

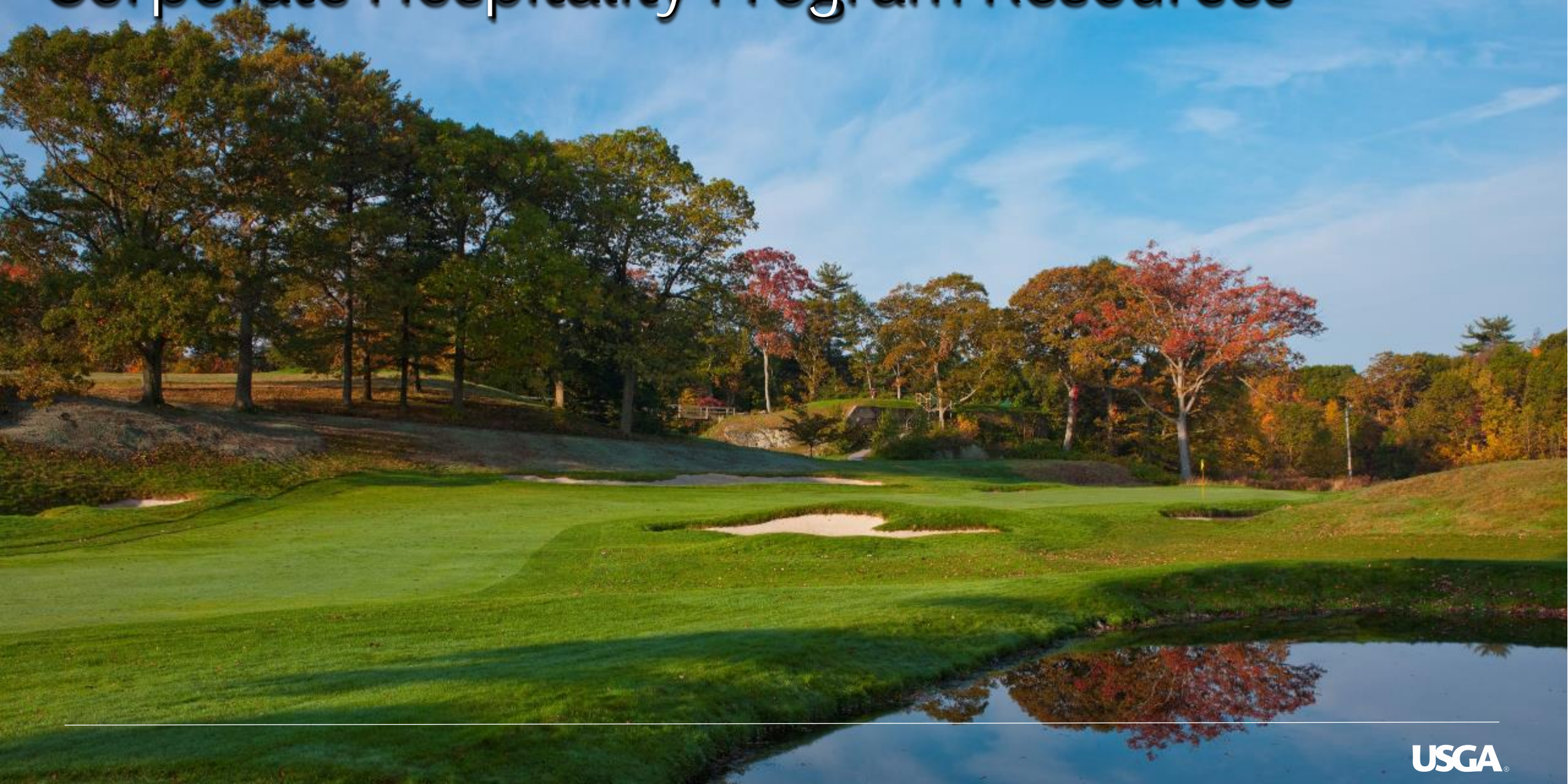
2022 U.S. Open Championship Update Session – President's Room and Tents January 10, 2022



Schedule for the Day

10:00 - 11:30	Review of Hospitality Program
11:30 – 12:30	Catering Presentation and Tasting

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

MSG Staff Assignments

NBC Sports – Mimi Griffin

Clubhouse – Jeanne Taylor &
Ashley Lodovice

Village on 18 – Jeanne Taylor

Village on 15 – Kelly Segin

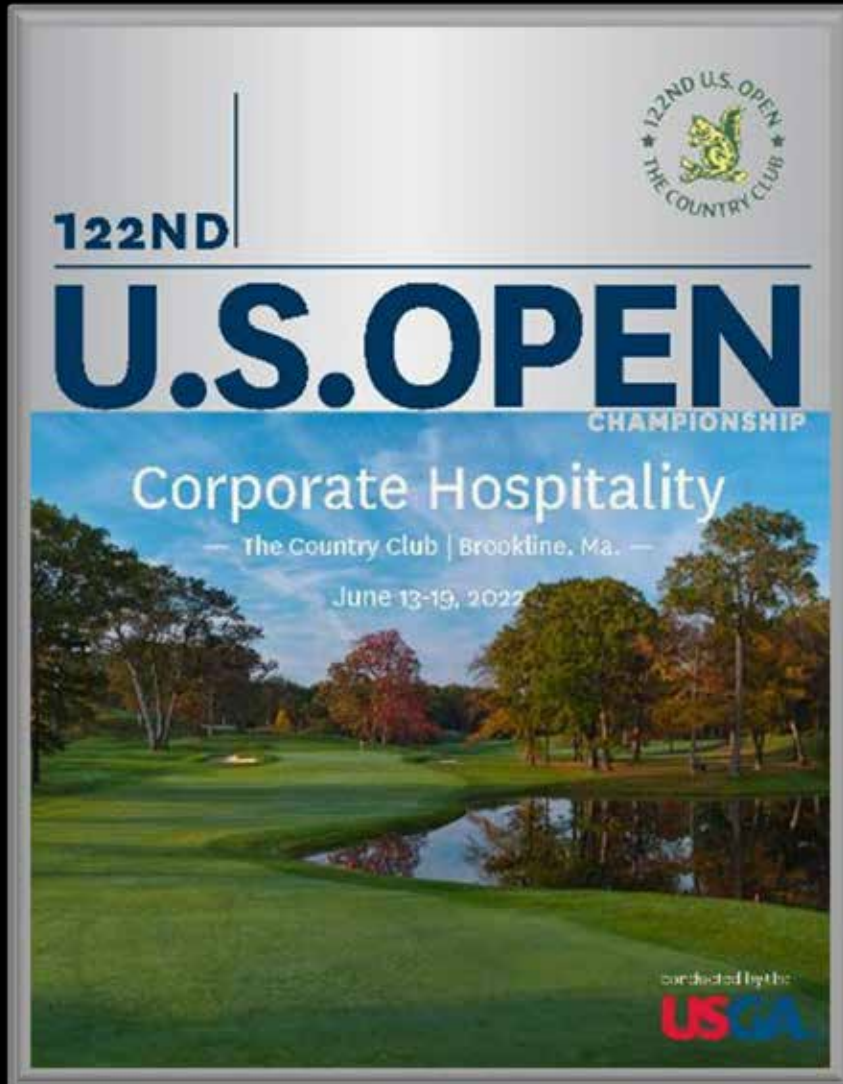
Village on 14 – Emily Geosits

Suites on 11 – Kim Werner & Erin Maher

Suites on 13 – Danielle Bonder

Suites on 6 – Cheryl Gasper

Corporate Hospitality Manual



- ✓ Link to manual was emailed to contacts in late December
- ✓ 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 111		
Corporate Hospitality Timeline		
Month	ACTIVITY	LOCATION OR GROUP/CONTACT
September	Decor Questionnaire and Hospitality Style Guide sent to clients	Production Elements/Dora Gagner
October 1	Corporate Update Session & Catering Preview	The Country Club/MBS Promotions
October 1	Decor questionnaire due	Production Elements/Dora Gagner
October 1 - 22	One-on-one client calls to kick-off decor discussions	Production Elements/Dora Gagner
October 22	Vendor payment setup requirements due (if applicable)	Production Elements/Dora Gagner
December 15	Final payment for hospitality package due	JBSA/Finance Group
December 15	Client to receive design deck, floor plan, budget, and service agreement	Production Elements/Dora Gagner
December 31	Catering agreement and Credit Card Authorization Form due	Edgewood/Carmie Coffey
2022	ACTIVITY	LOCATION OR GROUP/CONTACT
January 3	Culinary Showcase Bookroom	Edgewood/Carmie Coffey
January 10	Corporate Update Session and Catering Preview & Tasting	The Country Club/MBS Promotions
February 15	Forms due: - Ticket Shipment Form - Corporate Sign Form	MBS Promotions/Emily Gillard
February 18	Deadline for final approval of decor, signed budget/service agreement and logo deposit due	Production Elements/Dora Gagner
March 4	Catering deposit due	Edgewood/Carmie Coffey
March 15	Forms due: - Electrical Requirements Form - Ballroom Television Service Order Form	MBS Promotions/Emily Gillard Ballroom Television/John Mulrooney
March 17	Corporate Update Session	The Country Club/MBS Promotions
March 22	Allegation Note due	Production Elements/Dora Gagner
April 1	Final decor payment due	Production Elements/Dora Gagner
April 15	Forms due: - Order Ticket Order Form - Corporate Sign Form	MBS Promotions/Emily Gillard
April 15	Certificate of Insurance due	JBSA/Finance Group
April 22	Deadline to order on-brand merchandise	JBSA/Dave Regier
May 2	Corporate Cup	The Country Club/MBS Promotions
May 3	Corporate Update Session	The Country Club/MBS Promotions
May 5	Final menu selections, guest government and remaining catering balance due	Edgewood/Carmie Coffey

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



Client Log-in – www.msgpromotions.com



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LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

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[CHAMPIONSHIPS](#)




LOG-IN CREDENTIALS

Tent & Specialty Option Patrons:

Username: [USOPENcorporate](#)

Password: [2022corporatepatron](#)

Client Log-in – www.msgpromotions.com



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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.

[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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Future Corporate Update Sessions

Session 2

TODAY

Session 3

MARCH 22

2:00pm – 4:00pm



Session 4

MAY 11

10:00am – 12:00pm



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



**PRODUCTION
ELEMENTS**
EVENT DESIGN + PRODUCTION



ridgewells

CATERING

General Championship Information



OUR WORK

U.S. Open Championship

- 122nd 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



Championship Format

- Full field consists of 156 players
- The format is stroke play
- There is no Pro-Am at the U.S. Open
- Thursday & Friday players tee off in threesomes from 1st and 10th 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
- Saturday & Sunday players tee off in twosomes from 1st tee only
 - Start times Saturday & Sunday - determined by the size of the field



Championship Week Schedule

Monday, June 13th

Practice Round

Tuesday, June 14th

Practice Round

Wednesday, June 15th

Practice Round

Thursday, June 16th

1st Championship Round

Friday, June 17th

2nd Championship Round

Saturday, June 18th

3rd Championship Round

Sunday, June 19th

4th Championship Round

Playoff Format

Starting in 2018, the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open implemented a two-hole aggregate playoff in the event of a tie at the end of 72 holes of stroke play.

If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death.

Practice Rounds

Monday, Tuesday and Wednesday



Players are
more
amenable
to
interacting
with fans

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

Full
capacity
crowds



CHAMPIONSHIP WEEK

Championship Rounds Thursday – Sunday

Full
capacity
crowds



Championship Rounds Thursday – Sunday

Players are
competing
for the
most
coveted
title in golf



CHAMPIONSHIP WEEK

Championship Rounds Thursday – Sunday



Sunday is
Father's Day

Corporate Hospitality Venues

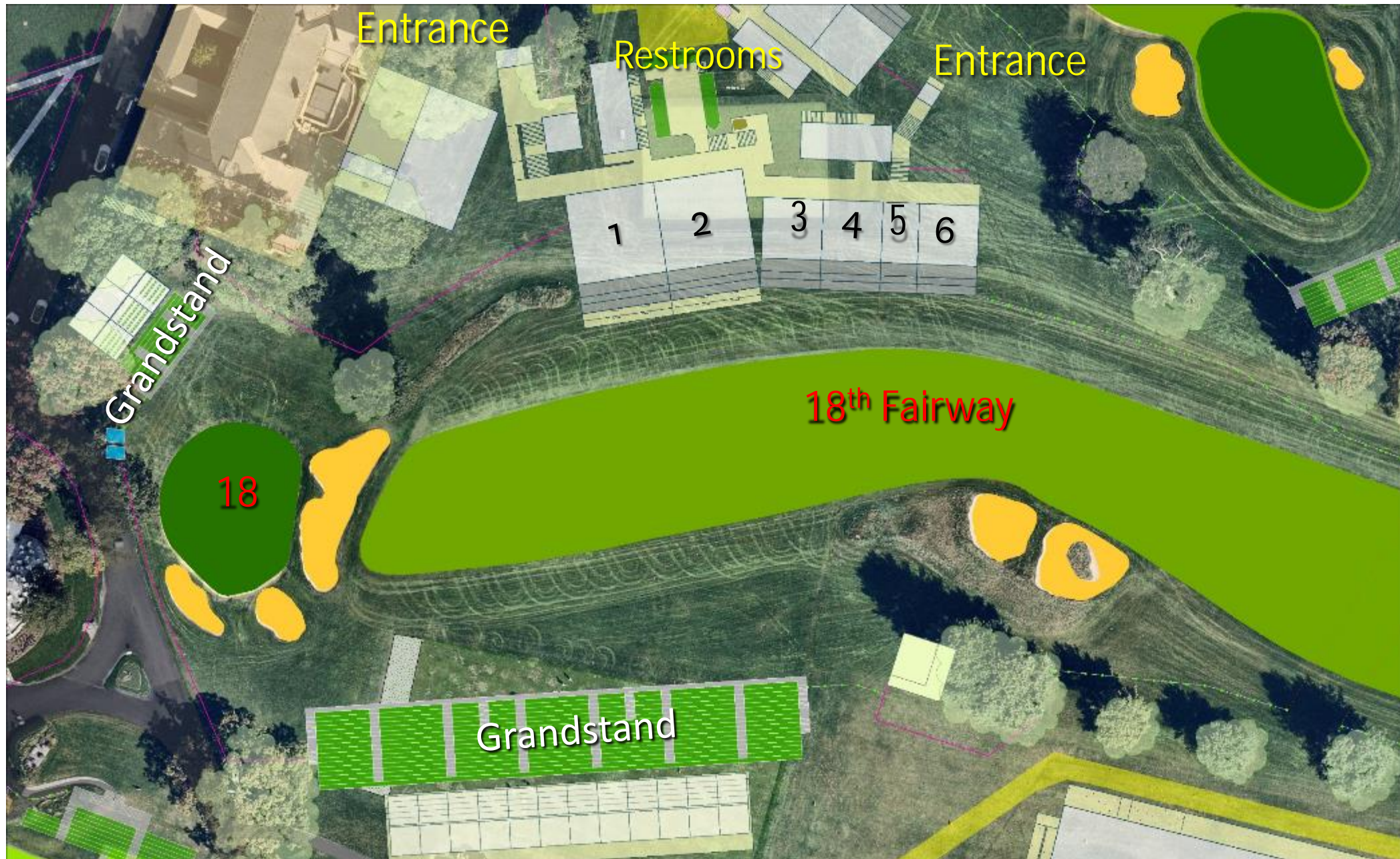




President's Room



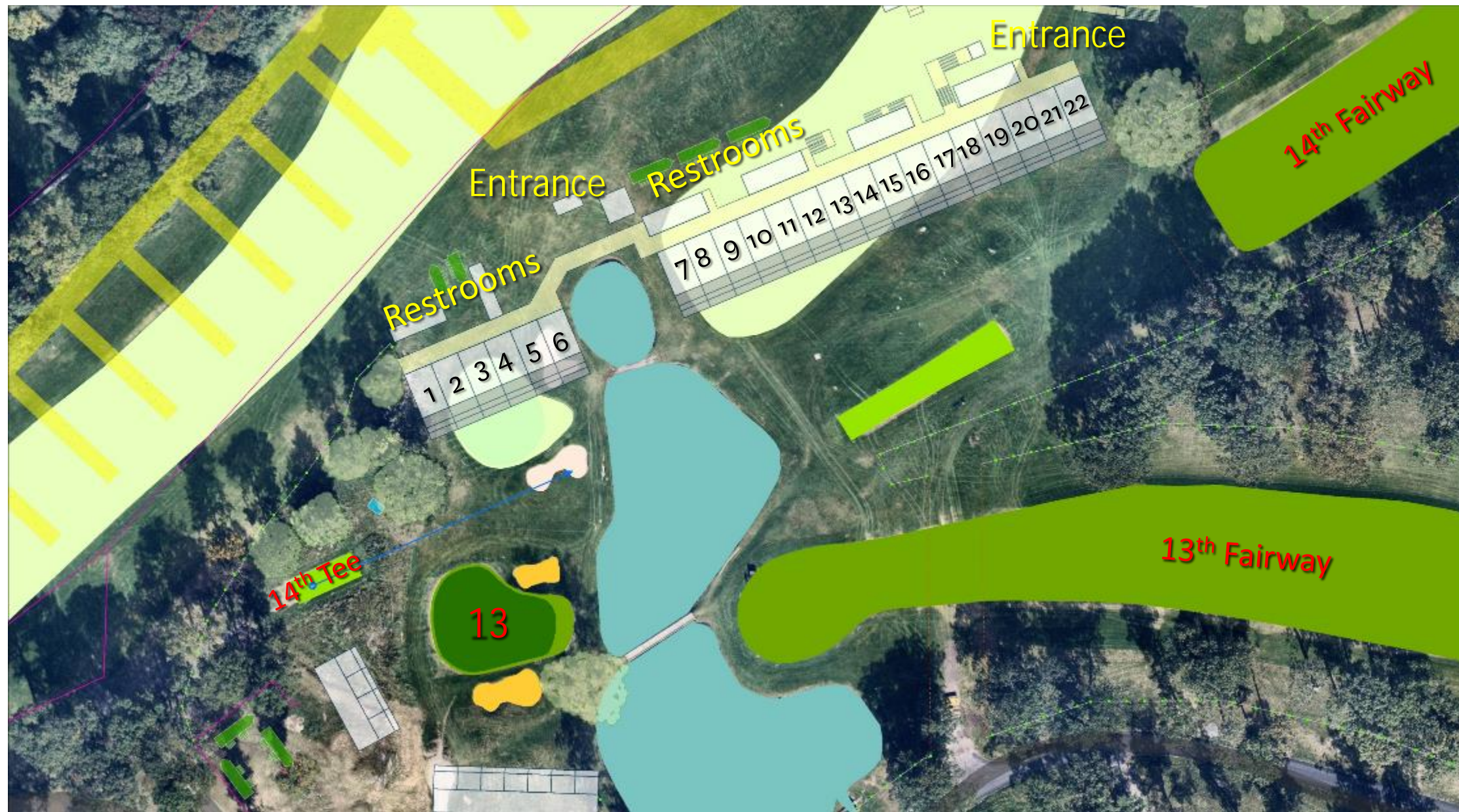
Village on 18



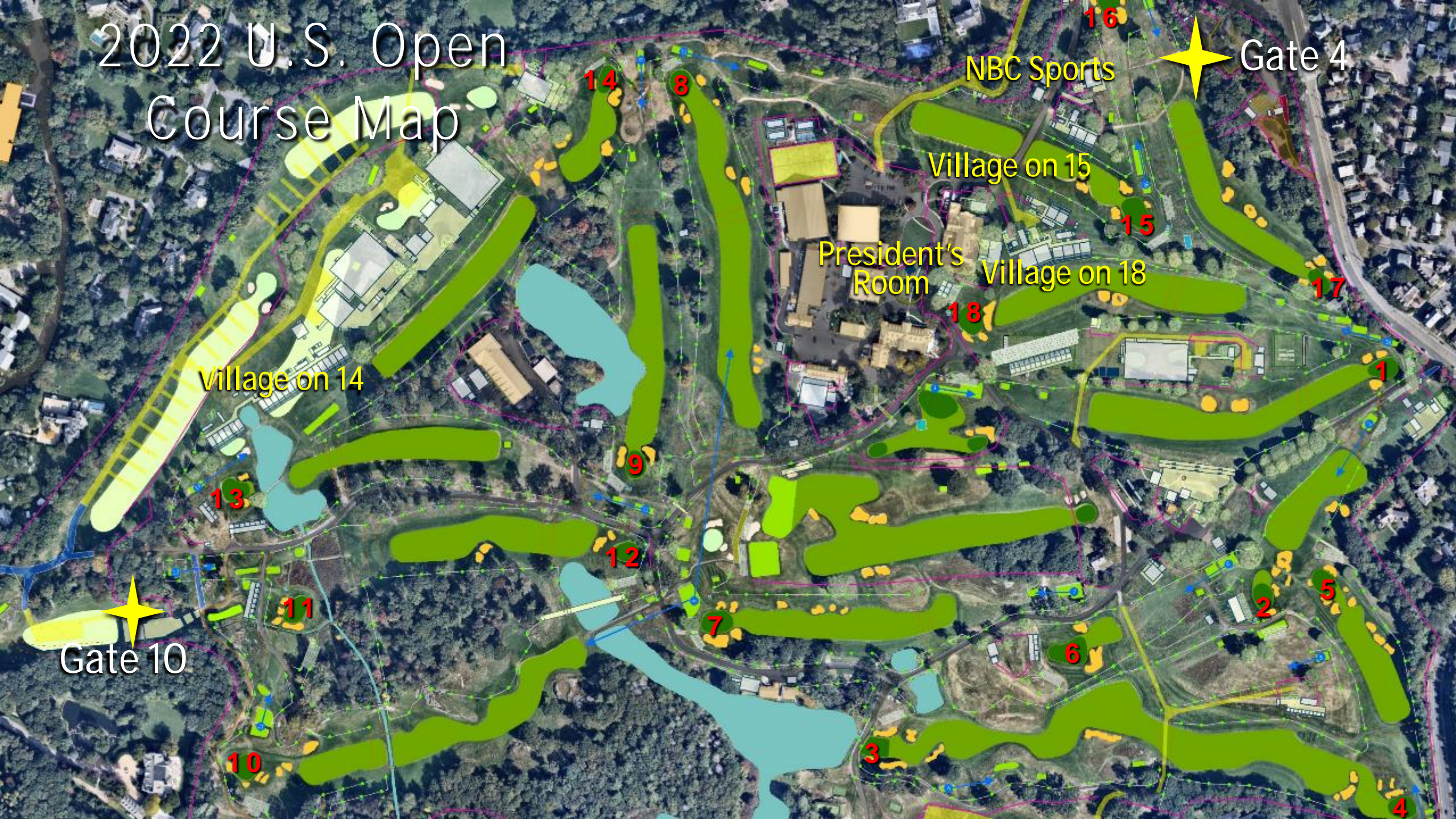
Village on 15



Village on 14



2022 U.S. Open Course Map

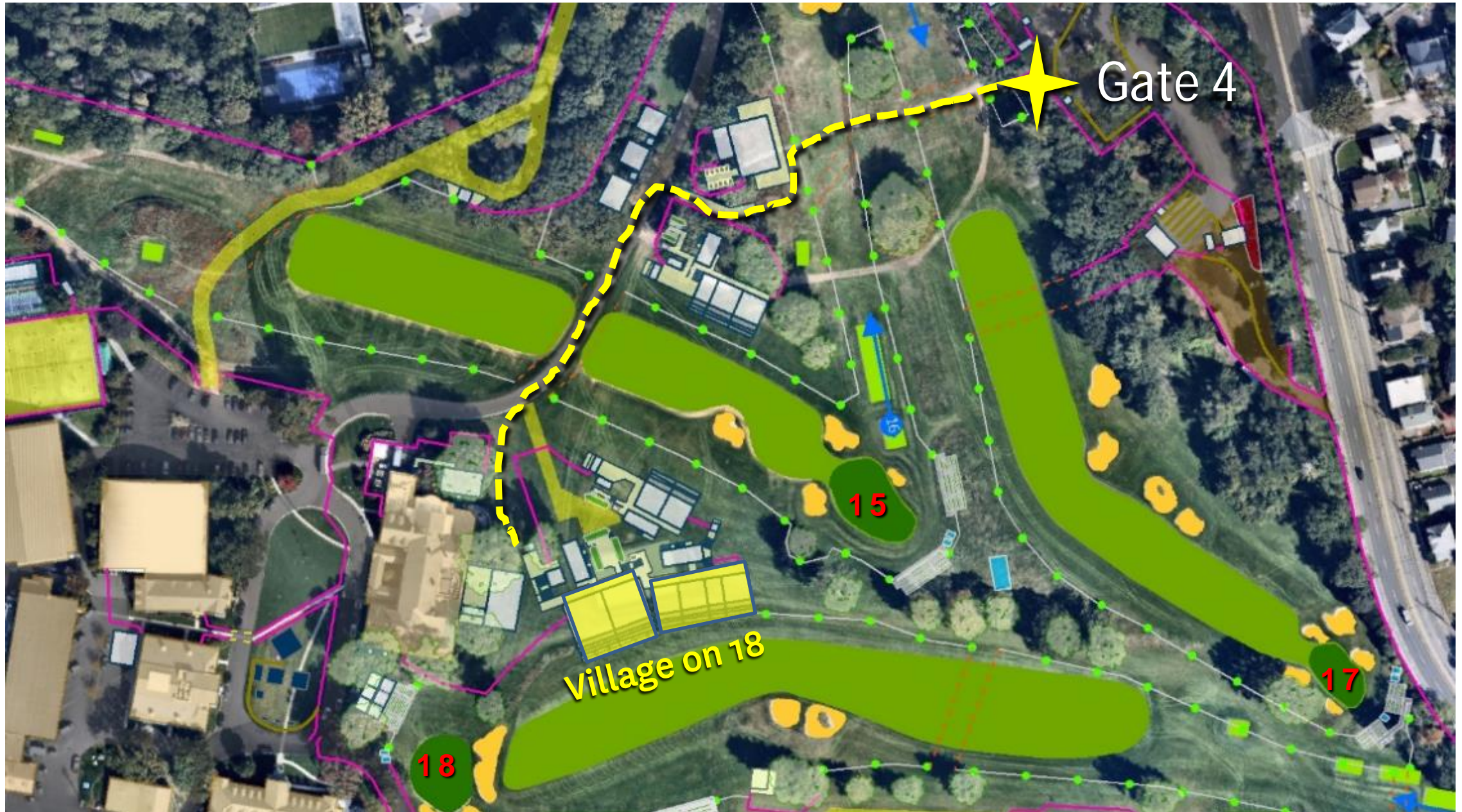




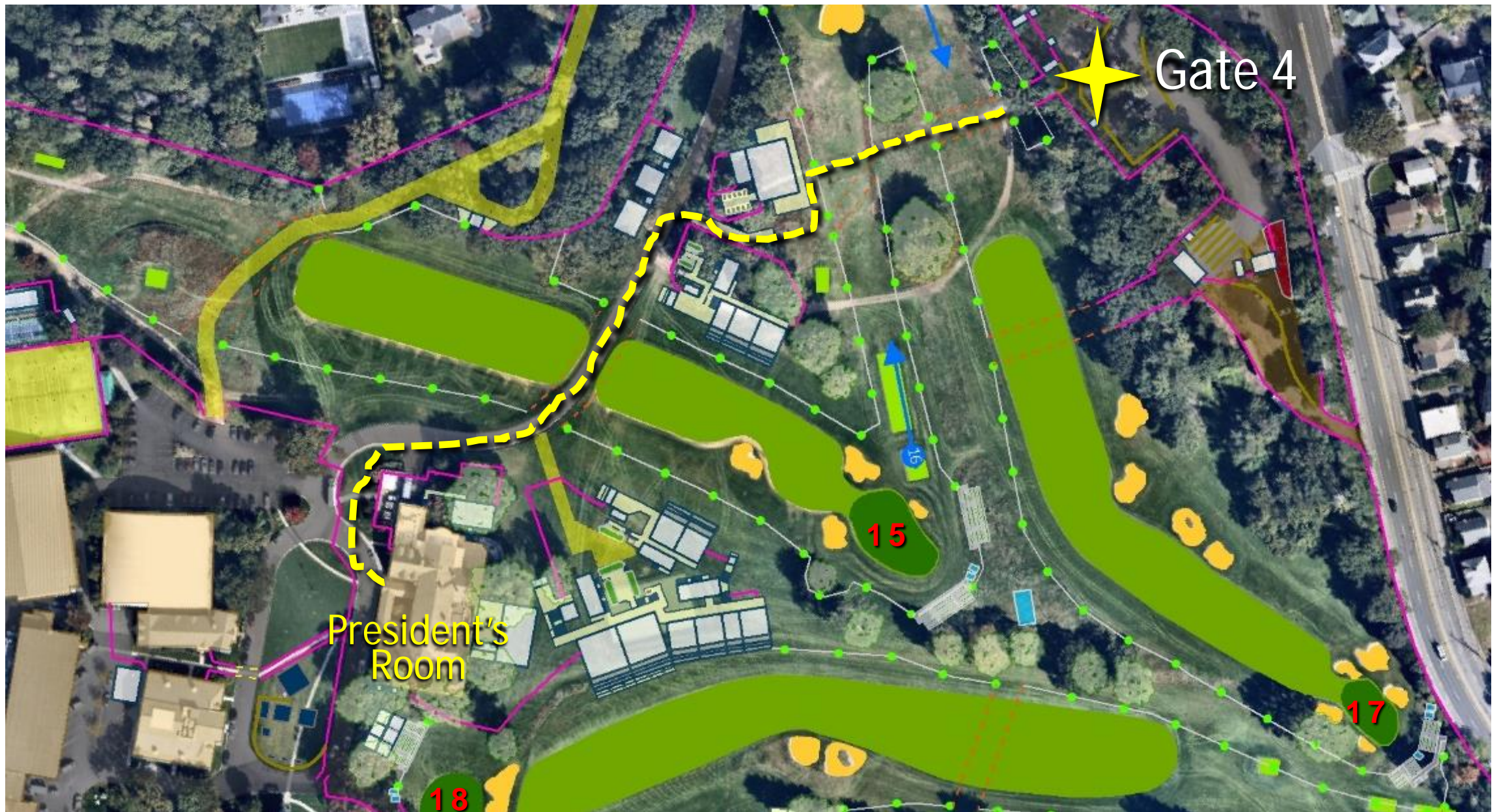
Village on 15



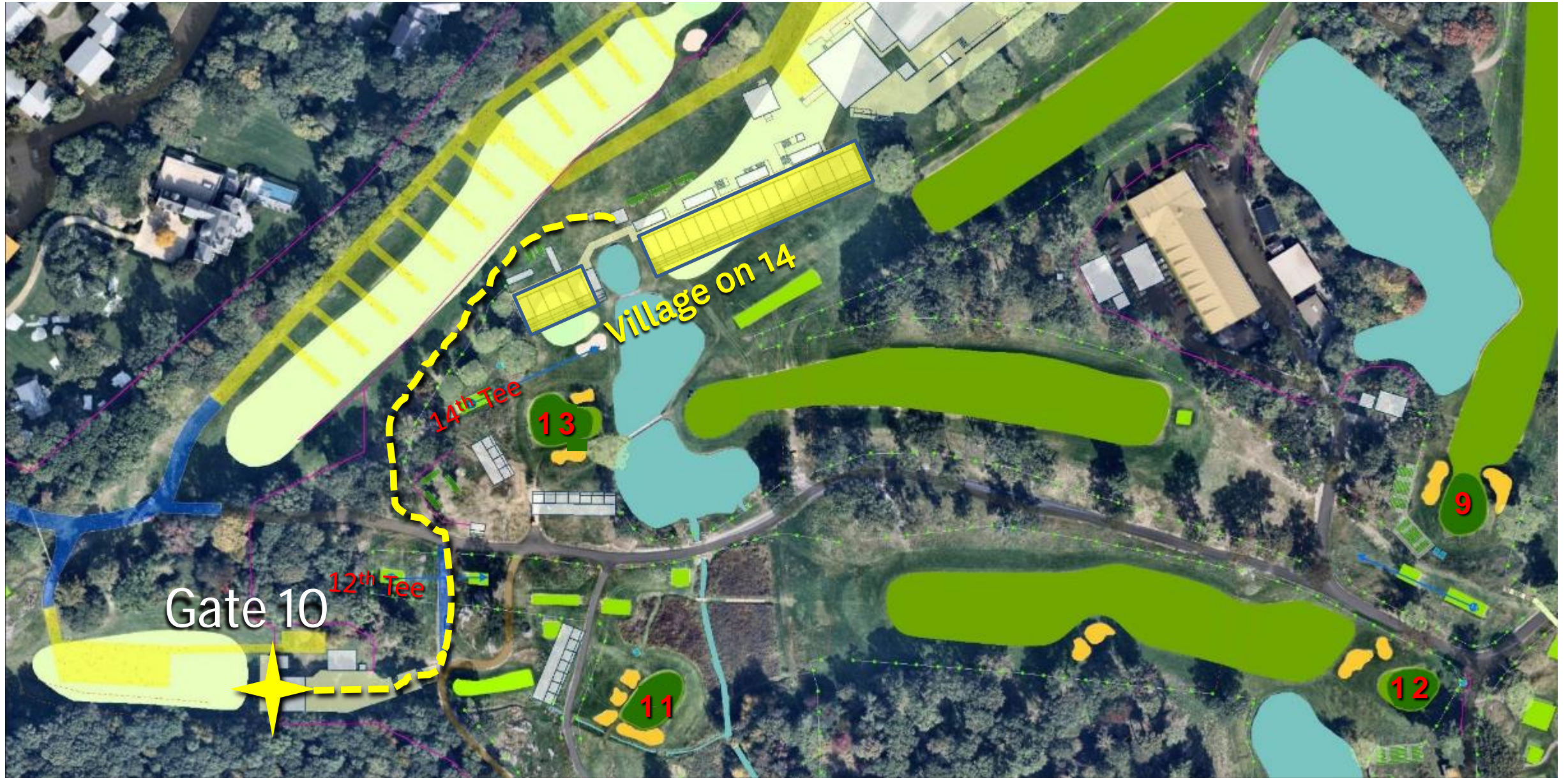
Village on 18



President's Room



Village on 14



Locator Course Maps



CHAMPIONSHIP WEEK

VIP Parking





EVIP Parking

President's Room

Village on 18

NBC Hospitality

Gate 4

EVIP
Parking

16

17 Tee

15

17

Dexter Southfield VIP Parking

4

President's Room
Village on 18
NBC Hospitality
Village on 15

The Country Club

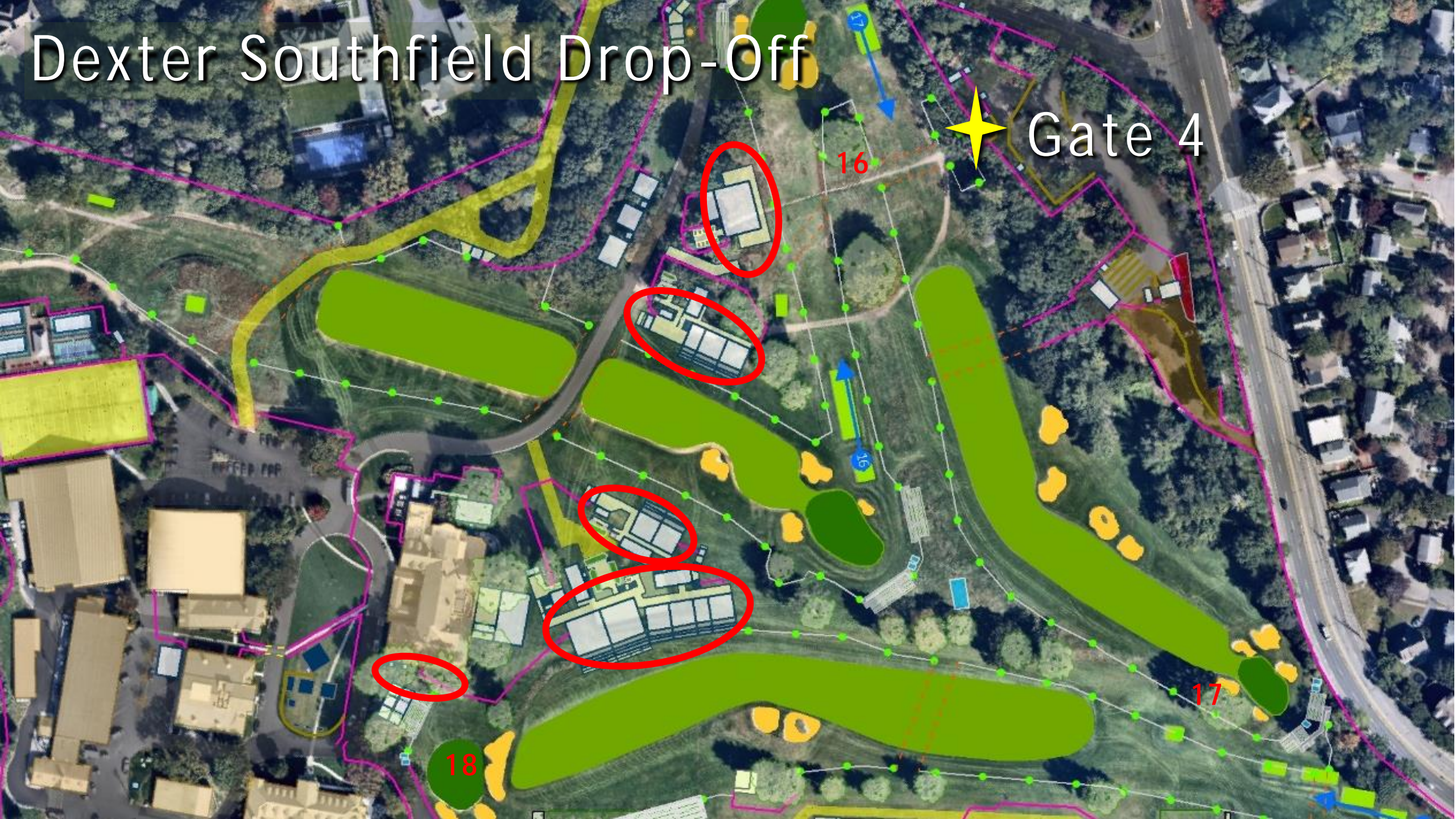
10-minute shuttle ride to Gate 4



Dexter Southfield Drop-Off



Gate 4



16

18

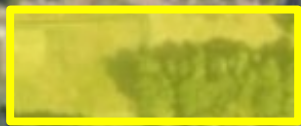
17

Primrose #4 VIP Parking Village on 14 12 VIP Passes

Gate 10



VIP Parking – Pine Manor



Village on 14
13 VIP Passes
Shuttle to Gate 10

Gate 10



13

11

14

VIP Parking Passes



VIP Parking Passes

	EVIP Parking Passes	VIP Parking Passes
USGA Partners & NBC	2	Differs
President's Room		40
200 Ticket Tent		100
100 Ticket Tent		50
75 Ticket Tent		40
50 Ticket Tent		25

Corporate Shuttle Depot & Ride Share – Larz Anderson Park



Larz Anderson Park

Half-mile walk

6

Larz Anderson Entrance

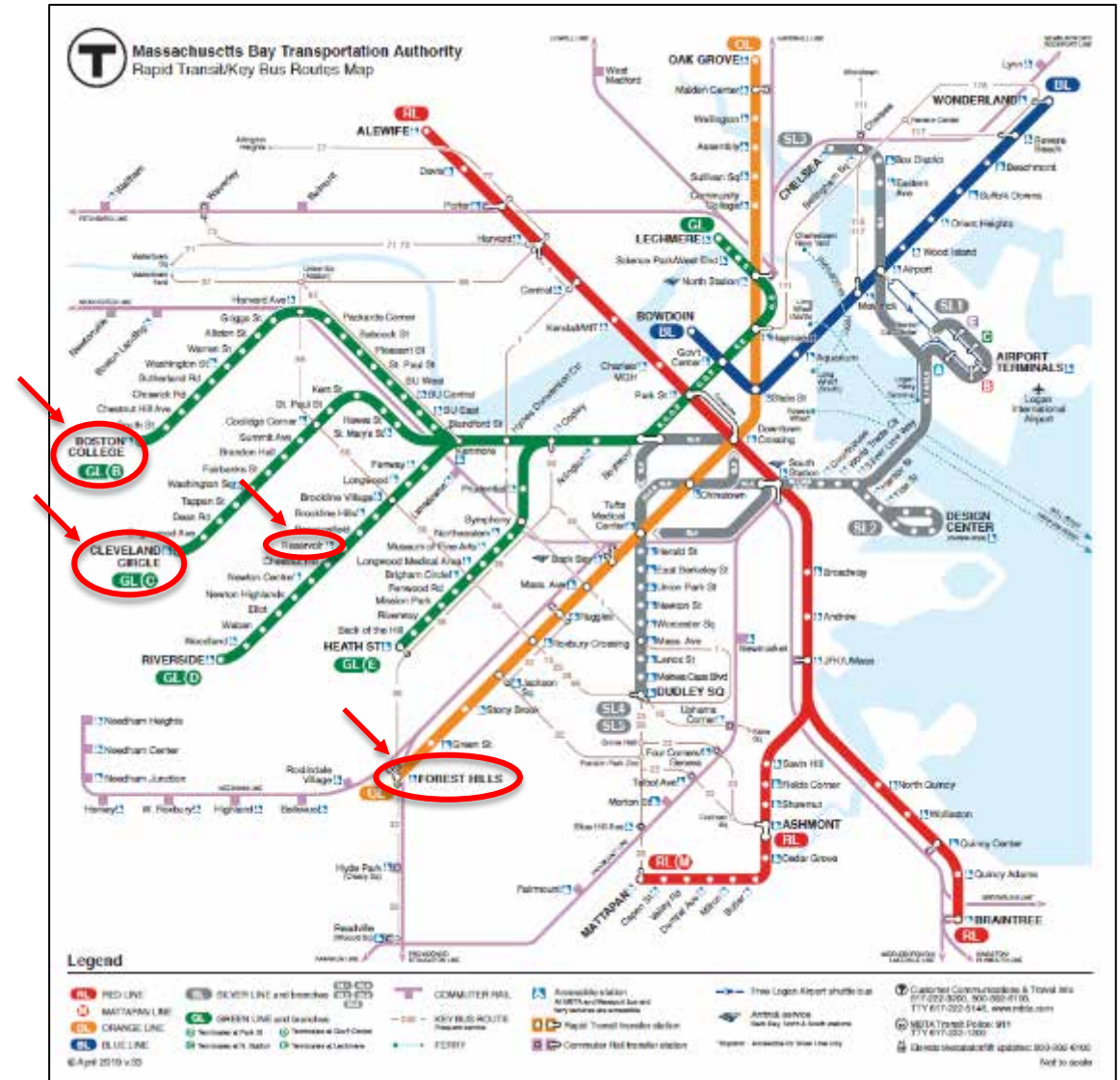


Vehicle Size Restrictions

Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van (19' or less)	Sprinter Van	Mini-Coach	Coach Bus
Dexter Southfield School	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Pine Manor	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Putterham	Yes to Park	Yes to Park	No to Park	No to Park	No to Park	No to Park
Larz Anderson Park	Yes to Drop	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop	No to Drop

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



Orange Line Shuttle Drop-Off



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



Tickets



Ticket Allocation

	Package Tickets	Staff Tickets	Option Tickets	On-Site/Additional Access
President's Room	80	5	0	4/8
200 Ticket Tents	200	10	40	8/16
100 Ticket Tents	100	5	20	4/8
75 Ticket Tent	75	4	15	3/6
50 Ticket Tents	50	3	10	2/4

Option Tickets

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



Mobile Ticketing

USGA Ticketing Team:
Amanda Weiner, Chris Tobia, Dan McBride, and Jeff Farrell

January 2022

USGA

BACKGROUND

The United States Golf Association (USGA) is moving to a mobile ticketing solution, starting with the 2022 U.S. Open Championship at The Country Club in Brookline, MA.

- Eliminates contact points and makes the customer experience safer and more convenient
- Enhances ticket security and significantly reduces opportunity for bad characters to take advantage of fans
- Simplifies the distribution process of tickets, utilizing email address instead of having to mail or personally deliver/distribute tickets
- Increases ability to track tickets and utilization
- Better for the environment, reduces significant paper waste from printed tickets
- Keeping up to date and on par with the sports and entertainment industry trends and technology innovations



AXS FAN ACCOUNT MANAGER

Account managers will be able to access and distribute tickets via the U.S. Open App or USGA.org Ticket Portal webpage

- Each organization will need to designate one account manager and provide their name and email address to be set up as the administrator in the AXS ticketing platform. This information can be provided via the Ticket Distribution & Parking Pass Shipment Form in the hospitality manual. This form is due February 15th
- The account manager will then need to sign into their account on either the App or USGA.org Ticket Portal webpage
- Transferring tickets to attendees is then a simple, easy, and seamless process

ACCOUNT MANAGER FAQ's (I/III)

Why is the USGA switching to all digital tickets?

- In response to the Covid-19 pandemic, a shift to digital-only ticketing will provide the safest, most convenient, and flexible way to manage and distribute tickets.

Who will create my AXS account?

- The USGA ticket department will use the information provided on your Ticket Distribution & Parking Pass Shipment Form to create your company's account on the AXS ticketing platform. The Ticket Distribution & Parking Pass Shipment Form is due by February 15th and can be found in the Corporate Hospitality Manual as well as the client section of the MSG Promotions website. Please reach out to your MSG representative if you need the link to the manual resent.

When will digital tickets be issued?

- Digital tickets can be accessed in your account 30-60 days prior to Championship week.
- Note: The USGA will not release any tickets until they are in receipt of your fully executed hospitality agreement, Certificate of Insurance and all payments due for your hospitality package.

How do I manage my tickets?

- Digital tickets can be managed through the U.S. Open app or through the USGA ticket portal by visiting USGA.org. Through the dashboard, you will have the ability to:
 - Transfer tickets to employees or clients
 - Keep track of tickets you have already transferred and what still remains in your ticket inventory
 - Update your account information
- You can also manage your tickets in the AXS app. You can download the AXS app from the Apple App Store or the Google Play Store.

Can I send multiple tickets to the same person?

- Yes, you can send as many tickets as you would like to someone.

Does the person I send tickets to need to have an AXS account?

- Yes, the person receiving the tickets would need to create their own AXS account to access their tickets. They can download the AXS app from the Apple App Store or the Google Play Store.

ACCOUNT MANAGER FAQ's (II/III)

How do my guests access their digital tickets?

- When you transfer tickets to a guest, they will receive an email letting them know that you sent them tickets, along with “next steps” instructions. They will have to download the AXS app and create an account using the same email address you used to transfer their tickets.

Can my guest print out their tickets at home?

- No. Guests will not be able to print their tickets from the AXS app. Mobile tickets must be scanned from a smartphone for entry. They will need have to have their tickets open in the AXS app when entering the Championship.

Can my guests use a screenshot of their tickets?

- No. A mobile ticket must be provided within the AXS app. The digital ticket will be scanned at the admission gate and at the entrance to your hospitality area. Tickets will not be accepted at either the admission gate or hospitality entrance if they are a screenshot.

What if my guests phone runs out of battery, is lost/stolen or loses service, or they cannot log into their account?

- Once transferred, the tickets are connected to your guest's account, they simply have to come to the Will Call trailer, present their ID, and our ticket resolution team will assist them.

What if my guest does not have a smartphone?

- If your guest does not have a smartphone, they simply must go to the Will Call trailer at the main entrance, present their ID, and our ticket resolution team will assist them.
- Please note their ticket must have already been transferred to their email address.

What if I forward tickets to the wrong person, can I reclaim the tickets?

- Yes. You can reclaim tickets if they haven't already been accepted by the recipient. If the recipient has downloaded the AXS app and accepted the tickets, then a member of the USGA ticket department will have to recall those tickets and place them back into your account.
- We recommend double-checking the email address to be safe.

If I transfer tickets and that person is unable to attend, can I get the tickets back?

- Yes. You can reclaim tickets if the recipient hasn't already accepted them. If the recipient has downloaded the AXS app and accepted the tickets, then a member of the USGA ticket department will have to recall those tickets and place them back into your account.
- We recommend double-checking the email address to be safe.

ACCOUNT MANAGER FAQ's (III/III)

What does my guest do once they have entered the Championship?

- Your guest will need to proceed to your hospitality area. They will again have their ticket scanned (for the last time) and then be issued a day specific wristband that will allow access into your venue for the day.

Who can I contact if I need assistance with digital tickets?

- If you need further assistance, please contact the USGA Ticket Office at (800) 698-0661 between the hours of 9 a.m. and 5 p.m. EST, Monday – Friday. You can also contact us via email at tickets@usga.org.

How do I place my option ticket order?

- The Option Ticket Order Form is available in the Corporate Hospitality Manual as well as the client section of the MSG Promotions website and can be submitted any time prior to March 1st. Beginning on February 7th, the USGA will begin processing payment for any option ticket orders. The USGA will email the contact listed on the order form a secure link to pay for the option tickets via credit card. Option tickets can be accessed in your account 30-60 days prior to Championship week. All option ticket orders must be submitted by Tuesday, March 1st.
- Note: Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.



Thank You, Any Questions?

USGA

What To Focus On Now



1. Upcoming Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form Due

1 | Page Ticket Use & Form

Ticket Distribution & Parking Pass Shipment Form

DUE FEBRUARY 16, 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 a new lower or pending pass until they are in receipt of your financial hospital payment, certificate of insurance and all pertinent medical history information.

CONTACT INFORMATION FOR DIGITAL TICKET DISTRIBUTION:

Please send us the contact information for the recipient shown on the membership card completely digital distribution. To express medical cost below it needs instructions on how to make our digital ticket system ready to go as per the requirements.

Company Name	Insurance Number
Contact Name	Print Address

SHIPPING INFORMATION FOR VIP PARKING PASSES:

We will send the contact name and address listed below when shipping their parking passes included with your hospital package. The package will be shipped upon study the doctor's letter recommendation.

Company Name
Contact Name
Shipping Address (No P.O. Box)
Member Name
Print Address

CLICK HERE TO COMPLETE THE MEMBERSHIP FORM ONLY

This form can also be scanned and emailed to email@usga.org, email@usga.org, or by fax at 202-724-2000.

[illegible]

Ticket Distribution & Parking Pass Shipment Form – Due February 15th

Timeline & Forms

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 Gilbre at emil@gilbre.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 Sign Form – Due February 15th



- 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 tent sign and on the locator board in your village
- 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 the exterior of your tent during Championship week.

1. Upcoming Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form
- February 18 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI



1. Upcoming Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form due
- February 18 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI
- March 1 – Option Ticket Order Form due

Option Ticket Order Form – Due March 1st

- Option tickets can be purchased on a weekly or daily basis.
 - The USGA will email a secure link to pay for the cost of the tickets.
- Option tickets will be accessible through the digital platform along with your hospitality tickets.
- Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.

1 | 4
Timeline & Forms

Option Ticket Order Form

DUE MARCH 1, 2022

All suite patrons may purchase up to two (2) option tickets. Weekly suite patrons can purchase option tickets on a weekly or daily basis. Daily suite patrons can purchase option tickets only for the day(s) their suite is reserved. The chart below summarizes the ticket cost and corresponding food and beverage charge associated with each option ticket. Note: The food and beverage price is inclusive of 6.5% sales tax.

Indicate below the number of option tickets you would like to order:

OPTION TICKET TYPE	TICKET PRICE	QUANTITY	COST OF TICKET	F&B PRICE	QUANTITY	COST OF F&B
Monday Ticket – GALLERY ACCESS ONLY	\$50.00	=	\$	NOT APPLICABLE		
Tuesday Ticket – GALLERY ACCESS ONLY	\$50.00	=	\$	NOT APPLICABLE		
Wednesday Ticket	\$150.00	=	\$	\$148.75	=	\$
Thursday Ticket	\$160.00	=	\$	\$148.75	=	\$
Friday Ticket	\$180.00	=	\$	\$148.75	=	\$
Saturday Ticket	\$185.00	=	\$	\$148.75	=	\$
Sunday Ticket	\$190.00	=	\$	\$148.75	=	\$
Weekly Ticket Package*	\$850.00	=	\$	\$743.75	=	\$

*The Monday & Tuesday tickets included in the weekly Option Ticket Package will be Gallery Access only.

Ticket Amount Due to the USGA for Tickets

Ticket Amount Due to Ridgewells for F&B

In February, the USGA will email the contact listed below a secure link to pay for the option tickets via credit card. In addition, Ridgewells will email an invoice for the food and beverage charge. Option tickets will be accessible through the digital ticket platform along with the hospitality package tickets (approximately 4 to 5 weeks prior to the championship). Option tickets will not be released unless full payment is received for both your hospitality package and the option tickets ordered.

Company Name: _____

Company Representative: _____

Billing Address: _____

Telephone Number: _____ Email Address: _____

[CLICK HERE TO COMPLETE THIS FORM ELECTRONICALLY](#)

This form can also be scanned and emailed to Emily Gillard at egillard@usgagolf.com

1. Upcoming Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form Due
- February 18 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI
- March 1 – Option Ticket Order Form due
- March 18 – Graphic files due to PEI – if applicable

2. Become Familiar With Your Package

- ✓ Location - In relation to the course
- ✓ Package Type – Tent or Specialty Option
- ✓ Amenities included – Ticket and VIP Parking Allocations

	Package Tickets	Staff Tickets	Option Tickets	On-site Tickets	VIP Parking Passes
President's Room	80	5	0	4 / 8	40
200 Ticket Tent	200	10	40	8 / 16	100
100 Ticket Tent	100	5	20	4 / 8	50
75 Ticket Tent	75	4	15	3 / 6	40
50 Ticket Tent	50	3	10	2 / 4	25

3. Invitation Process

- ✓ Determine which type of invitation option you will use
 - Electronic templates or printed notecards



3. Invitation Process

- ✓ Finalize your A, B and C list
 - Determine which guests will be invited on which days



3. Invitation Process

- ✓ Finalize your A, B and C list
 - Determine which guests will be invited on which days



3. Invitation Process

✓ Finalize your A, B and C list

- Determine which guests will be invited on which days



4. Finalize your décor plans

✓ Provide feedback to PEI as soon as possible

- Final approval and 50% deposit due to PEI by February 18th



5. Other Considerations

Golf Opportunities

Belmont Country Club

Charles River Country Club

Concord Country Club

Lake Winnepesaukee Golf Club

The Harvard Club

The Kittansett Club

Meadow Brook Golf Club

The Club at New Seabury

Salem Country Club

Thorny Lea Golf Club

Vesper Country Club

The Weston Golf Club

Winchester Country Club

If interested, please contact Jeanne Taylor – jtaylor@msgpromotions.com

WHAT TO FOCUS ON NOW

6. 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

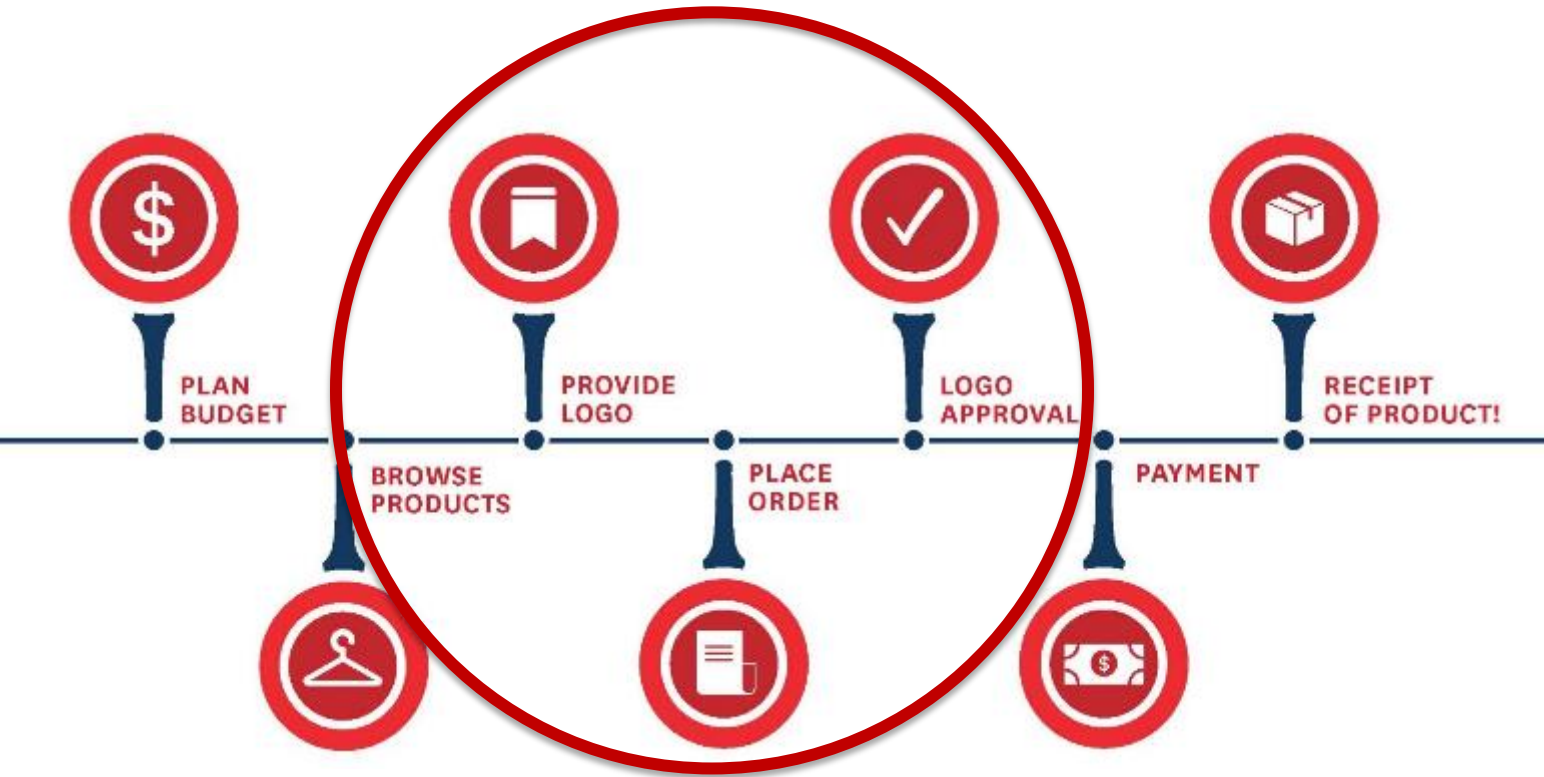
Provides you & your guests with memorable items from their time at the Championship

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



corporatemerch.usga.org

Trust the Process



Custom Digital Invitations



- Web-based template application with customizable text
- Only way to include 2022 U.S. Open logo and course imagery in marketing
- Includes your logo on bottom of each template
- Each individual template: \$150
- One-time, \$400 cost for access to all 4 templates
- Co-branded email header: \$100

Custom Printed Invitations

- Printed on 100 lb. heavy white card stock
- 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
- High quality envelope with liner options included
- Addressing included for individual delivery

Front



Back



What to think about NOW:

- Do you need invitations for your guests?
 - Printed vs. Digital
- How many people do you plan on purchasing gifts for?
- What is your in-hand date?
- Do you plan on providing a cobranded gift with the delivery of tickets?
 - Notebooks
 - Hats
 - Towels
- Gifting in your hospitality space
 - Apparel
 - Sustainable drinkware
 - Caps





[Home](#) [Apparel](#) [Headwear](#) [Accessories](#) [FAQ](#) [Shop By Brand](#)



Official Shop for USGA Hospitality Clients

2022 U.S. Open at The Country Club - Brookline, MA - June 16-19



corporatemerch.usga.org

Accessories



Clear Drawstring Bag
TOURNAMENT SOLUTIONS
\$13.00 USD



Poker Chips
TOURNAMENT SOLUTIONS
\$5.00 USD



Screen Printed Flag
TOURNAMENT SOLUTIONS
\$16.00 USD



Embroidered Flag
TOURNAMENT SOLUTIONS
\$32.00 USD



Micro-Scrubber Towel
DEVANT
\$28.00 USD



Pro Line Umbrella
HAAS-JORDAN
\$39.00 USD



Koozie
TOURNAMENT SOLUTIONS
\$7.00 USD



Clear Zipper Tote
TOURNAMENT SOLUTIONS
\$16.00 USD

Accessories



Pro Line Umbrella

HAAS-JORDAN

\$39.00 USD

Style

2022 U.S. Open



- Championship logo only: \$36.00
- 62" canopy ar
- Solid fiberglass construction
- Lightweight frame
- Pro-Grip handle
- Domestic

* Minimum order quantity of 25 pieces co-branded

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



corporatemerch.usga.org



CORPORATE MERCHANDISE PROGRAM

PLACING YOUR ORDER:

1

STEP ONE

Visit corporatemerch.usga.org
to view all merchandise

2

STEP TWO

Email Ryan Hutchison at
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
908-396-1502

*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.

A detailed botanical illustration in a light grey tone serves as the background. It features various elements including large, open flowers with prominent stamens, clusters of small berries or grapes, and several pinecones. The style is reminiscent of traditional scientific or natural history drawings.

ridgewells

CATERING



Local Vendors



Katsiroubas Bros.



BLACKBIRD
DOUGHNUTS



Local Flavors

- Baked Goods
 - Sandwich Breads & Rolls – Iggy’s
 - Sticky Sticky Buns – Flour Bakery
 - Italian Cookies – Montilio’s
 - Mini Cupcakes – Montilio’s
 - Doughnuts - Blackbird
- Vermont Maple Syrup – Silloway Maple
- Salad Dressings – Ken’s
- Potato Chips – Cape Cod Chips
- Farm Fresh Produce – Katsiroubas
- Local Seafood – John Nagle
- Local Breweries, Wineries & Distilleries



Tasting Highlights *Breakfast*



Breakfast Charcuterie



Flour Bakery's Famous Sticky Sticky Buns



Smoked Salmon Breakfast Sandwich

Tasting Highlights

Lunch, Snack, Dessert



Shrimp Salad Rolls



Mesquite Beef Tenderloin



Lobster Dip



Italian Cookie Collection

Other Menu Highlights



Johnny Cakes

Stuffies

Cod And Potato Cakes

Lobster Macaroni And Cheese

The North End Spuckie

Legal Seafood's Clam Chowdah

Boston Beef Sliders

Maryland Crab Cakes

Additional Things To Note



What You'll See Today

Sampling Of Our Menus

New England Inspired Items

Tent Cards With Listed Allergens

Standard Disposables

Standard And Upgraded
Buffet Equipment



Sustainability



What Are We Doing?

Sourcing from local vendors

Using compostable disposables whenever possible

Hiring locally

500+ employees for hospitality alone

Engaging with local non-profit organizations

Supporting USGA sustainability programs on course

Your Tent Staff



Your On-Site Support



Carrie Coffee

Client Success Manager

P: 301.907.3748

E: ccoffee@ridgewells.com

NBC, 18th Green Village

15th Fairway Village



Tricia Edwards

Client Success Producer

P: 301.907.3756

E: tedwards@ridgewells.com

14th Hole Village



Megan Zebrak

Director of Major Events



Nick Rogers

Director of Staffing

Important Dates

2021

DECEMBER 31, 2021

Client Agreement And
Credit Card Authorization Forms were due

2022

JANUARY

Begin Menu Planning!

Ridgewells Point of Contact to reach out to review Culinary Selections

Ridgewells to provide Deposit Invoice

MARCH 4

Deposit Payment Due

MAY 6

Final Menu Selections, Guest Counts And
Payment In Full Due

JUNE 13-19

Championship Week

30 DAYS POST CHAMPIONSHIP

Final Balance Due



154 Days to Go

