2022 U.S. Open Championship Update Session – Weekly & Daily Tables March 22, 2022



Corporate Hospitality Program Resources



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

Ballroom - Ashley Lodovice

Founders Club – Erin Maher

Champions Pavilion – Shelley Berlin

MSG Staff Assignments

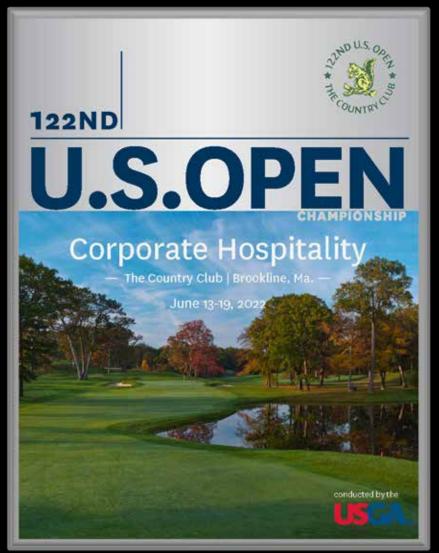
NBC Sports – Mimi Griffin Clubhouse – Jeanne Taylor & Ashley Lodovice ProMedica – Mimi Griffin

Village on 18 – Jeanne Taylor

Village on 15 – Kelly Segin Village on 14 – Emily Geosits Suites on 11 – Kim Werner Suites on 13 – Danielle Bonder Suites on 6 – Cheryl Gasper



Corporate Hospitality Manual



- ✓ Link to manual was 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

107	ACTIVITY	LOCATION OR GROUP/CONTACT
Decembering	Final payment for hospitality package due	USGA/Kettin Groese
2022	ACTIVITY	LOCATION OR GROUP/CONTACT
February 1	Catering payment due	Ridgewells/Sease Freeman The Country Club/Alicia Lapriore
February 15	Forms due: - Tacket Distribution & Panking Pleas Shipment Form, MSG Promotions/Emily Gi - Corport Ma Sign Form	
Harchi	Form due: - Option Ticket Order Form (Founder's Club & Champions Pauloin ONLY)	HSG Promotions/Emily Gillard
Marich 25	Corporate Up date Session	The Country Club/MSG Promotions
Apriling	Deadline to order co-branded merchandise	USGA/Ryan Huschison
Mayrs	Corporate Update Session	The Country Club/HSG Promotions
June13-19	U.S. OPEN CHAMPIONSHIP	The Country Club

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

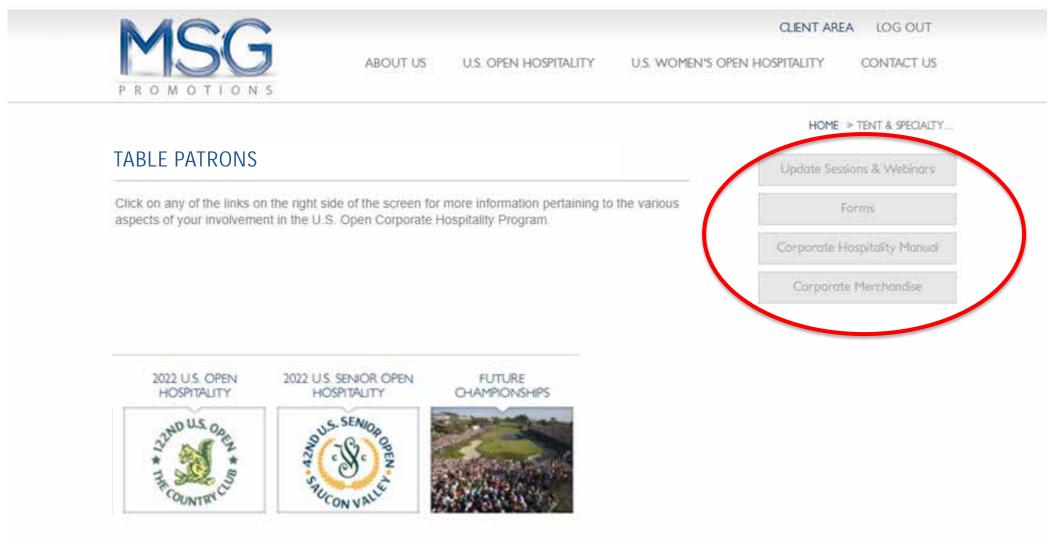


Client Log-in – www.msgpromotions.com

MSG	ABOUT US U.S. OPEN HOSPITALITY U.S. WOMEN'S OPEN HOSPITALITY	LOG IN CONTACT US	LOG-IN CREDENTIALS
		HOME > LOG IN	Table Patrons:
LOG IN Use the form below to log into your	account area.		Username: USOPENtable
	USERNAME		Password: 2022corporatepatron
	PASSWORD		
	LOG IN		
		CHAMPION	

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Client Log-in – www.msgpromotions.com



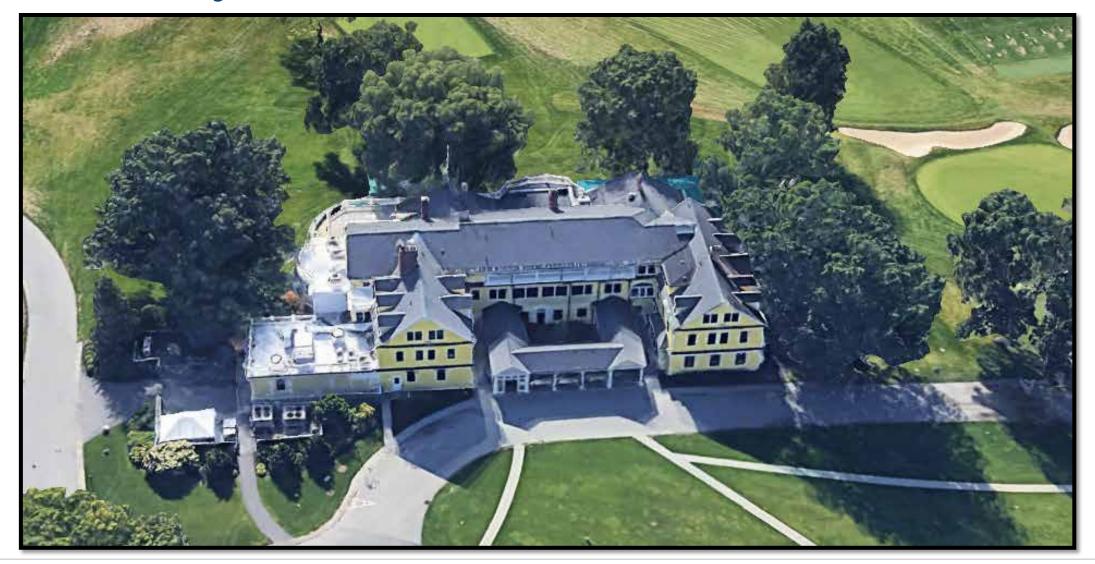
Corporate Update Sessions



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



The Country Club – Ballroom Clients





ridgewells Catering







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

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



GENERAL CHAMPIONSHIP INFORMATION

Championship Week Schedule

Monday, June 13th 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 2nd Championship Round 3rd Championship Round 4th Championship Round

Championship Hospitality Schedule

Monday, June 13th Tuesday, June 14th Wednesday, June 15th Thursday, June 16th Friday, June 17th Saturday, June 18th Sunday, June 19th

Trophy Club Tickets **Trophy Club Tickets** All Table Options Open All Table Options Open All Table Options Open All Table Options Open All Table Options Open

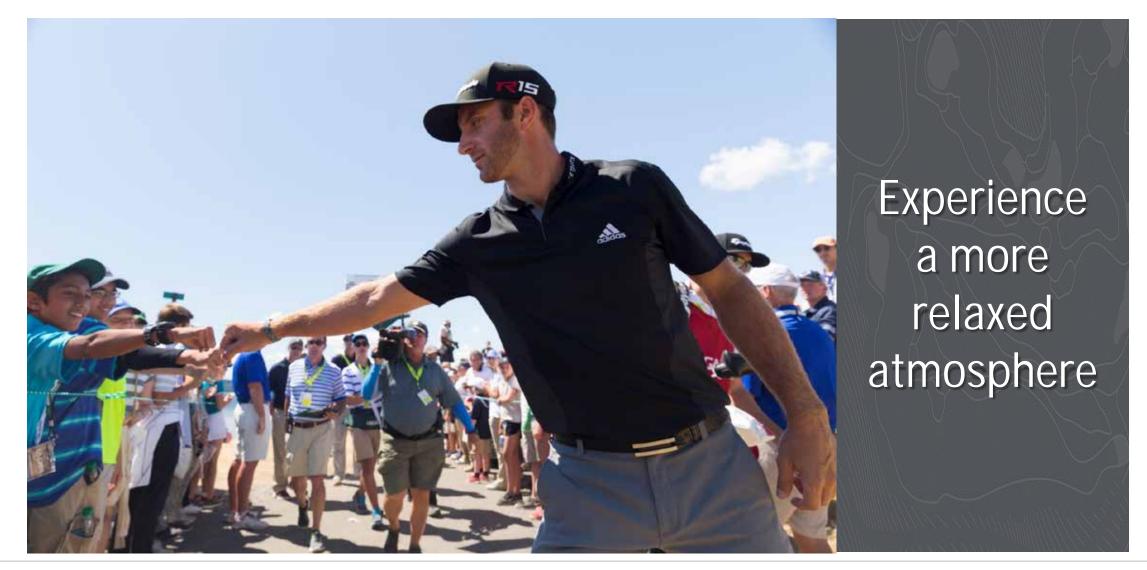
Playoff Format

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 extraholes session will then move to sudden death.

CHAMPIONSHIP WEEK

Practice Rounds Monday, Tuesday and Wednesday



CHAMPIONSHIP WEEK

Practice Rounds Monday, Tuesday and Wednesday



Practice Rounds Monday, Tuesday and Wednesday











Weather Warning System



Weather Warning System





A suspension in play for dangerous conditions will be indicated by one prolonged air-horn blast. In the event of a suspension of play, grandstands will be cleared immediately.



Weather Warning System



Weather Warning System



What To Focus On Now

WHAT TO FOCUS ON NOW

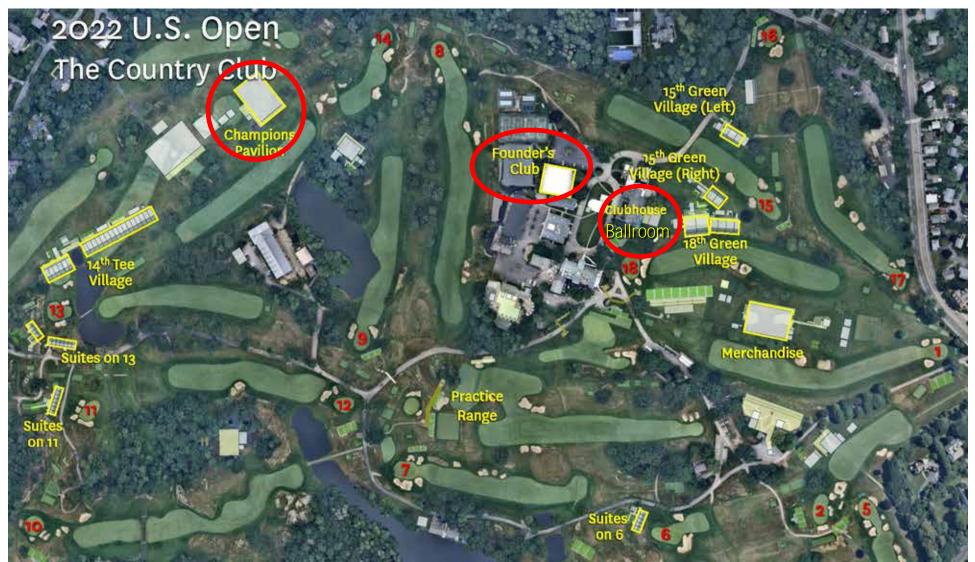
- 1. Upcoming Timeline Dates
 - April 15 Deadline to order co-branded merchandise
 - May 11 Final Update Session



WHAT TO FOCUS ON NOW

2. Become Familiar With Your Package

 \checkmark Location - In relation to the course



WHAT TO FOCUS ON NOW

2. Become Familiar With Your Package

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

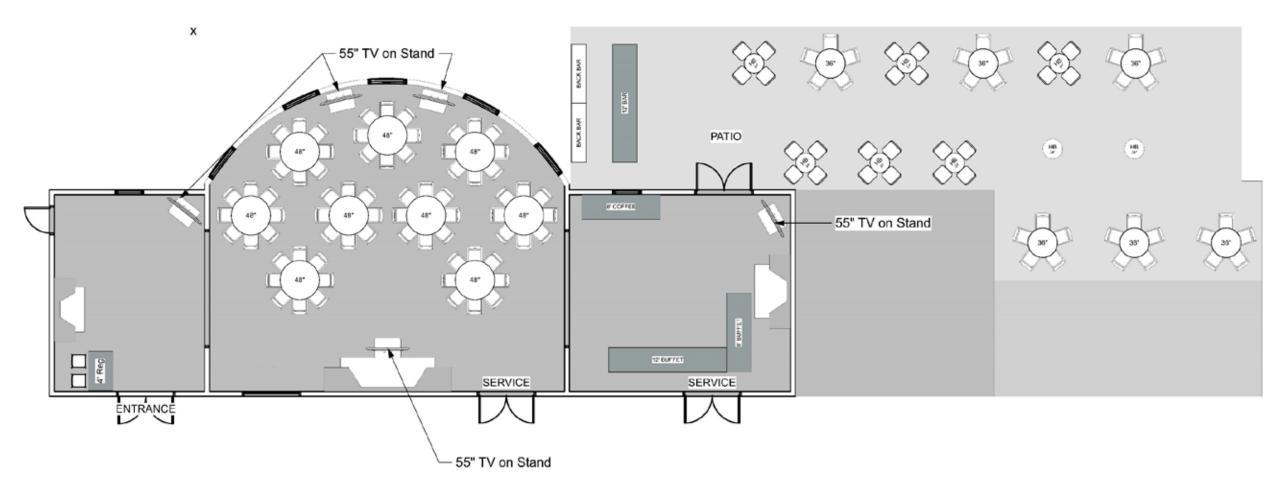




Clubhouse Ballroom

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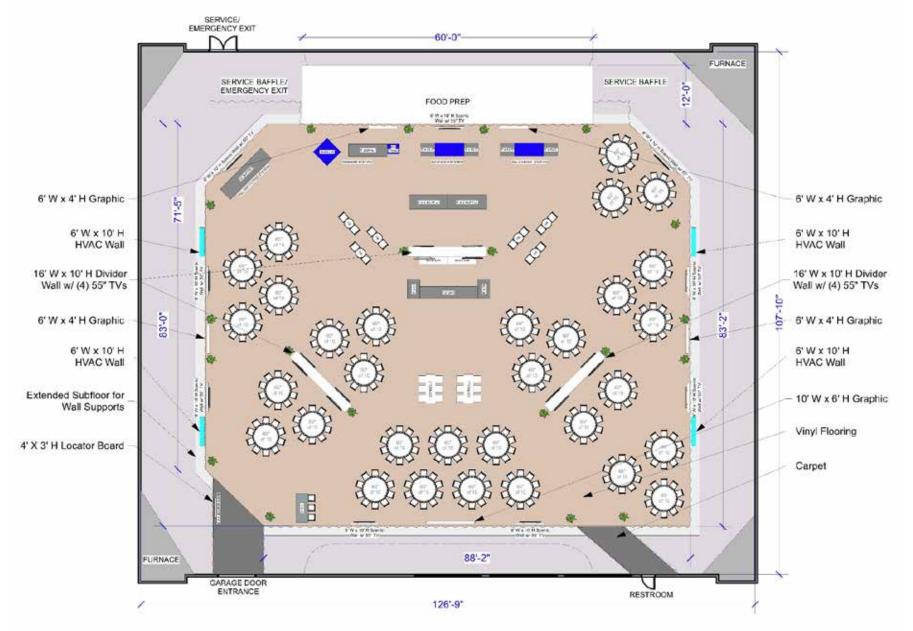
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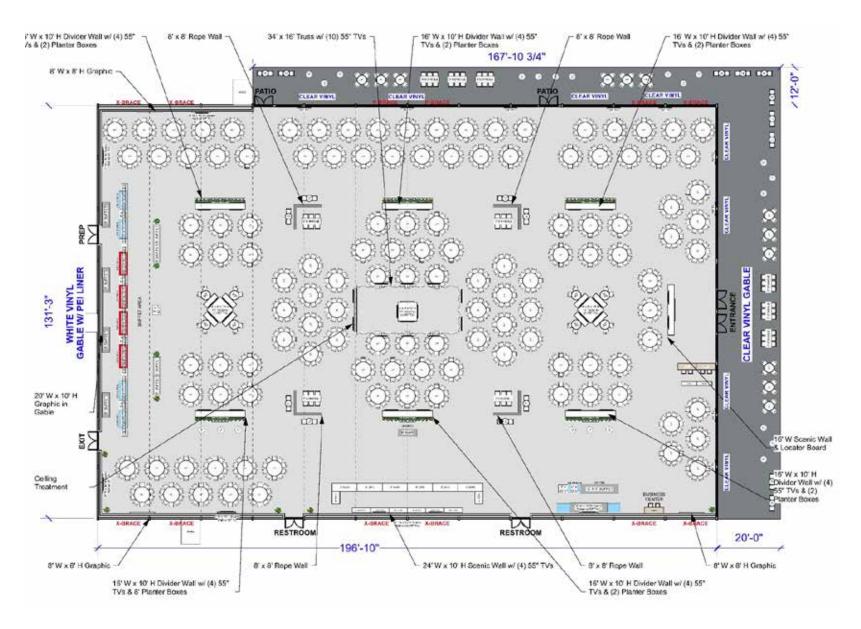
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CHAMPIONS PAVILION



Champions Pavilion

USGA

ISGA BG

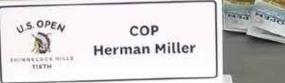
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2. Become Familiar With Your Package

- ▼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. Wrap-Up Invitation Process ▼Send Invitations to B & C list

• Electronic templates or printed notecards



3. Wrap up Invitation Process ✓ Hold tickets back for last minute needs



3. Wrap-Up Invitation Process ✓ Hold tickets back for last minute needs



6. Other Considerations Golf Opportunities **Charles River Country Club** Concord Country Club Dedham Country & Polo Club Lake Winnipesaukee 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

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

7. Review Co-Branded Merchandise Opportunities

Exclusive to Corporate Clients

Corporate Merchandise Program



2022 U.S. Open

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

2022 U.S. Open

Trust the Process . PROVIDE PLAN BUDGET LOGO APPROVAL RECEIPT OF PRODUCT! PLACE PAYMENT BROWSE PRODUCTS KO>



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What to think about NOW:

- How you received the internal approvals to order cobranded merchandise?
- Have you sent your logo in the correct file format?
- 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
 - Accessories





2022 U.S. 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

Please send logo PMS color

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

- Accessories
- Towels
- Drinkware



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

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Accessories



Clear Drawstring Bag TOURNAMENT SOLUTIONS



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







Clear Zipper Tote TOURNAMENT SOLUTIONS \$16.00 USD

corporatemerch.usga.org

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



PROGRAM

PLACING YOUR ORDER:

STEP ONE Visit corporatemerch.usga.org to view all merchandise

STEP TWO Email Ryan Hutchison at rhutchison@usga.org to place an order

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



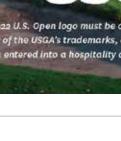
ORDER DEADLINE

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

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CONTACT US! RYAN HUTCHISON rhutchison@usga.org 908-396-1502

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.





corporatemerch.usga.org

2022 U.S. Open

Merchandise Pavilion

- Visit the 24,000 sq. ft. Merchandise Pavilion
- Pre-Champ Opening (Open to the Public)
 - June 10 June 12
 - Open 10:00 a.m. 6:00 p.m.
- Merchandise Pavilion Location:
 - Between Holes 1 & 18
- Visit the 8,000 sq. ft. Satellite Tent
 - Located left of Hold 14
- Over 5 million logoed items available for purchase
- Gift cards available for purchase through USGA Corporate Merchandise Program
 - Starting at \$20.00





Corporate Hospitality Venues



2022 U.S. Open The Country Club

Champions Pavilion



14th Tee Village





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15th Green Village (Left)

15th Green Village (Right)

under's

Practice

Range

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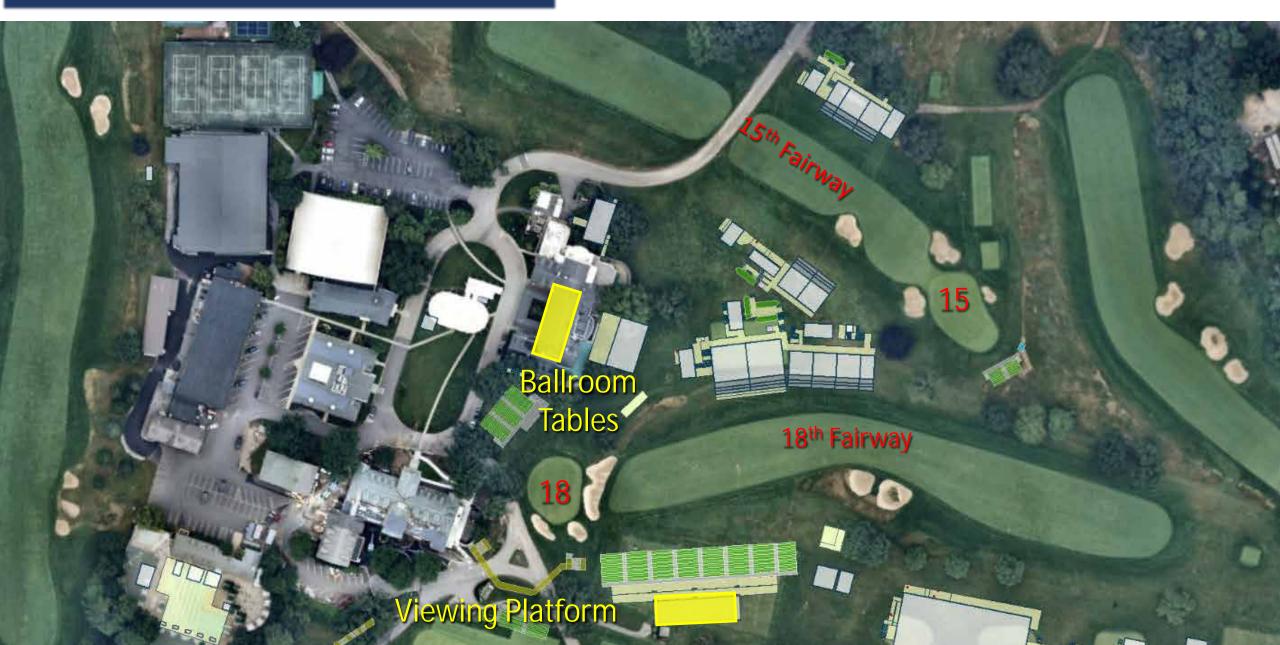
18th Green Village

Merchandise

Suites 7

-9

Clubhouse Ballroom



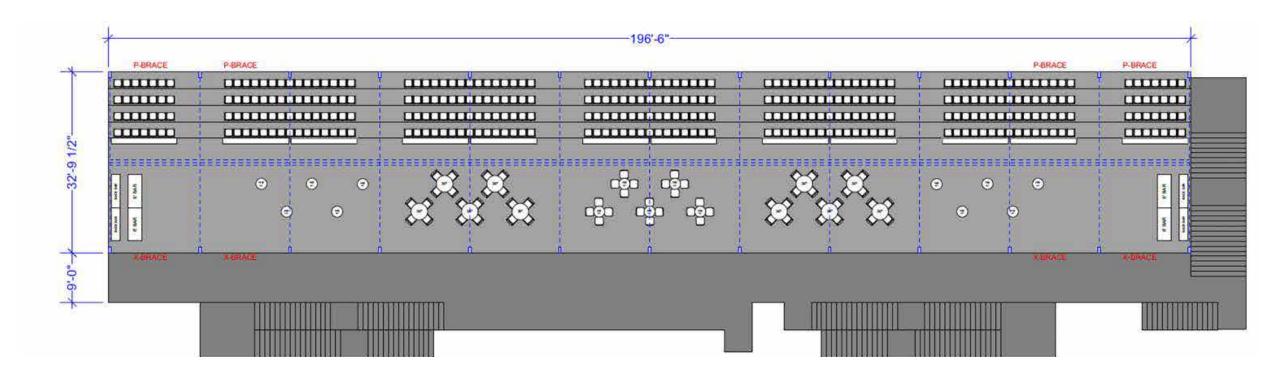
Clubhouse Ballroom



18th Green Viewing Deck

18 Skybox 33x197

18th Green Viewing Deck



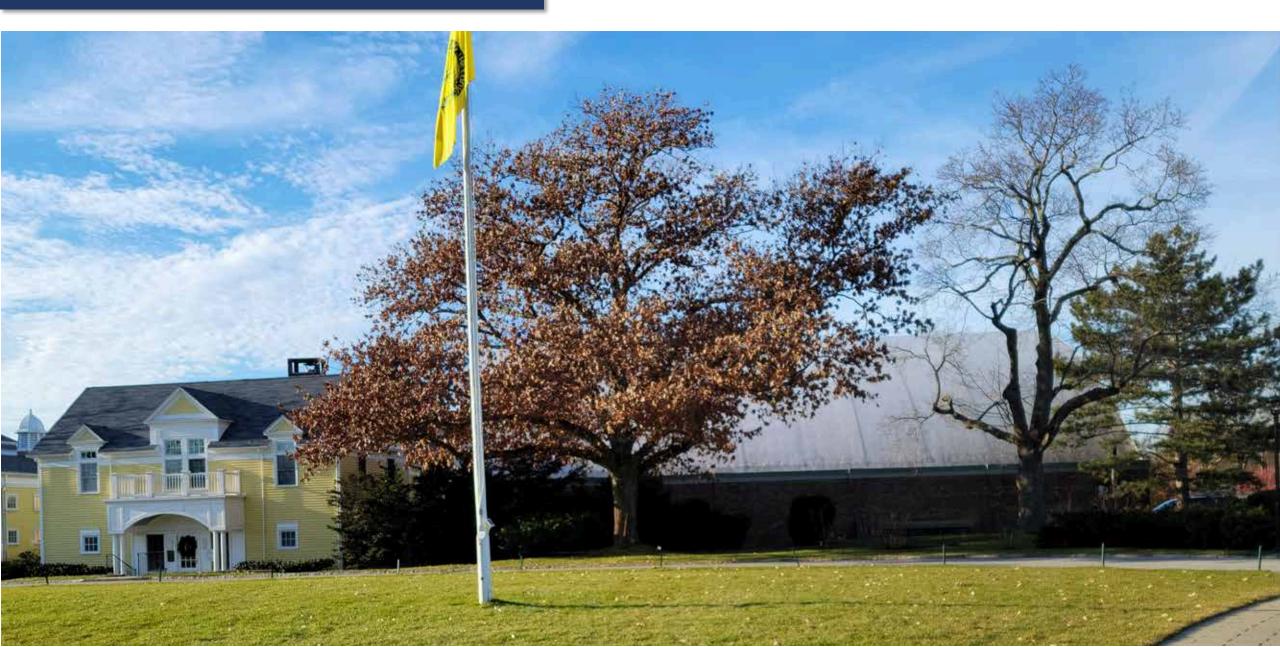
18th Green Viewing Deck



Founder's Club



Founder's Club







Founder's Club

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Champions Pavilion



Locator Maps



Directional Signs



Course Map

Gate

The Country Club





Trophy Club

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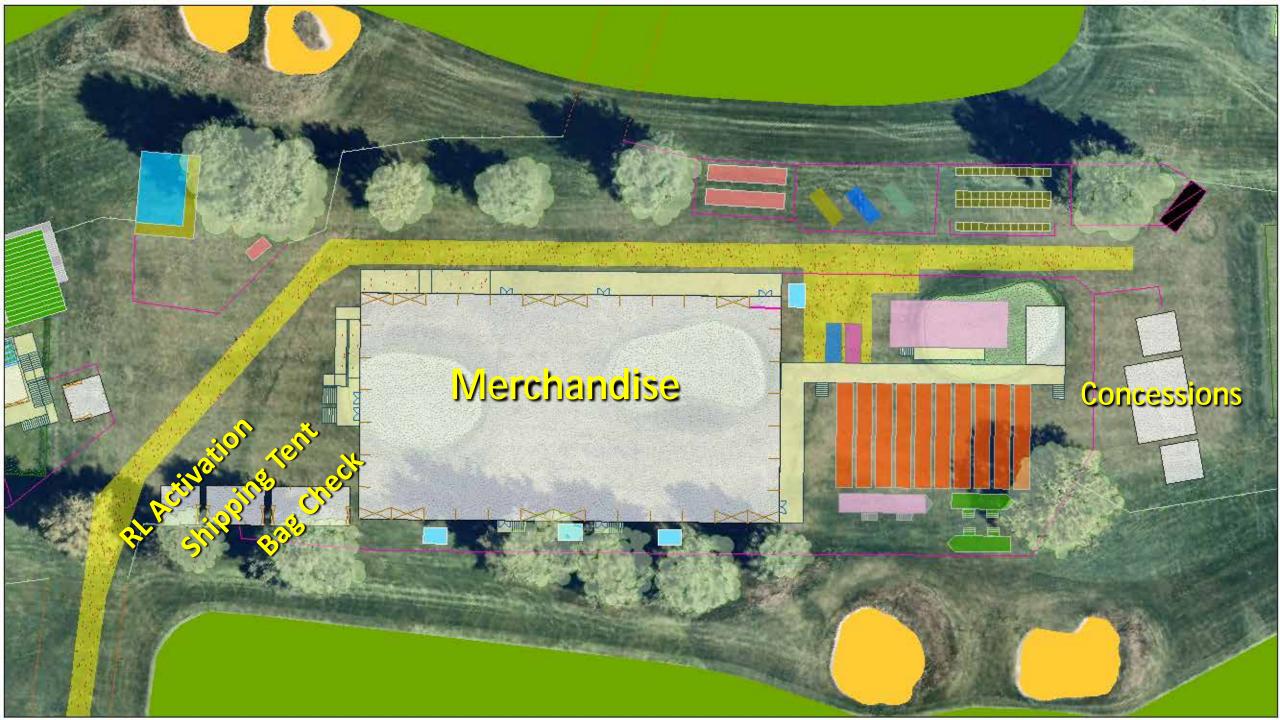
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The Country Club

Gate 10



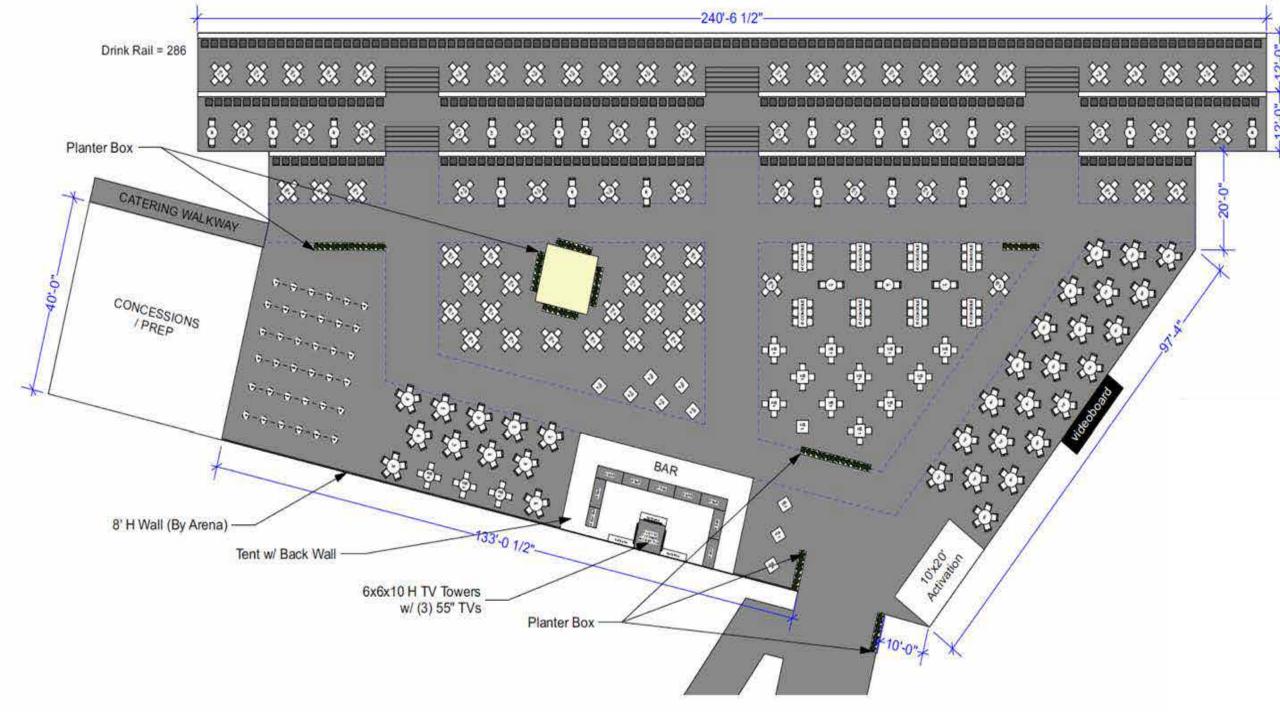


Gate 9

Gate 4

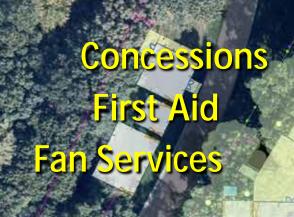
The Country Club





Gate

The Country Club



Tickets

Welcome In

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Enter Gate Southwest

19



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Ticket Allocation

	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

Junior Tickets



Children 12 and younger admitted to the U.S. Open free of charge with a ticket-holding adult

Junior Tickets

Junior tickets DO NOT allow access into the corporate hospitality areas



Junior Tickets

Juniors are welcome in the hospitality areas as long as they have the proper ticket.



Mobile Ticketing

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



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 was 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 was 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:
 - o Transfer tickets to employees or clients
 - Keep track of tickets you have already transferred and what still remains in your ticket inventory
 - o 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.

110 USGA

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 <u>tickets@usga.org</u>.

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 was due prior to March 1st. 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.

Hospitality Operations

Access into Hospitality Areas



Access into Hospitality Areas



Access into the hospitality areas will be STRICTLY enforced

All areas will have dedicated staff including:

- MSG Promotions Staff
- Area Captains
- Interns
- Volunteers

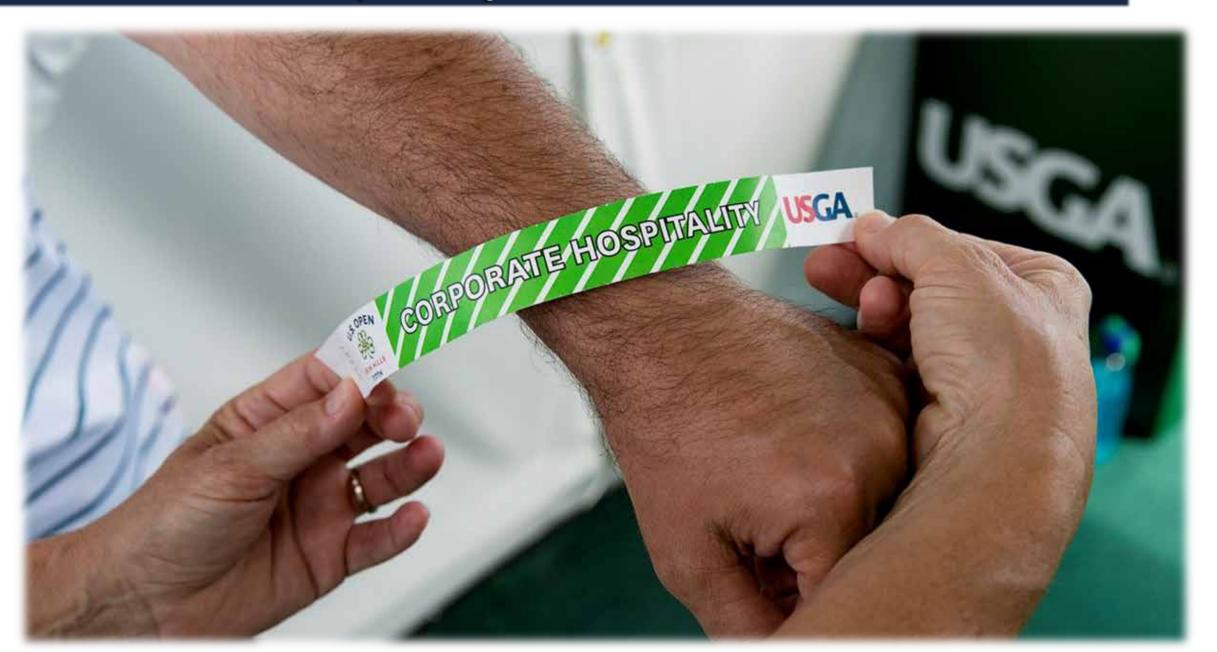
Access into Hospitality Areas



Access into Hospitality Areas – Scanning Tickets



Access into Hospitality Areas – Wristband Process



Access into Hospitality Areas – Wristband Process



Private Restrooms for Each Hospitality Area



No Smoking Policy

There will be a NO SMOKING policy enforced inside all table facilities, patio and viewing platform



Prohibited Items

LIST OF PROHIBITED ITEMS

To expedite admission into the Championship, it is recommended that all prohibited items are safely stowed prior to arriving at the Championship. Please be sure to read the following list of prohibited items carefully:

- No Weapons (regardless of permit, including but not limited to firearms or knives)
- No Explosives and/or Fireworks of any kind
- No Tablets and/or Computers (mobile devices smaller than 7" are permitted, subject to mobile device policy)
- No Drones
- No Selfie Sticks
- No Cameras (point and shoot, film, or DSLR) or Video Cameras (other than Monday through Wednesday for personal use only)
- No Noise-Producing Devices (including portable speakers)
- No Backpacks, Briefcases, Purses and/or Bags larger than 6" W x 6" H x 6" D in their natural state
 - NOTE: Transparent/clear plastic hand and shoulder bags no larger than 12" W x 12"
 - H x 6" D are permitted.

Prohibited Items

- No Signs, Posters, Banners and/or other Sports Paraphernalia or Memorabilia
- No Food and/or Beverages except for medical or infant needs
- Water Bottles (32-ounce size or less, no glass) are permitted provided they are empty upon arrival
- No Glass, Coolers, Aerosol Cans and/or Spray Bottles except for medical or infant needs

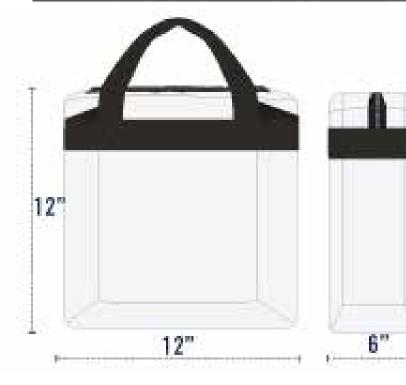
NOTE: Personal-care items (3-ounce size or less) are permitted.

- No Pets (other than service animals as defined by the ADA assisting disabled individuals)
- No Lawn Chairs and/or Oversized Chairs
- No Ladders and/or Step Stools or other similar items
- No Bicycles allowed inside admission areas or on the Championship grounds
- No other items or actions deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

NOTE: The USGA reserves the right to amend the List of Prohibited Items at any time to provide a safe and secure Championship.

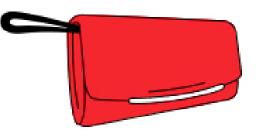


CLEAR BAGS 12" x 12" x 6"



NON-CLEAR BAGS 6" x 6" x 6"





SECURITY

Corporate Bag Tag

Allows Corporate Planners To Bring One Oversized Bag

- One per company
- Bag tag and ID tag will be sent with your VIP Parking passes
- Valid throughout the Championship week
- Bag tag and ID tag MUST be affixed to your bag at all times
- Bag is still subject to search
- Disallowed items not permitted with bag tag







Approved Computer Device Stickers

- Intended for the staff person hosting your hospitality who is bringing a laptop or tablet to the championship each day.
 - One per company

SECURITY

- The sticker must be affixed to the device at all times.
- The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.
- Approved Device Stickers will be sent with your VIP Parking Passes.









Prohibited Items



Accessibility



Accessibility



CHAMPIONSHIP WEEK

VIP Parking

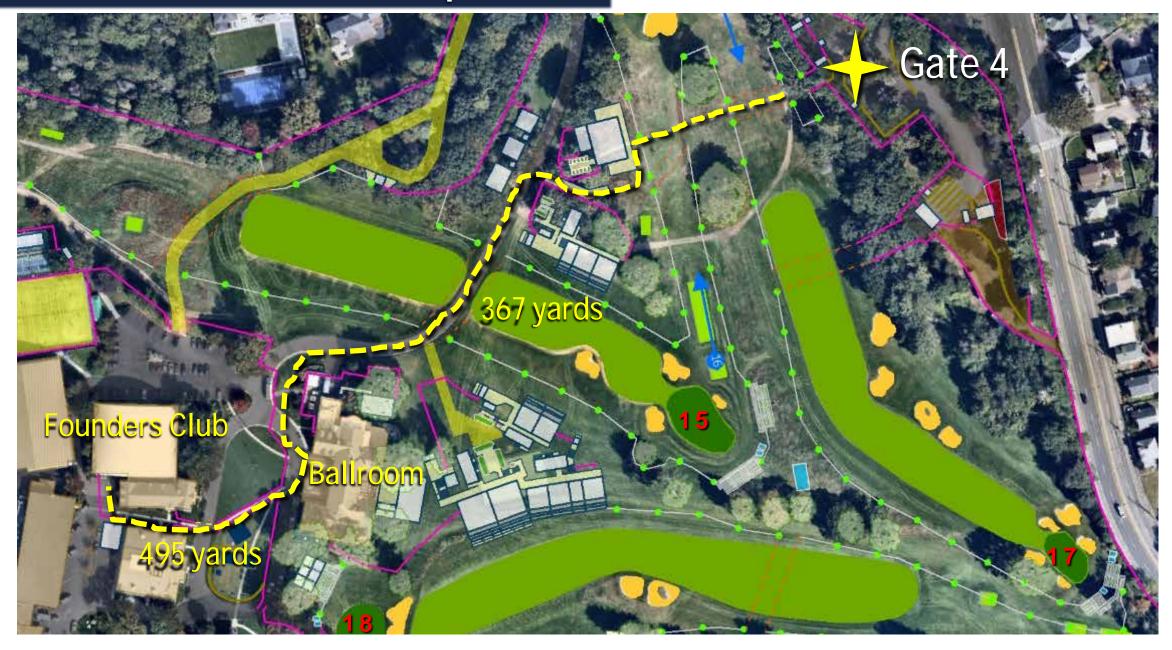
VIP Parking – Ballroom & Founder's Club

10-minute shuttle ride to Gate 4

The Country Club

Dexter Southfield School

Dexter Southfield Drop-Off



VIP Parking – Champions Pavilion – Boston College

Boston College – Brighton Campus

15-20-minute shuttle ride to Gate 10

10 The Country Club

VIP Parking – Champions Pavilion – Drop-Off



Ride Share & Bike Parking – Larz Anderson Park

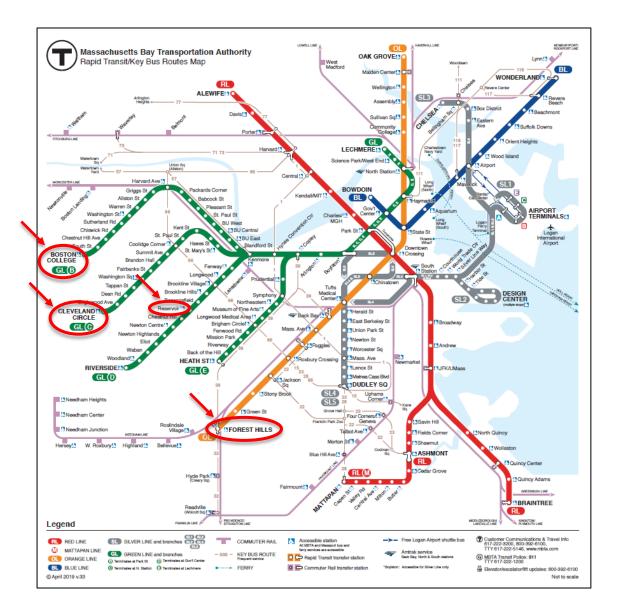


Vehicle Size Restrictions

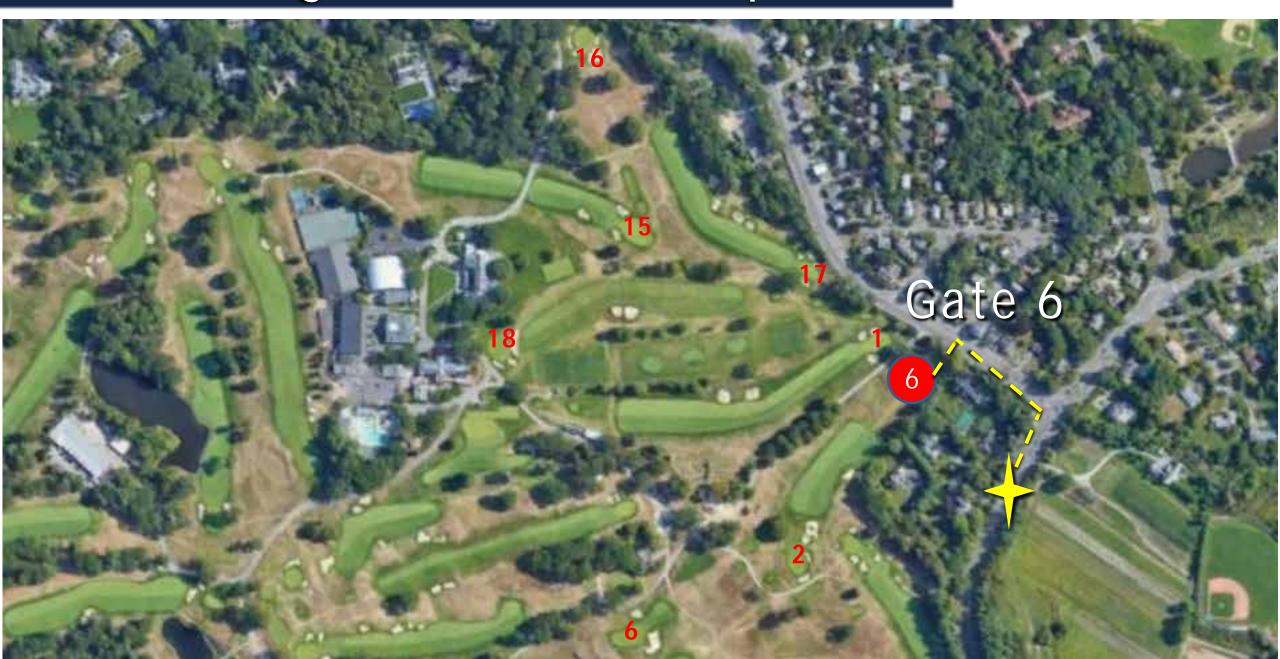
Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van (19' or less)	Sprinter Van	Mini-Coach	Coach Bus
Dexter Southfield School	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Boston College – Brighton Campus	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Ride Share (Larz Anderson Park)	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop	No to Drop	No to Drop

MBTA – Mass Transit

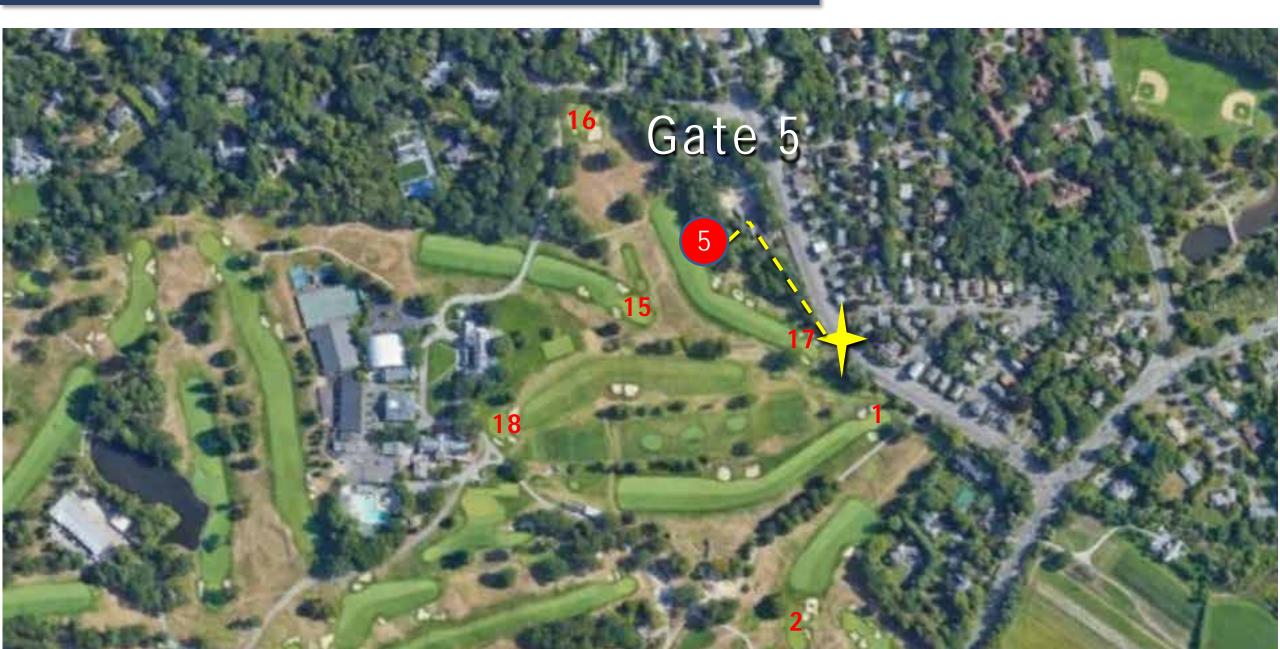
- MBTA Orange Line Forest Hills Station (Primary Option)
 - Shuttle 15-minutes to Newton Street depot
- MBTA Green Line Boston College Station (B Line)
 - Shuttle 20-minutes to Clyde East depot
 - Walk to Boston College Chestnut Hill Campus Shuttle Depot (0.5 miles)
- SMBTA Green Line Cleveland Circle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



MBTA – Orange Line – Shuttle Drop-Off



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



83 Days to Go

Thanks For Attending!