost and Ridgewells will send an invoice for the corresponding food & beverage fee.
 - d. No additional VIP parking passes will be provided with an option ticket order.
8. March 18 – DAILY SUITES ONLY – Final approval of décor, signed budget/service agreement and full payment due to PEI
- B. Become Familiar with your Hospitality Package
 1. Understand where your hospitality facility is in relation to the course
 2. Understand the type of package you've reserved
 - a. Open-Air Suites
 - i. Standard Décor Elements:

- (2) 24” Glass Highboys with (4) White Bar Stools each
- (1) 8’ Drink Rail with (4) Bar Stools
- (1) 4’ Drink Rail with (2) Bar Stools
- (1) 8’ Drink Rail with (4) Patio Folding Chairs
- (1) 4’ Drink Rail with (2) Patio Folding Chairs
- (1) 40” Exterior TV positioned at the front of the suite
- Faux Succulents - (2) Small Centerpieces
- Graphite Carpet
- Total Seating: 20

ii. In addition to your individual reserved space with covered tiered seating and highboys and stools, guests will also have access to a common space in the back of the suites where you can network with the other companies that have reserved suites.

b. Champions Pavilion

- i. The Champions Pavilion is a communal tent with tables that have been reserved on a weekly or daily basis.
- There are a total of ten (10) seats at each reserved table. Overflow seating is available throughout the Pavilion and on the outdoor patio.
 - There will be multiple TV’s within the Pavilion to ensure that each table has a view of a TV.

3. Understand the amenities included in your hospitality package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	VIP PARKING PASSES
Daily Suites	30 Per day reserved	2 Per day reserved	2 Per day reserved	15 Per day reserved
Daily Tables	12 Per day reserved	1 Per day reserved	2 Per day reserved	5 Per day reserved

C. Invitation Process

1. Develop your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
2. Determine which guests will be invited on which days.
3. Consider the different invitation options available through the Corporate Merchandise Program – electronic templates or printed notecards.

D. Review Co-Branded Merchandise Opportunities

VIII. CORPORATE MERCHANDISE – Ryan Hutchison, Manager, Corporate Merchandise
(Webinar time 1:14:36 – END)

1. Benefits of the U.S. Open Corporate Merchandise Program
 - a. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients
 - b. Extends your investment in the U.S. Open and generates excitement for your company
 - c. Provides your guests with memorable items from their time at the championship
2. Co-branded merchandise can only be ordered through the USGA. Co-branded merchandise CANNOT be ordered through ad specialty companies, directly from vendors or from local pro shops.
3. The Process
 - a. Plan your budget
 - i. Items in the Corporate Collection cover a variety of price points and brands
 - ii. Invitations are available in both printed and digital forms.
 - iii. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
 - Sending a gift with the invitation
 - Gifting in your hospitality space
 - b. Browse the products
 - i. Website: <https://corporatemerch.usga.org/2021-us-open/>
 - The website is currently under construction and will show offerings from the 2021 U.S. Open as a point of reference until the 2022 program is finalized. The Corporate Catalogue for the 2022 U.S. Open is expected to launch in January.
 - c. Provide your logo
 - i. A .DST file is required for embroidery orders (i.e., apparel, headwear, etc.)
 - ii. An .EPS or .JPG file is required for screen printed orders (i.e., lanyards, clear bags)
4. Invitation Options
 - a. Custom Digital Invitations
 - i. A web-based template with customizable text for a one-time fee of \$400 for all four templates
 - Each template is also available on an individual basis for \$150 per template.
 - ii. Only way to include the 2022 U.S. Open logo and course imagery in invitations
 - iii. Includes your company logo at the bottom of each template

- b. Custom Printed Invitations
 - i. Printed notecards on 100 lb. heavy white paper featuring the 2022 U.S. Open logo on the front and your company logo and customizable messaging on the inside.
 - ii. Only way to include the 2022 U.S. Open logo in your invitations
 - iii. \$3.00 per card (includes envelope)
 - iv. Addressing included for individual delivery
- 5. Deadline to Order Co-Branded Merchandise – April 15, 2022