

Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. Any new information discussed during the Update Session on March 22nd is in green, so it is easily distinguished.

I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 2:42)

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 PROGRAM RESOURCES (Webinar time 2:43 – 8:19)

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. The staff assignments are:
 - i. Ballroom – Ashley Lodovice
 - ii. Founder’s Club – Erin Maher
 - iii. Champions Pavilion – Shelley Berlin
 - iv. NBC Sports – Mimi Griffin
 - v. Ballroom & President’s Room – Jeanne Taylor & Ashley Lodovice
 - vi. ProMedica – Mimi Griffin
 - vii. Village on 18 – Jeanne Taylor
 - viii. Village on 15 – Kelly Segin
 - ix. Village on 14 – Emily Gillard
 - x. Suites on 13 – Danielle Bonder
 - xi. Suites on 11 – Kim Malore
 - xii. Suites on 6 – Cheryl Gasper
- B. Corporate Hospitality Manual
1. The link to the manual was emailed to all daily contacts.
 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 for Table Patrons:
 - i. Username: USOPEntable
 - ii. Password: 2022corporatepatron
- D. Final Update Session
1. May 11, 2022; 2:00pm – 4:00pm

- a. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.
2. A reminder email will be sent at least two weeks prior to the update session.
 - a. A webinar option will be available for those who are unable to attend in person. The webinar recording will be posted to the password-protected client section of the MSG website following the meeting.

III. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 8:20 – 16:39)

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.
5. Monday and Tuesday tickets included with the weekly table packages include access into the Trophy Club located on golfer's left of the 14th fairway. Food and beverage will be available for purchase by ticket holders within the Trophy Club.

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.

E. Inclement and Severe Weather Warnings & Policy

1. Meteorology staff will be on-site monitoring weather conditions at all times. The USGA will communicate important safety information to fans through special alerts that will appear on all leaderboards as well as on the U.S. Open Mobile App.
 - a. Weather Advisory – A blue Weather Advisory sign may be posted to alert spectators of specific weather conditions such as extreme heat.
 - b. Weather Watch – A yellow Weather Watch sign may be posted to alert spectators that dangerous weather is possible and they should be prepared to take shelter or return to their vehicles.
 - c. Weather Warning – A red Weather Warning sign may be posted to alert spectators that dangerous weather is approaching and they should take immediate action including exiting all grandstands.
 - i. A suspension in play due to dangerous conditions will be indicated by one prolonged air-horn blast. In the event of a suspension of play, grandstands will be cleared immediately.
2. If weather conditions become a public safety issue, all facilities, including hospitality areas, will be opened for spectators to seek shelter.
3. Your MSG representative will advise you of this beforehand so that you are aware.

IV. WHAT TO FOCUS ON NOW (Webinar time 16:40 – 29:45)

A. Upcoming Timeline Dates

1. December 15 – Final payment for hospitality package was due to USGA
 - a. Kaitlin Grouss; 908.230.0006; kgrouss@usga.org
2. February 1 – Catering payment was due to Ridgewells
 - a. Beena Freeman; bfreeman@ridgewells.com
3. February 15 – Ticket Distribution & Parking Pass Shipment Form was due
 - a. 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.
4. February 15 – Corporate Sign Form was due
 - a. Specify exactly how you want your company name to appear on the corporate identification sign 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.
 - iii. No other signs or displays are permitted on your table during championship week.
- 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 table number.
5. March 1 – Option Ticket Order Form was due – FOUNDER’S CLUB & CHAMPIONS PAVILION ONLY
6. April 15 – Deadline to order co-branded merchandise
7. May 11 – Final Update Session
- B. Become Familiar with your Hospitality Package
 1. Understand where your hospitality facility is in relation to the course
 2. Understand the type of table package you reserved (weekly or daily)
 3. Understand the amenities included in your hospitality package

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	VIP PARKING PASSES
Ballroom	15 (Mon-Sun)*	1 (Wed-Sun)	0	8 (Mon-Sun)
Founder’s Club	15 (Mon-Sun)*	1 (Wed-Sun)	2	8 (Mon-Sun)
Champions Pavilion	12 (Mon-Sun)*	1 (Wed-Sun)	2	5 (Mon-Sun)

**Hospitality option does not open until Wednesday. Monday and Tuesday tickets that are included in the weekly package gain access into the Trophy Club where food and beverage will be available for purchase.*

- C. Wrap-Up Invitation Process
 1. Continue sending invitations to your B & C lists.
 2. Hold tickets for last minute needs.
- D. Other Considerations
 1. There are several golf courses in the Brookline area that are available to host your guests during U.S. Open week. For a list of courses and more information on how to secure tee times, please contact Jeanne Taylor (jtaylor@msgpromotions.com).

E. Review Co-Branded Merchandise Opportunities

V. CORPORATE MERCHANDISE – Ryan Hutchison, Manager, Corporate Merchandise (Webinar time 29:46 – 48:00)

A. Benefits of the U.S. Open Corporate Merchandise Program

1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients
2. Extends your investment in the U.S. Open and generates excitement for your company
3. Provides your guests with memorable items from their time at the Championship

B. 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.

C. The Process

1. Plan your budget
 - a. A number of products are available at a variety of price points.
 - b. Invitations are available in both printed and digital forms.
 - c. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
2. Browse the products
 - a. The 2022 offerings are available on the Corporate Merchandise website:
<https://corporatemerch.usga.org>
3. Provide your logo
 - a. A .DST or .EMB file is required for embroidery orders (i.e. apparel, headwear, etc.)
 - i. Please include the PMS/Pantone colors of your logo when sending the file.
 - b. An .EPS or .JPG file is required for screen printed orders (i.e. towels, clear bags)

D. Invitation Options

1. Custom Digital Invitations
 - a. A set of four web-based templates with customizable text for a one-time fee of \$400
 - i. Each template is also available on an individual basis for \$150 per template.
 - b. Only way to include the 2022 U.S. Open logo and course imagery in digital invitations
 - c. Includes your company logo at the bottom of each template
 - d. A co-branded email header is also available for \$100 to be used in your own web-based email.
2. Custom Printed Invitations

- a. 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.
- b. Only way to include the 2022 U.S. Open logo in your invitations/marketing
- c. \$3.00 per card (includes envelope)
- d. Addressing included for individual delivery
- E. Deadline to Order Co-Branded Merchandise – April 15, 2022
- F. Merchandise Pavilion
 - 1. The main Merchandise Pavilion will be 24,000 sq. ft. and will be located between the 1st and 18th fairways. There will also be an 8,000 sq. ft. Satellite Merchandise Tent located in the Fan Area next to the 14th fairway.
 - 2. Gift cards starting at \$20.00 are available for purchase through the Corporate Merchandise Program.
 - 3. Pre-Championship Opening (open to the public; no ticket required)
 - a. June 10 - June 12; 10:00am – 6:00pm

VI. CORPORATE HOSPITALITY VENUES AND COURSE MAP (Webinar time 48:01 – 55:18)

- A. All table facilities are operational on Wednesday through Sunday of the U.S. Open.
 - 1. Ballroom – Located in the Ballroom, Curtis Room and Windsor Room spaces on the second floor of The Country Club and will include 9 weekly tables. Ballroom table guests will have access to an outdoor patio overlooking the 18th green as well as a viewing platform above the 18th green grandstand.
 - 2. Founder's Club – Located in the existing indoor Tennis Center at The Country Club and will include 31 weekly tables. Founder's Club guests will have access to a viewing platform above the 18th green grandstand.
 - 3. Champions Pavilion – Located on golfer's left of the 14th fairway and will include 82 weekly tables and 43 daily tables.
- B. Locator Maps on the Course
 - 1. Several large maps will be placed throughout the course with a "You Are Here" indication to help all fans navigate their way around the course.
- C. Fan Areas on the Course
 - 1. The Fan Area located next to the Champions Pavilion, along the 14th fairway, includes the Trophy Club, Satellite Merchandise tent, Fan Services, the USGA Museum tent, and the Lexus Activation tent as well as concessions and restrooms.
 - a. The Monday and Tuesday tickets included with the weekly table packages have access to the Trophy Club where food and beverage will be available for purchase.
 - b. Fan Services – features championship information and materials as well as mobile charging stations.

- c. Lexus Performance Experience – features state-of-the-art interactive golf experiences as well as the latest Lexus vehicles.
- 2. The Fan Area located between the 1st and 18th fairways will feature the Main Merchandise Pavilion, the shipping and bag check tents, the Ralph Lauren Activation tent and concessions.
- 3. The Garden, located on the golfer's right of the 1st fairway, is an upgraded general admissions ticket area. Your hospitality package tickets do not allow access into The Garden.
- 4. There will be another Fan Area located on golfer's left of the 16th green that will include a Fan Services tent as well as a First Aid station and concessions.
 - a. There will be additional First Aid stations near the 2nd tee and 12th tee.

VII. TICKETS –Chris Tobia, Director, Ticket Operations, USGA (Webinar time 55:19 – 1:21:22)

A. Ticket Allocation

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS	VIP PARKING PASSES
Ballroom	15 (Mon-Sun)*	1 (Wed-Sun)	0	8 (Mon-Sun)
Founder's Club	15 (Mon-Sun)*	1 (Wed-Sun)	2	8 (Mon-Sun)
Champions Pavilion	12 (Mon-Sun)*	1 (Wed-Sun)	2	5 (Mon-Sun)

**Hospitality option does not open until Wednesday. Monday and Tuesday tickets that are included in the weekly package gain access into the Trophy Club where food and beverage will be available for purchase.*

B. Junior Tickets

- 1. Available on-site at Will Call only and will never sell out.
 - a. Children ages 12 and younger will be admitted free of charge on any day (Monday - Sunday).
 - b. Juniors ages 13-18 are admitted free of charge on the practice rounds (Monday – Wednesday), and at a discounted rate (\$50) for any of the championship rounds (Thursday-Sunday).
- 2. There is a maximum of four (4) Junior tickets per one (1) adult ticket holder.
- 3. Junior tickets DO NOT ALLOW access into any of the corporate areas.
 - a. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
 - b. You must provide one of your hospitality tickets to any guest who plans to bring their child into your hospitality area.

- c. We advise you to notify your guests of the Junior Ticket policy.

C. Mobile Ticketing

1. The USGA is moving to a mobile ticketing solution, starting with the 2022 U.S. Open.
 - a. Eliminates contact points and makes the customer experience safer and more convenient
 - b. Enhances ticket security and significantly reduces opportunity for bad characters to take advantage of fans
 - c. Simplifies the distribution process of tickets utilizing an email address instead of having to mail or personally deliver/distribute tickets
 - d. Increases ability to track tickets and utilization
 - e. Better for the environment by reducing significant paper waste from printed tickets
 - f. Keeping up to date and on par with the sports and entertainment industry trends and technology innovations
2. Each company will need to designate one Account Manager to be set up as the administrator in the AXS ticketing platform. This information was provided via the Ticket Distribution & Parking Pass Shipment Form in the *Timeline & Forms* section of the manual.
3. Account Managers will be able to access and distribute tickets via the U.S. Open App or the USGA.org Ticket Portal webpage.
 - a. The U.S. Open App is available now in the Apple App Store or Google Play Store and will be updated with 2022 U.S. Open information in the Spring.
4. Transferring tickets to attendees is then a simple, easy, and seamless process.
5. Please take a moment to read through the [Mobile Ticket/Account Manager FAQs](#) and to watch the [Mobile Ticket Video Tutorial](#) to familiarize yourself with the digital ticket process.

VIII. HOSPITALITY OPERATIONS (Webinar time 1:21:23 – 1:34:02)

A. Access into Hospitality Areas will be STRICTLY enforced

1. MSG staff, interns and volunteers will monitor the entrances to each hospitality area from 7:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access into the venue.
 - a. Signs will be posted at the entrance of each of the hospitality facilities indicating which tickets and credentials are permitted access into the area.

B. Entrance Procedure

1. Upon first entry into each hospitality facility, guests will have their ticket scanned and an RFID wristband affixed to their wrist (as shown in this [video](#)).

- a. Only the RFID wristband will be required for re-entry to the hospitality area.
Guests will be required to tap their wristband on the RFID reader to verify access before re-entry into the hospitality area (as shown in this [video](#)).
 2. The entrance to the Champions Pavilion will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
- C. Restrooms
1. Each hospitality area will have dedicated restroom facilities exclusive to guests in that specific area.
 2. Port-o-let restroom units will also be located throughout the course for all spectators.
- D. No Smoking Policy
1. The NO SMOKING policy will be enforced inside all table facilities, on all patios and on the viewing platform.
- E. Prohibited Items
1. A complete list of items prohibited at the U.S. Open is available in the [Championship Information](#) section of the Corporate Hospitality Manual and will be available on the U.S. Open website as well as on the U.S. Open Mobile App.
 2. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item in the Prohibited Items trailer.
 - a. The Prohibited Items trailer locations will be communicated at the May Update Session.
 3. Bag Size Restrictions
 - a. No backpacks, briefcases or bags larger than 6"W x 6"H x 6"D in their natural state are allowed into the championship.
 - b. Transparent/clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted. These can be purchased through the USGA's Corporate Merchandise Program.
 4. Corporate Bag Tag
 - a. Each company will receive one Bag Tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
 - b. The Bag Tag and corresponding ID tag will be included in your parking pass shipment.
 - c. The ID tag must be labeled with your name and company and must be affixed to the bag at all times.
 - d. The bag is still subject to search and prohibited items are not permitted even with a bag tag.
 5. Approved Device Stickers

- a. Each company will be sent one (1) Approved Device Sticker intended for the staff person hosting your hospitality table who is bringing a laptop or tablet to the championship.
- b. The Approved Device Sticker will be included in your parking pass shipment.
- c. The sticker must be affixed to the device at all times.
- d. The device must remain inside your table facility throughout the day. The use of laptops and tablets is prohibited on the course.
- e. Please note, there is no place to store a laptop or tablet within the table facilities.

F. Accessibility

1. All hospitality facilities will be ADA accessible.
2. A limited supply of motorized scooters will be available at the Mobility Scooter Tent on a first come, first serve basis.
3. Please let us know if you will have any guests who are wheelchair bound or oxygen dependent so we can make special arrangements for them.

IX. PARKING & TRANSPORTATION (Webinar time 1:34:03 – END)

A. VIP Parking

HOSPITALITY VENUE	PARKING PASSES PER DAY	VIP PARKING LOCATION
Ballroom	8	Dexter Southfield School (10-minute shuttle to Gate 4 – golfer's left of 17 th Hole)
Founder's Club	8	
Champions Pavilion	5	Boston College – Brighton Campus (15-20 min. shuttle to Gate 10 – on Primrose #3, near 11 th & 13 th Greens)

B. Ride Share and Bike Parking






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 near 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 near Gate 5, 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 near Gate 5, which is located on golfer's left of the 17th hole. The shuttle ride is approximately 10 minutes.

D. Vehicle Size Restrictions

VEHICLE SIZE	DEXTER SOUTHFIELD (Ballroom & Founder's Club)	BOSTON COLLEGE - BRIGHTON CAMPUS (Champions Pavilion)	RIDE SHARE LARZ ANDERSON PARK
 Sedan	Yes to Park	Yes to Park	Yes to Drop
 SUV	Yes to Park	Yes to Park	Yes to Drop
 Conversion Van (19' or shorter in length)	Yes to Park	Yes to Park	Yes to Drop
 Sprinter Van (longer than 19' in length)	No to Park	No to Park	No to Drop
 Mini Coach Bus	No to Park	No to Park	No to Drop
 Coach Bus	No to Park	No to Park	No to Drop

VIII. RIDGEWELLS CATERING – FOUNDER’S CLUB & CHAMPIONS PAVILION ONLY

- B. Ridgewells is a major events caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993.
- C. All table facilities will feature action and self-service food stations.
 - 2. The Championship Menu will be released in February and will incorporate sandwiches, salads, hot and cold entrees, hearty snacks and light bites.
 - 3. There will also be a shared full bar consisting of beer, wine, liquor, and non-alcoholic beverages.
 - 4. Food Service Hours:
 - a. Breakfast: 8:00am – 11:00am
 - b. Lunch: 11:00am – 3:00pm
 - c. Snack: 3:00pm – 7:00pm
 - d. Bar Service: 11:00am – 7:00pm
- D. Important Dates
 - 2. February 1 – Catering payment was due in full to Ridgewells
 - a. Invoices were emailed to all corporate clients in November
 - b. Preferred methods of payment: ACH/Wire Transfer & Checks
- E. Ridgewells Contacts
 - 2. Billing Contact: Beena Freeman; bfreeman@ridgewells.com
 - 3. General Catering Questions: Carrie Coffee; 803.553.0942; ccoffee@ridgewells.com