2022

U.S. Senior Open











Jim Holden



Maizee Freeman



Olivia Roseman



Sue Tougas



Cassidy Klein



Shelley Berlin



Jeanne Taylor

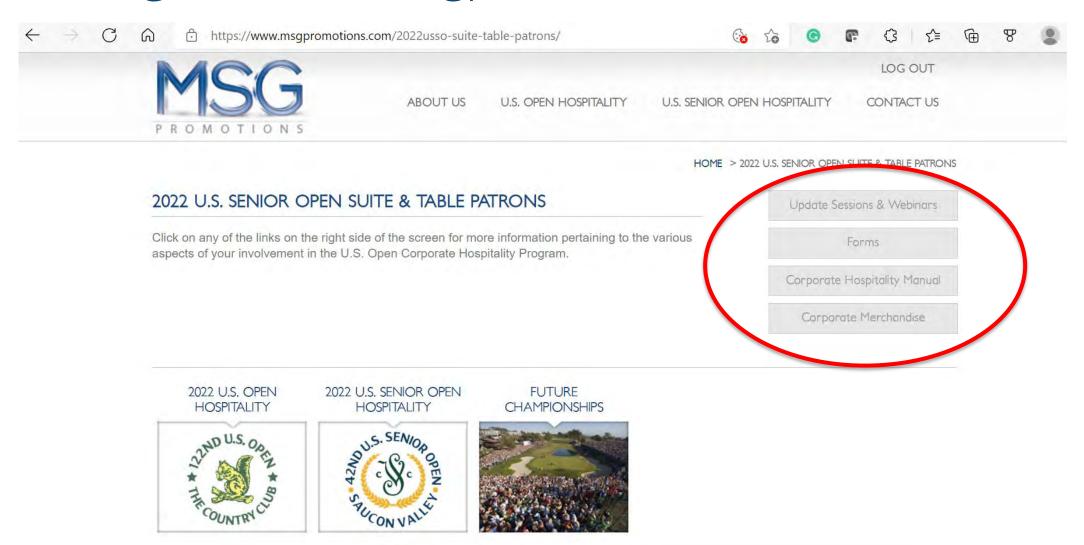
Client Log-in - www.msgpromotions.com



Client Log-in - www.msgpromotions.com



Client Log-in - www.msgpromotions.com





EVERYTHING

1. Past Timeline Dates

- April 8 Final Décor Payment Due to PEI (Suite Clients Only)
- April 15 Deadline to Order Co-Branded Merchandise







1. Upcoming Timeline Dates

- April 29 Final Menu Upgrades and Full Payment Due (Weekly Suites Only)
- May 15 Hospitality Host Form Due
- •June 16 or 17 Client Inspection and Load-In (Weekly Suites Only)

1. Upcoming Timeline Dates

- April 30 Special Corporate Client Employee Ticket Discount Ends
 - All Senior Open clients and Regional Supporters have the opportunity to offer their employees a 20% discount on any daily Senior Open gallery ticket
 - ❖ Each corporate client and Regional Supporter was sent a specific link for this employee discount offer to use to order the tickets
 - This offer will be governed by email domain, so the employees will be required to use their work email address to order the tickets
 - ❖ If employees don't have company email addresses, provide the personal email addresses for any employees who want to participate to the Senior Open staff



Employee Discount Pricing

Gallery Ticket	Regular Price	Discounted Price
Tuesday	\$25	\$20
Wednesday	\$25	\$20
Thursday	\$40	\$32
Friday	\$40	\$32
Saturday	\$50	\$40
Sunday	\$50	\$40

2. Become Familiar With Your Package

- Location In relation to the course
- Amenities included Tickets, VIP Parking, 19th Hole, Open-Air Suite

	Package Tickets	Staff Tickets	Gallery Tickets	VIP Parking Passes	Open-Air Suite	19 th Hole
Open-Air Suites	20	1	8	6/7	Yes	Yes
Dining Room Tables	12	1	6	4/4	Yes	Yes
Champions Pavilion Tables	10	1	4	3/3	No	Yes



2. Become Familiar With Your Package

- Location In relation to the course
- Amenities included Tickets, VIP Parking, Open-Air Suite, 19th Hole

Ticket Type	Grounds Access	Hospitality Area Access	19 th Hole Access
Hospitality Package Tickets	~	✓	✓
Staff Tickets	✓	✓	
Gallery Tickets	~		







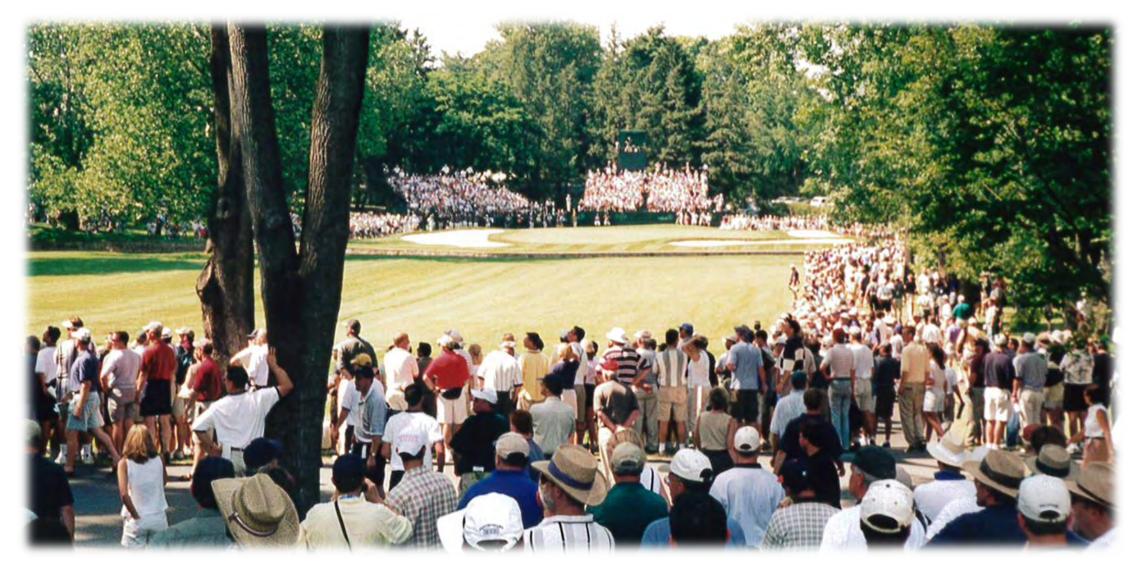
3. Wrap-Up Invitation Process

- Send Invitations
 - Electronic templates or printed notecards



3. Wrap-Up Invitation Process

Hold back tickets for last minute needs



4. Help Promote the Senior Open through Social Media







CAMPAIGN

U.S. SENIOR OPEN

Official social media content of the U.S. Senior Open hosted at Saucon Valley Country Club in Bethlehem, PA. We invite you to share these posts to help spread excitement of the Championship coming to our region.





Saucon Valley Country Club to Host U.S. Senior Open



The U.S. Senior Open is coming to the Lehigh Valley June 21-26. This will be the 8th USGA Championship held at Saucon Valley Country Club showcasing the best senior golfers in the world. #2022USseniorOpen #LehighValley #USGA

f

Post to timeline





156 of the best players in senior golf. 3rd Senior Open at Saucon Valley Country Club. A World-Class Experience. Who do you want to see on the green in June? RT with your favorite player tags! #2022USseniorOpen



HASHTAGS #2022USseniorOpen



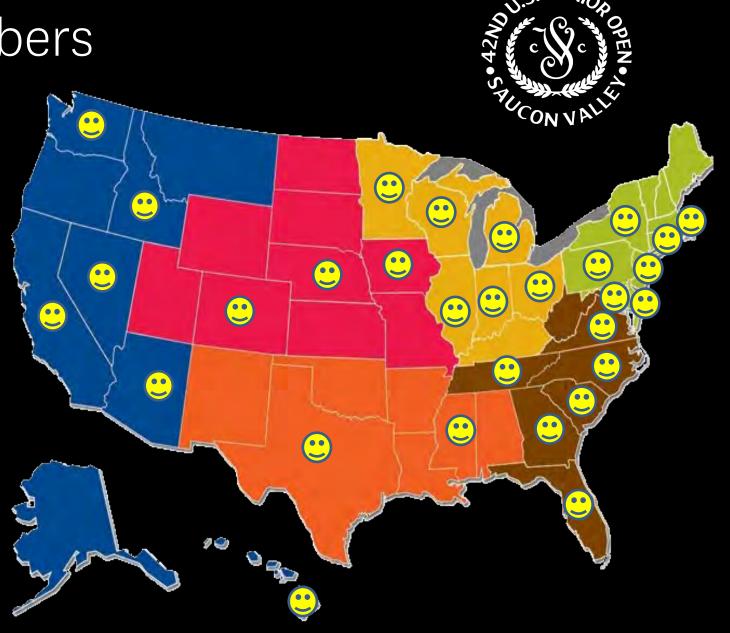


COMPANY NAME is proud to welcome the 2022 U.S. Senior Open to the Lehigh Valley. We will be at Saucon Valley in June cheering on the legends of the game! #2022USseniorOpen #LehighValley #USGA



Volunteers by the Numbers

- 1,924 Total volunteers
- 646 Saucon Valley members
- 1,640 Pennsylvania residents
- National: 30 States
- International 6 countries



Championship Schedule

Merchandise Pre-Sale

Member/Volunteer Appreciation

Practice Rounds

Championship Rounds

Halleluiah We Made It

June 2022						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			BlankCalendarPages.com

Championship Week Schedule

Tuesday, June 21st and Wednesday, June 22nd

- Wellness Pavilion Presented by St. Luke's University Health Network (SLUHN)
- First Aid/ Medical Services Presented by St. Luke's University Health Network
- Epic Putt Presented by PBS39/WLVT
- 19th Hole Presented by Lehigh Valley Health Network (LVHN)
 - Phantom's mascot MeLVin hosting Kid's Hour 10:00 am to 11:00 am
 - Craig Thatcher concert in 19th Hole (5 to 7 pm) Presented by C.F. Martin
 - Social Gaming in 19th Hole Presented by Wind Creek
 - 19th Hole Sports Bar Presented by Yuengling
 - Golf Simulators Presented by X-Golf
- Junior Experience Presented by Lehigh Valley Health Network (LVHN)
 - Junior Experience Tent Fun games and activities for kids of all ages
 - Scavenger hunt for kids (Tuesday and Wednesday)
 - Junior Golf Clinic (1 day)

Championship Format

- Full field consists of 156 players
- The format is stroke play
- There is no Pro-Am at the U.S. Senior Open
- On Thursday & Friday players tee-off in threesomes from 1st and 10th tee
 - 1st tee time on Thursday & Friday is approximately 6:45 am to 7:00 am.
- The "cut" is made after 36 holes
 - Players with the lowest 60 scores plus ties
- On Saturday & Sunday players tee-off in twosomes from 1st tee only
 - Start times on Saturday & Sunday are determined by the size of the field

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.

Practice Rounds Tuesday and Wednesday



amenable interacting

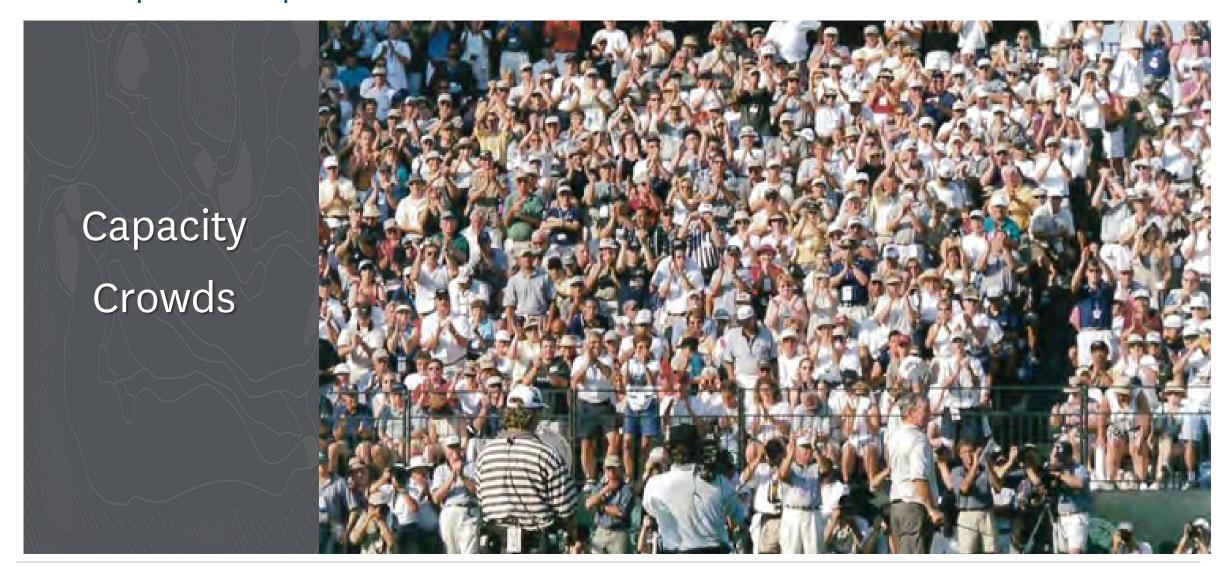
Practice Rounds Tuesday and Wednesday



Practice Rounds Tuesday and Wednesday

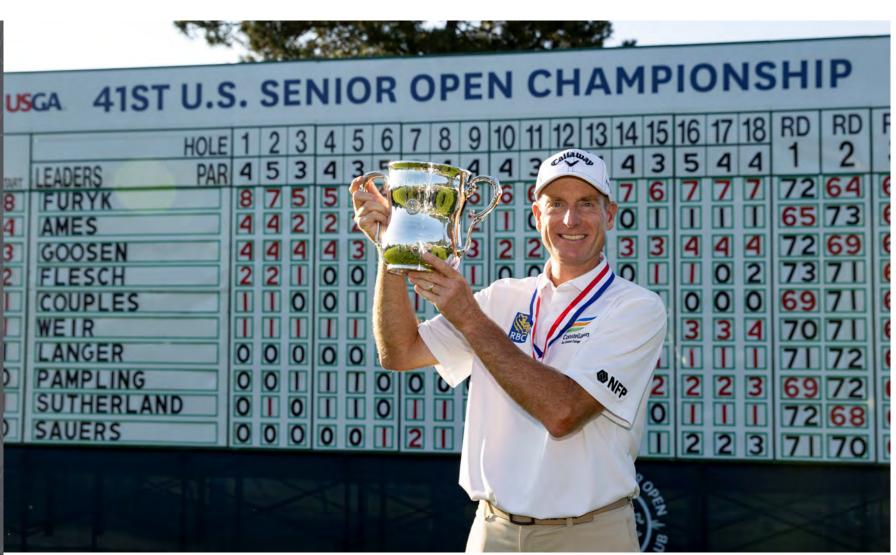


Championship Rounds Thursday - Sunday



Championship Rounds Thursday - Sunday

Players are competing for the most coveted title in senior golf



U.S. Senior Open Broadcast Schedule (EDT)

Thursday 6/23 – First Round

2:00PM - 7:00PM EDT Live

Friday 6/24 – Second Round

2:00PM - 7:00PM EDT Live

Saturday 6/25 – Third Round

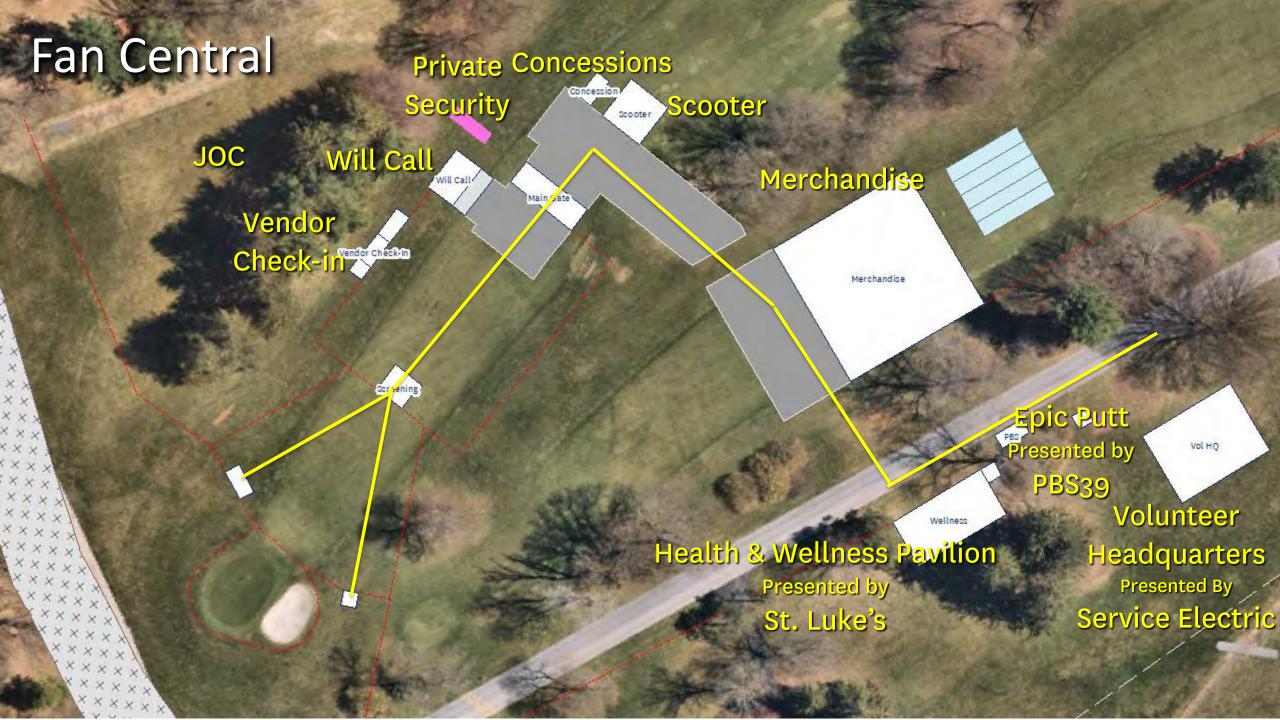
2:00PM - 7:00PM EDT Live

Sunday 6/26 - Final Round

2:00PM - 7:00PM EDT Live











Accessibility



Accessibility



Weather Warning System



Weather Advisory, Watch & Warning

Weather Advisory

A Weather Advisory may be posted to alert spectators of specific weather conditions that will require certain precautions.

Weather Watch A Weather Watch may be posted to alert spectators that dangerous weather is possible and they should be prepared to take shelter or return to their vehicles.

Weather Warning A Weather Warning may be posted to alert spectators that dangerous weather is approaching, and they should take immediate action including exiting all grandstands.

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.



















10 Champions Scheduled to Compete in 42nd U.S. Senior Open at Saucon Valley

More than 3,000 entries accepted for June 23-26 championship in Pennsylvania's Lehigh Valley

LIBERTY CORNER, N.J. (April 28, 2022) – The United States Golf Association (USGA) today announced that it has accepted 3,001 entries for the 42nd U.S. Senior Open Championship, scheduled for June 23-26, 2022 on Saucon Valley Country Club's Old Course, in Bethlehem, Pa. Ten champions are among the 77 players who are currently fully exempt into the

Senior Open Champions Playing at Saucon Valley

- Jim Furyk 2021
- Olin Browne 2011
- Roger Chapman -2012
- Fred Funk 2009
- Bernhard Langer 2010

- Jeff Maggert 2015
- Colin Montgomerie 2014
- Gene Sauers 2016
- Steve Stricker 2019
- David Toms 2018

Senior Open Champions Playing at Saucon Valley

The list of the 77 golfers who are fully exempt into the 2022 U.S. Senior Open (as of Apr

Mark O'Meara

Scott Parel

Philip Price

Stephen Alker a-Gene Elliott Rocco Mediate a-William Mitchell Robert Allenby Ernie Els Stephen Ames Bob Estes Mauricio Molina

Stuart Appleby Steve Flesch Colin Montgomerie

Peter Baker Jim Furyk Rod Pampling

Fred Funk

Brian Gay

Cameron Beckman Tom Pernice Jr. Retief Goosen

Shane Bertsch Paul Goydos Tim Petrovic a-Jerry Gunthorpe

Markus Brier Jay Haas Dicky Pride

Paul Broadhurst Joakim Haeggman Brett Quigley

Olin Browne Padraig Harrington **Gene Sauers**

Tom Byrum Thongchai Jaidee Wes Short Jr. Mark Calcavecchia Lee Janzen Vijay Singh

Michael Campbell Miguel Angel Jimenez Jeff Sluman

Alex Cejka Brandt Jobe Steve Stricker

Roger Chapman Robert Karlsson Kevin Sutherland K.J. Choi Naoyuki Tamura Jerry Kelly Darren Clarke James Kingston Ken Tanigawa

Fred Couples Bernhard Langer **David Toms**

Glen Day Tom Lehman Kirk Triplett Chris DiMarco Thomas Levet Scott Verplank

Stephen Dodd Davis Love III Mike Weir Joe Durant Jeff Maggert Y.E. Yang

David Duval Scott McCarron

BOLD - U.S. Senior Open champion

a-amateur

Woody Austin

Doug Barron

John Bickerton



































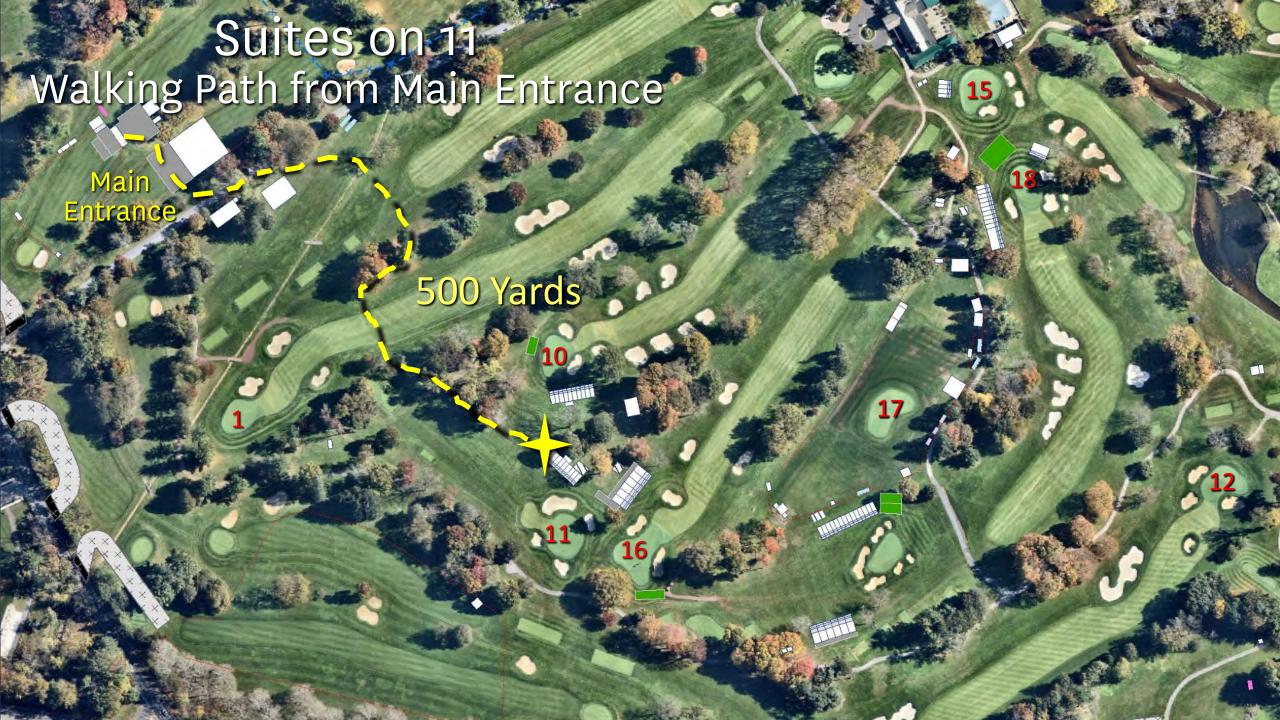


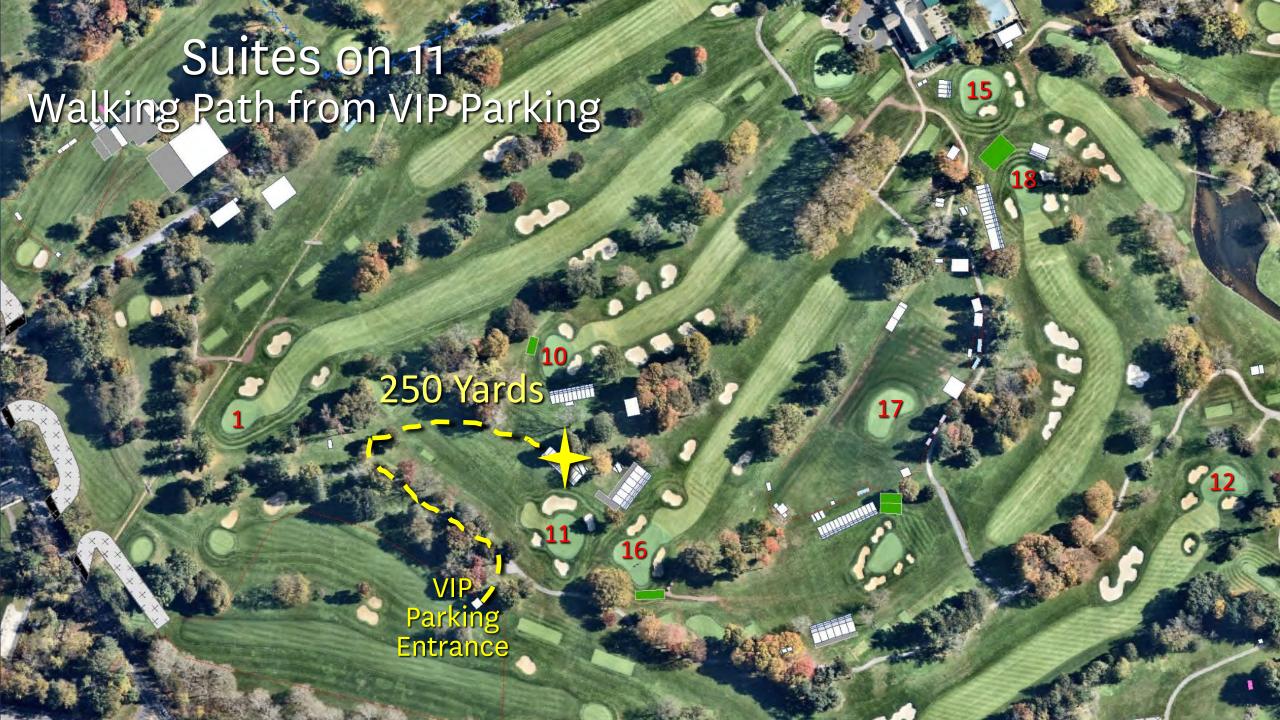




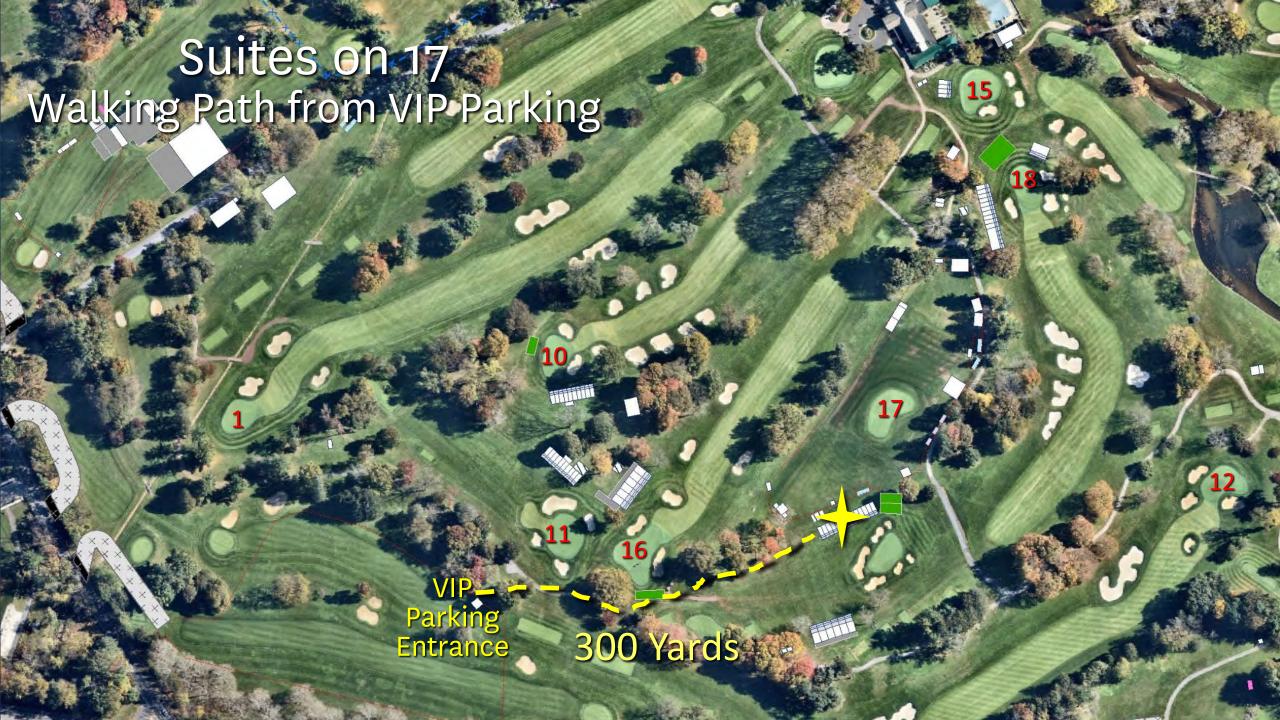














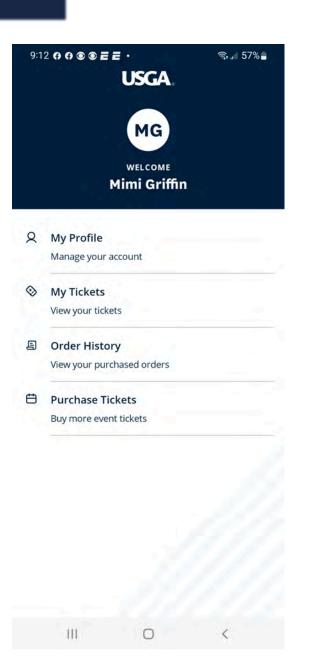


Getting Around the Course



Getting Around the Course







Access into Hospitality Areas



Access into Hospitality Areas

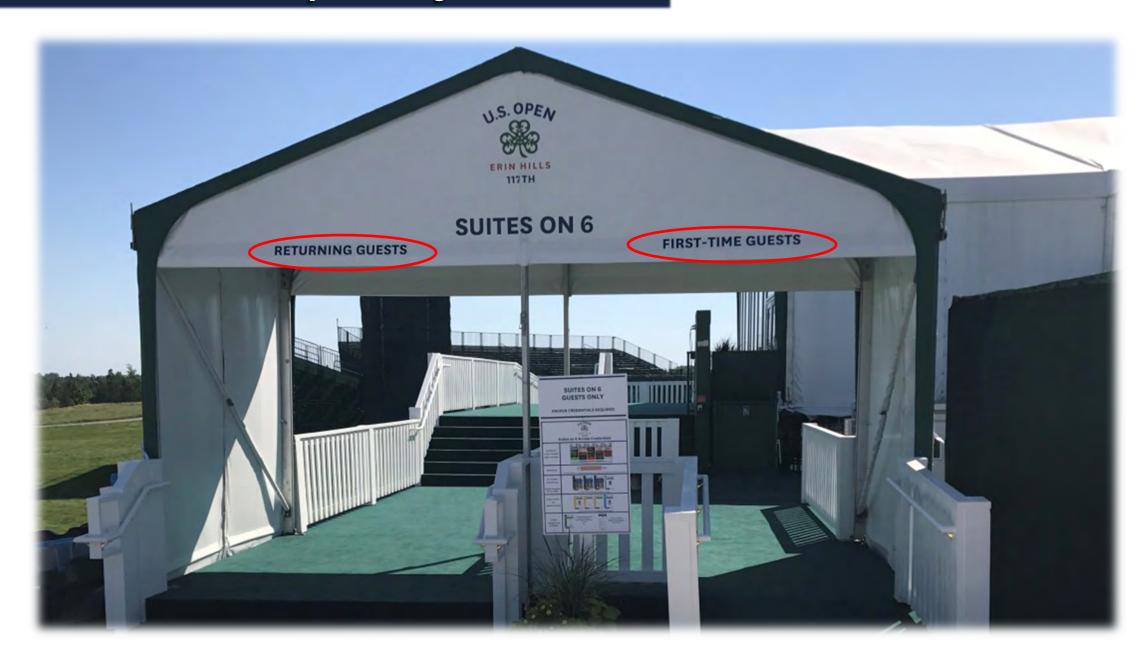


Access into the hospitality areas will be STRICTLY enforced

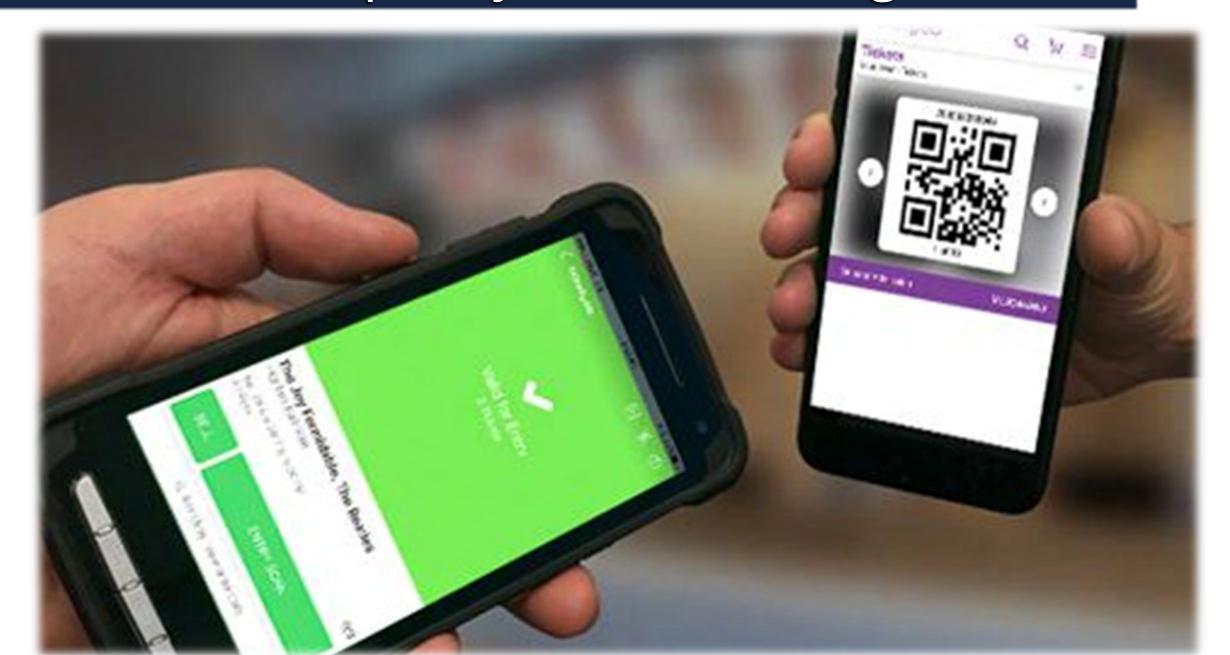
All areas will have dedicated staff including:

- MSG Promotions Staff
- Area Captains
- Interns
- Volunteers

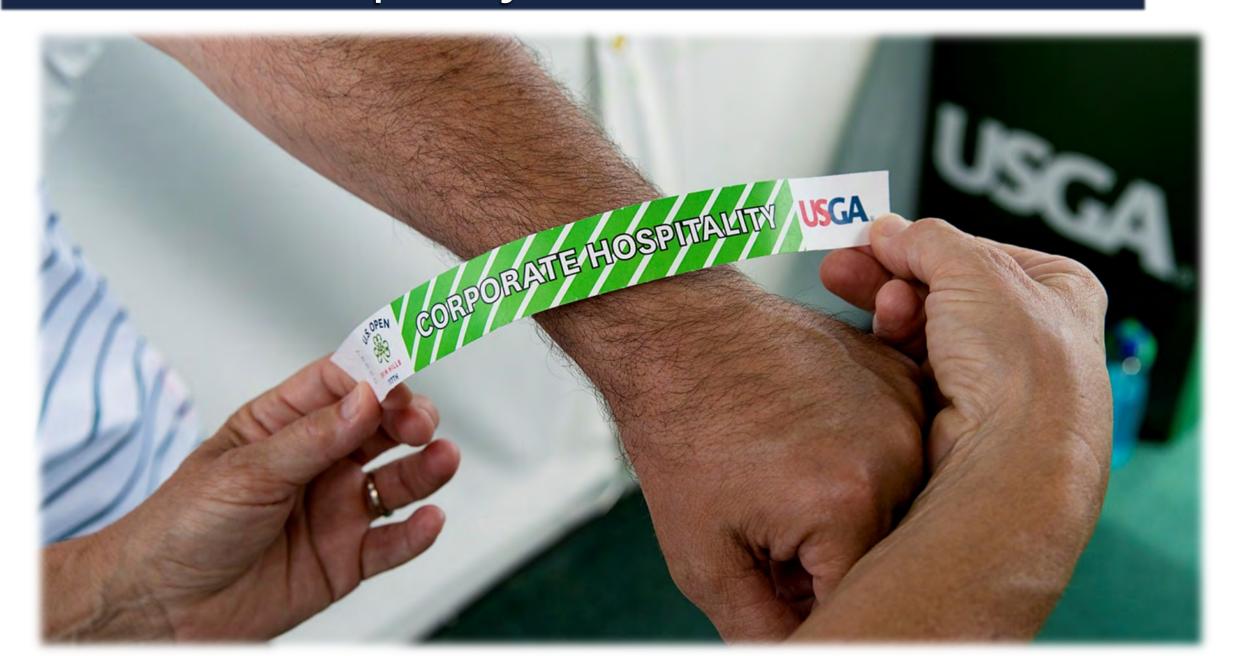
Access into Hospitality Areas



Access into Hospitality Areas – Scanning Tickets



Access into Hospitality Areas – Wristband Process



ridgewells

Open-Air Suites

In-Seat Ordering of Food & Beverage





How To Use GoTab

INSTRUCTIONS:

- Each seat/table will have a unique QR code (pictured right)
- 2. SCAN QR CODE with the camera on your phone and click pop-up link
- 3. ORDER on your phone
- 4. Your order will be delivered to your table/seat within minutes. ENJOY!

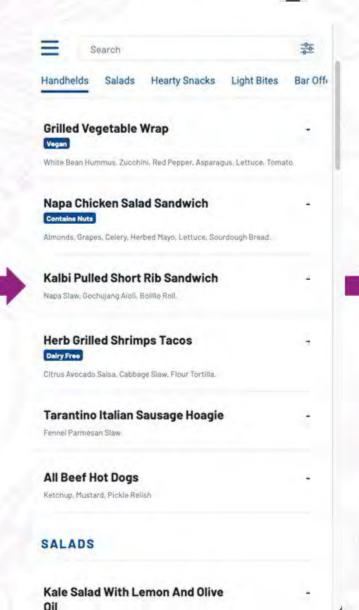


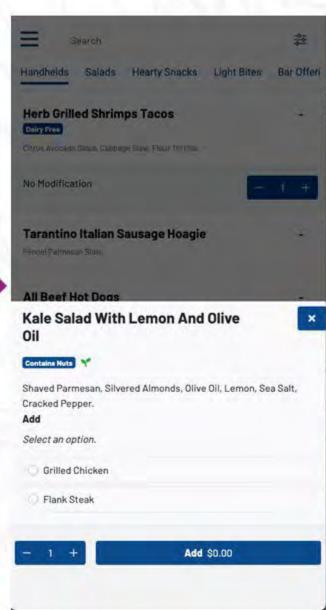




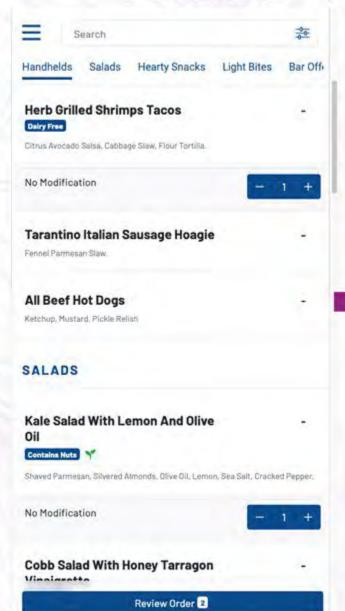
The GoTab Experience

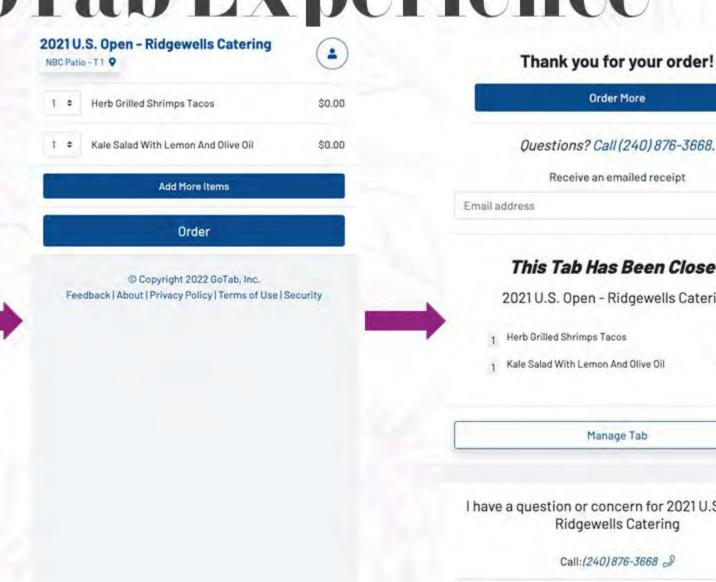






The GoTab Experience





Thank you for your order! Order More

Send

Receive an emailed receipt

This Tab Has Been Closed

2021 U.S. Open - Ridgewells Catering

Herb Grilled Shrimps Tacos \$0.00

Kale Salad With Lemon And Olive Oil \$0.00

Manage Tab

I have a question or concern for 2021 U.S. Open -Ridgewells Catering

Call:(240)876-3668

Ouestions or concerns...

Private Restrooms for Each Hospitality Area



No Smoking Policy

There will be a NO SMOKING policy enforced inside all tents, on the tent patios, and along the common village walkways



Client Inspection & Load-In - Weekly Suite Clients Only

- June 16th and 17th
- Assigned times will be communicated to you via email
- It is CRITICAL that you arrive at your scheduled time
- We need to know in advance
 - Number of people attending inspection
 - Size and number of boxes you will be loading
 - Size of vehicle you will use for deliveries
- You will need to provide your own manpower if you are delivering heavy equipment or displays

Client Inspection & Load-In

Load-Ins Scheduled for June 16th and 17th



Accessibility



Accessibility





Ticket Allocation

	Package Tickets	Staff Tickets	Gallery Tickets
Open-Air Suites	20	1	8
Dining Room Tables	12	1	6
Champions Pavilion Tables	10	1	4

Junior Tickets



Children 18 and younger admitted to the U.S. Senior Open free of charge with a ticket-holding adult

Junior Tickets

Junior tickets DO NOT allow access into the corporate areas or the 19th Hole



Junior Tickets

Juniors are welcome in the hospitality areas and 19th Hole as long as they have the proper ticket.

Juniors 5 years of age and under admitted free to 19th Hole. Juniors 6 to 18 years of age can upgrade their tickets for \$20/day



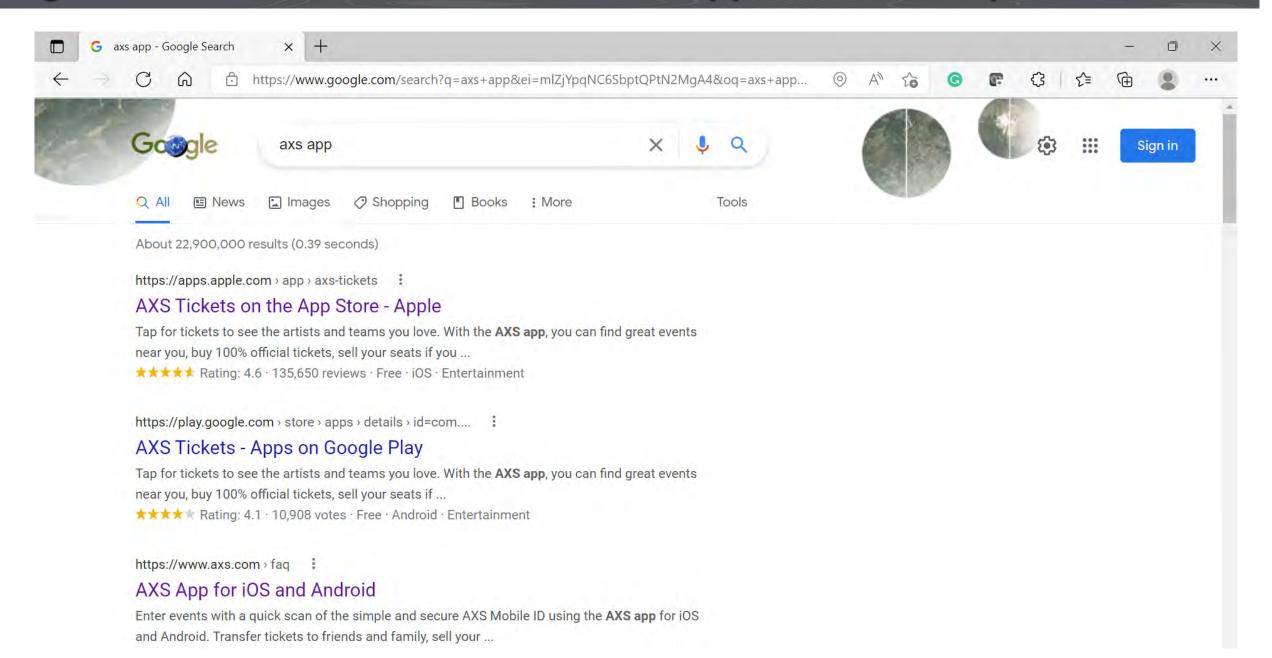


Mobile Tickets

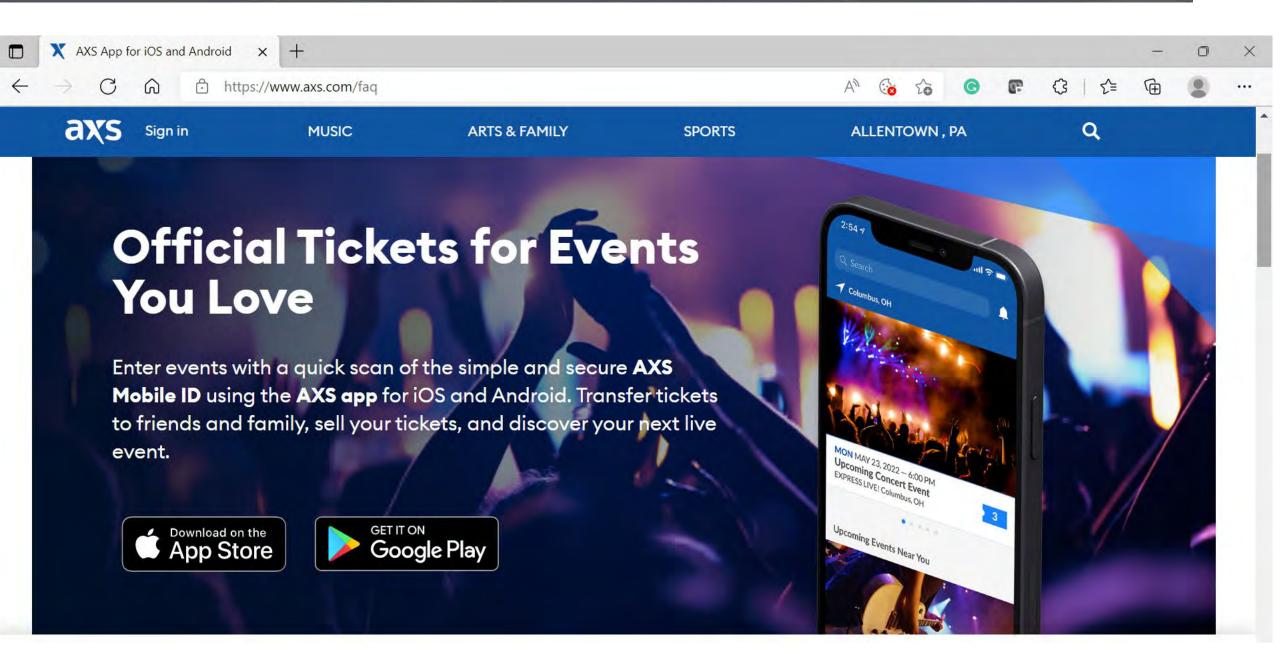
- Mobile tickets will be sent to all ticket purchasers on Monday, May 9th
 - Tickets can be accessed through Senior Open app, USGA ticket portal via usga.org or on the AXS app
 - Account Managers and all ticket recipients must have an AXS account to receive tickets



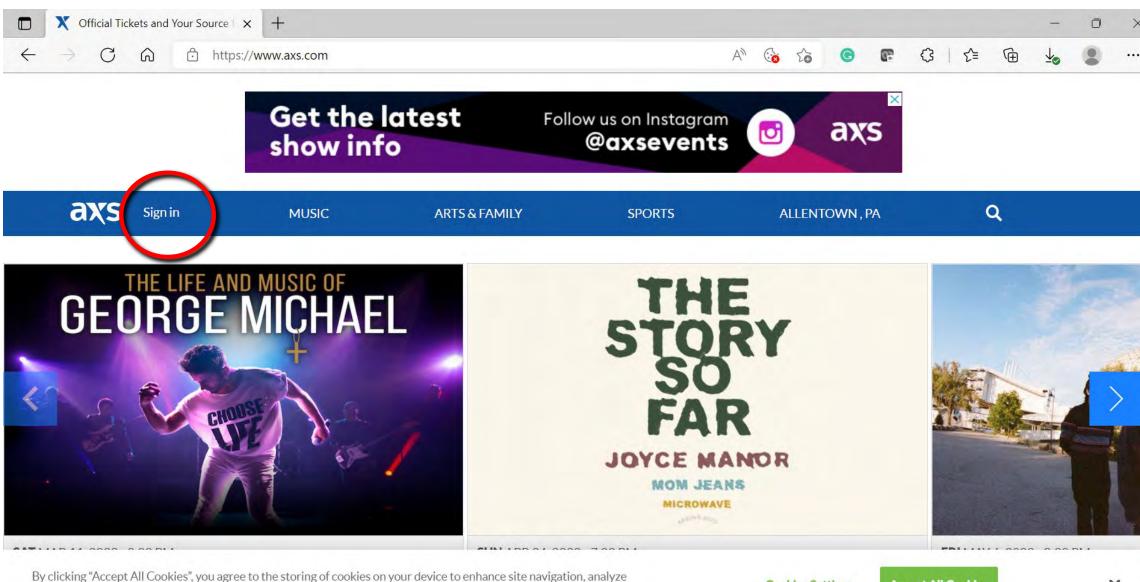
Digital Ticket Process – Download AXS app on Your Computer



Digital Ticket Process – Download AXS App on Your Computer



Digital Ticket Process – Download AXS App on Your Computer



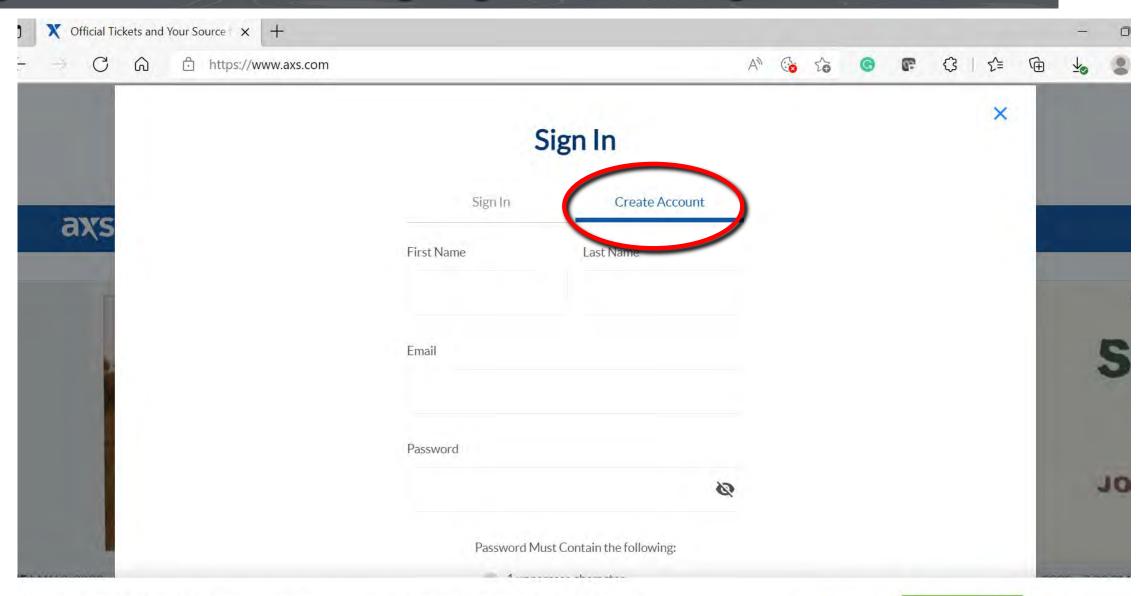
By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

Cookies Settings

Accept All Cookies

X

Digital Ticket Process – Signing In Or Creating An Account

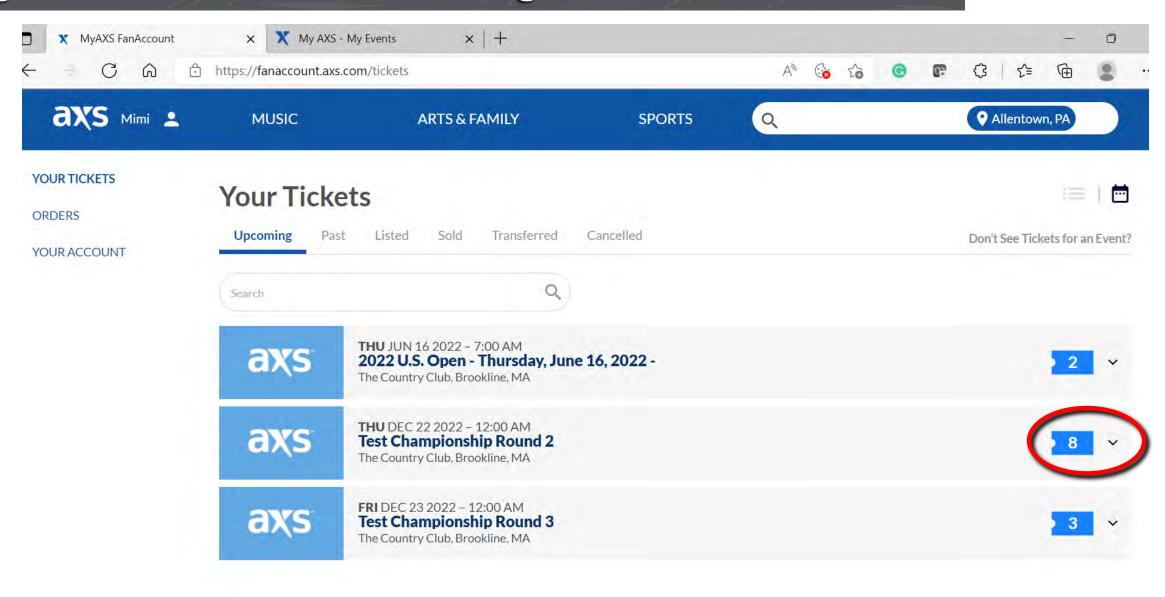


By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

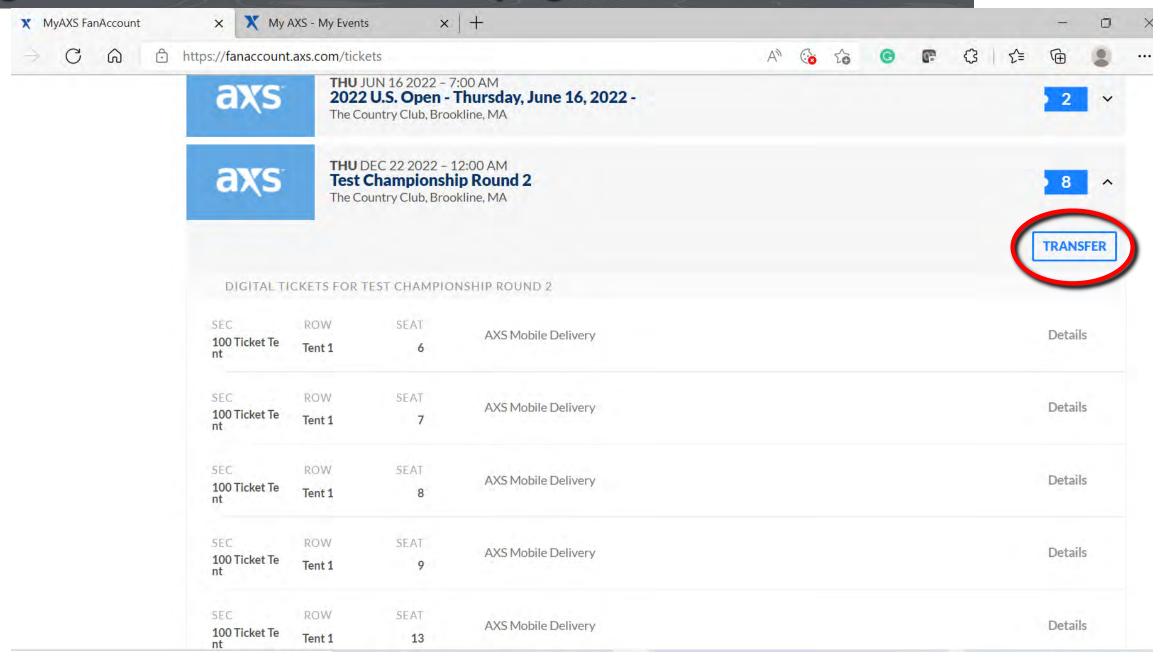




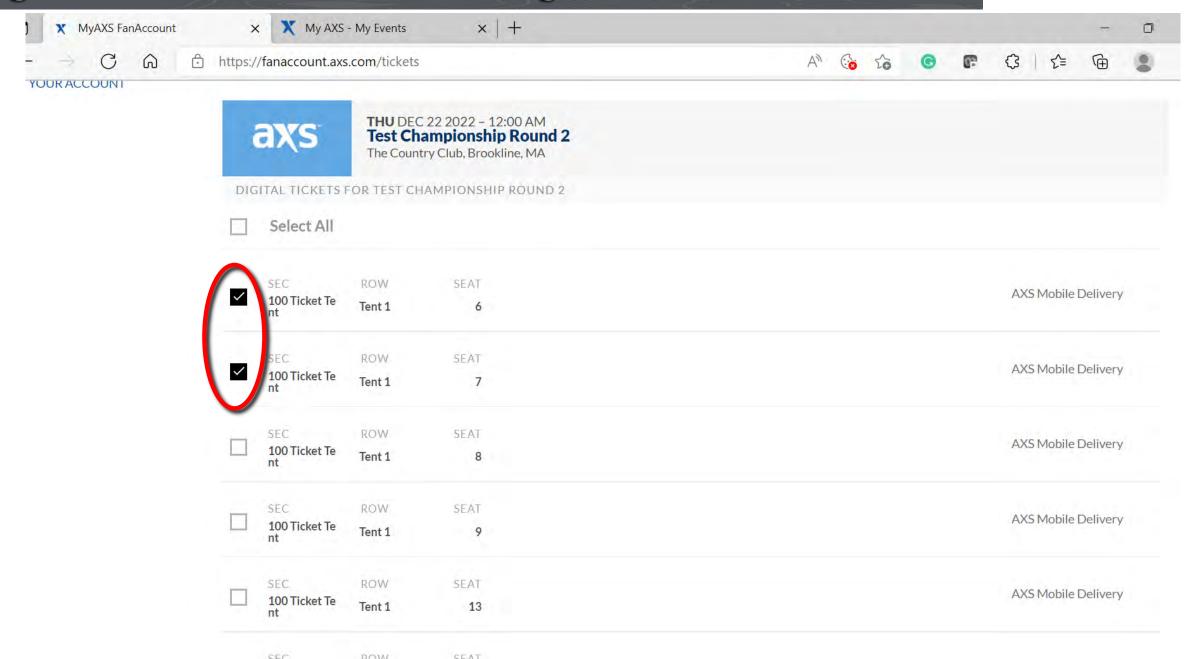
Digital Ticket Process – Accessing Your Tickets on AXS



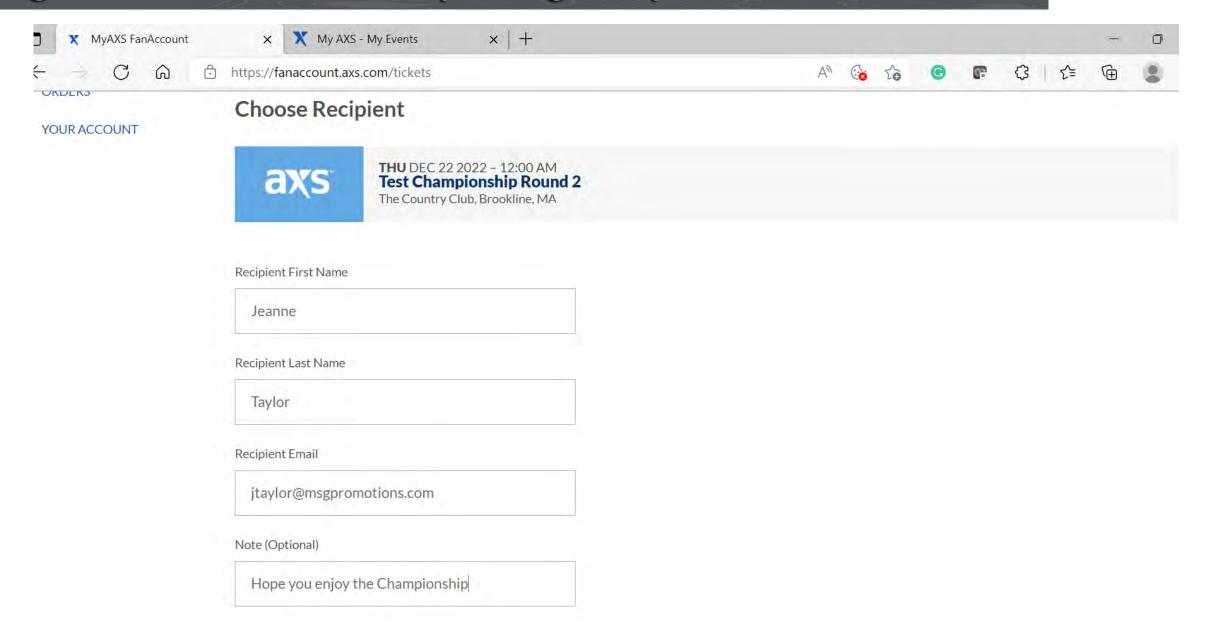
Digital Ticket Process – Identifying Tickets to Transfer



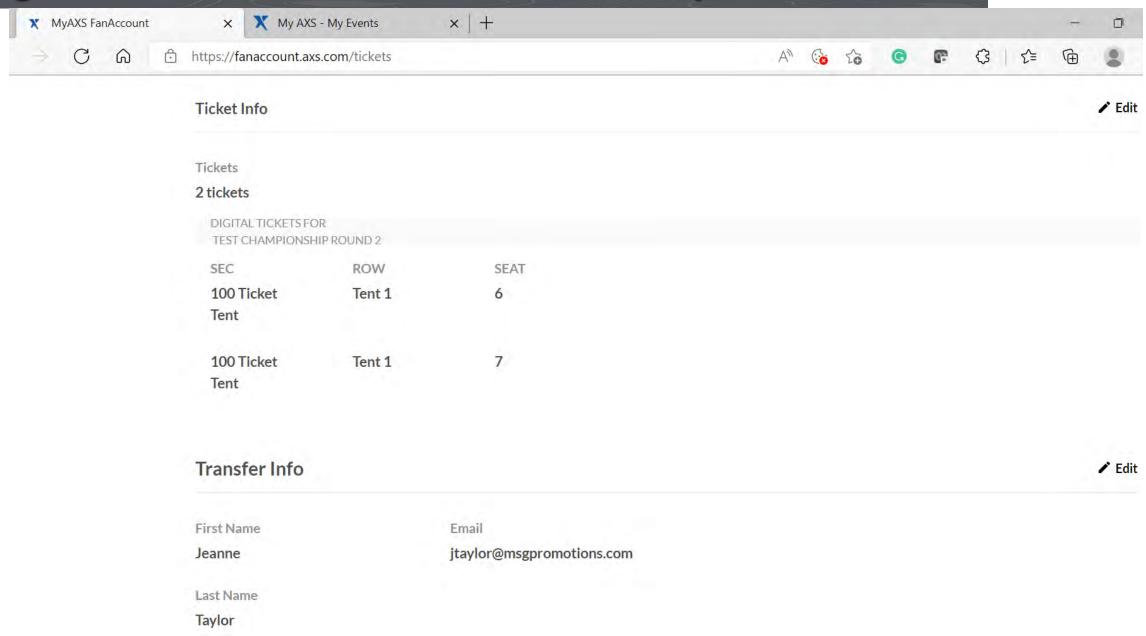
Digital Ticket Process – Indicating Tickets to Transfer



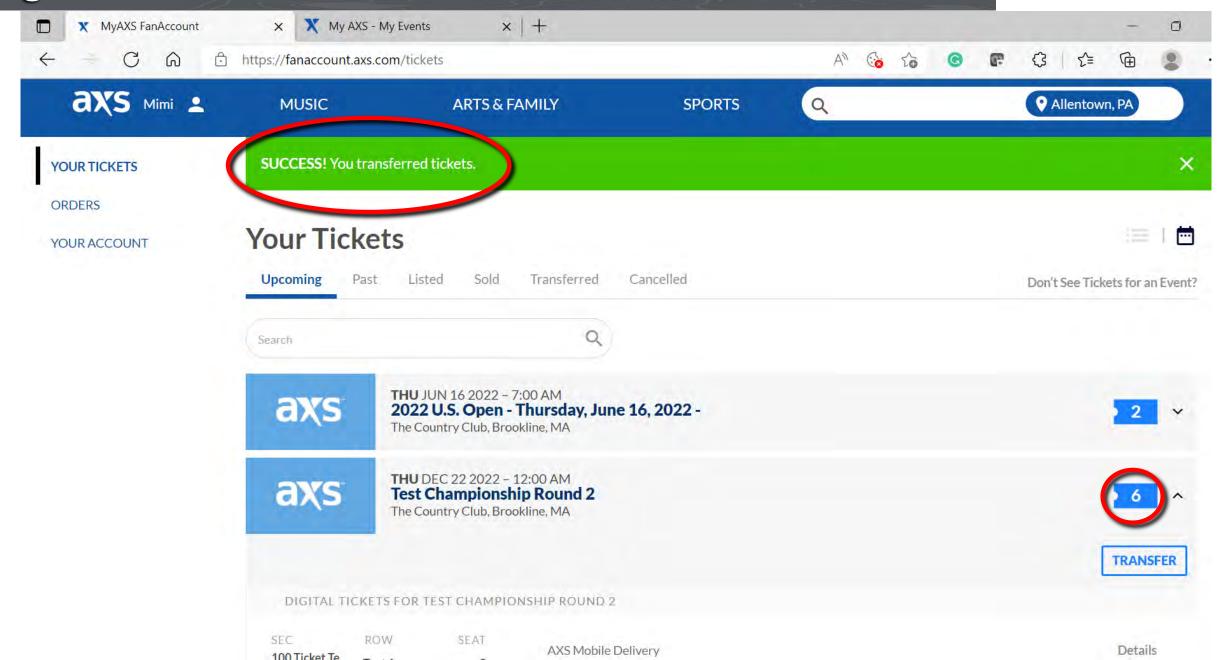
Digital Ticket Process – Inputting Recipient's Information



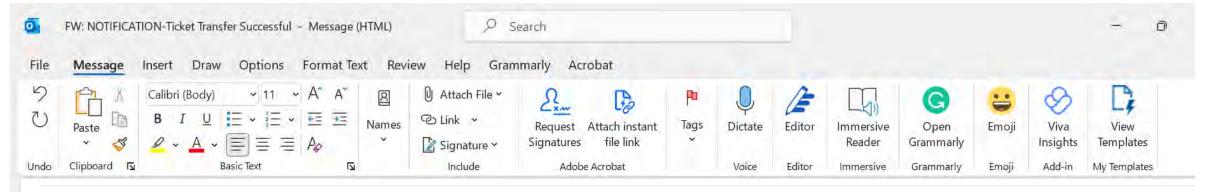
Digital Ticket Process – Transfer Summary



Digital Ticket Process – Transfer Confirmation



Digital Ticket Process – Transfer Confirmation Email



From: Guest Services <guestservices@axs.com>

Sent: Sunday, April 24, 2022 3:48 PM

To: Mimi Griffin <MGriffin@msgpromotions.com> **Subject:** NOTIFICATION-Ticket Transfer Successful

Hi Mimi,

You transferred 2 tickets to Jeanne Taylor for the following event:

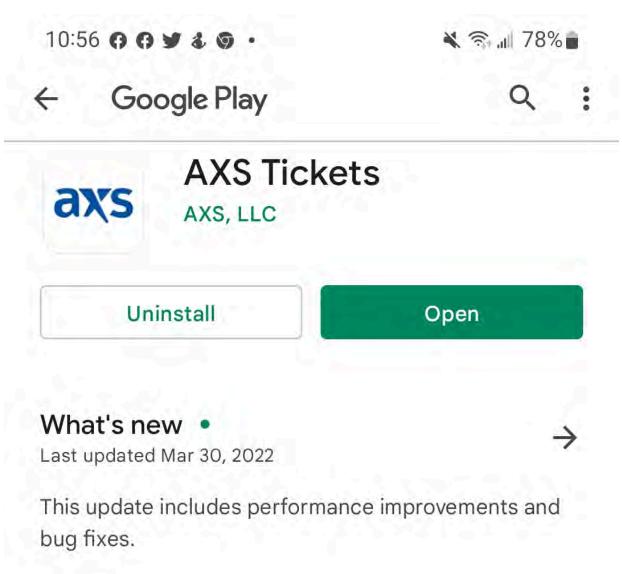
Test Championship Round 2 The Country Club, Brookline, MA Thursday 12-22-22 at 8:00 am CST

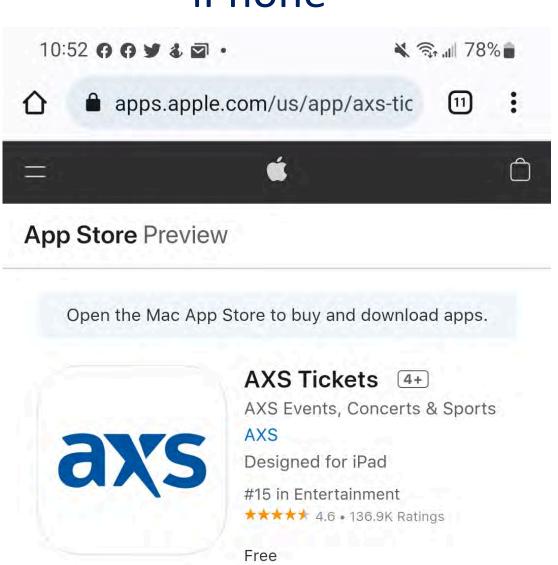
If the recipient already has an AXS account, they'll receive the tickets right away. Otherwise, they'll need to create an AXS account to claim the tickets.

2011-2022 AXS. All rights reserved.

Digital Ticket Process – Download AXS app on Cell Phone

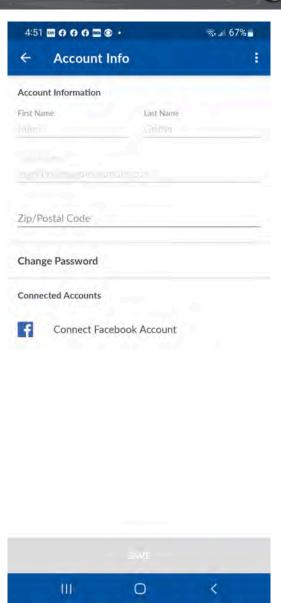
Android iPhone

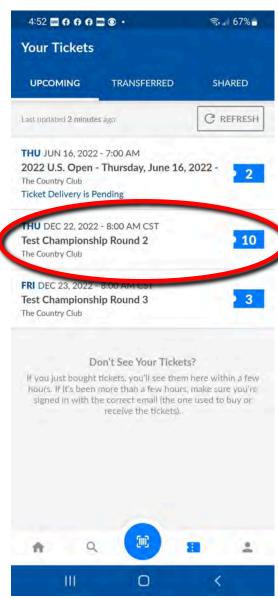


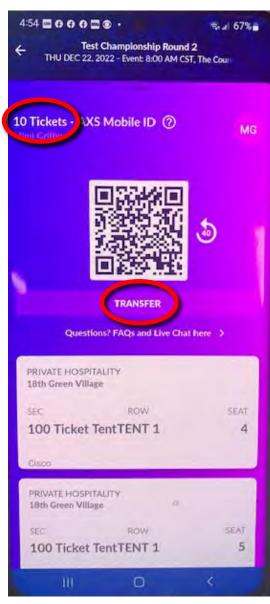


Digital Ticket Process – Accessing Your Tickets









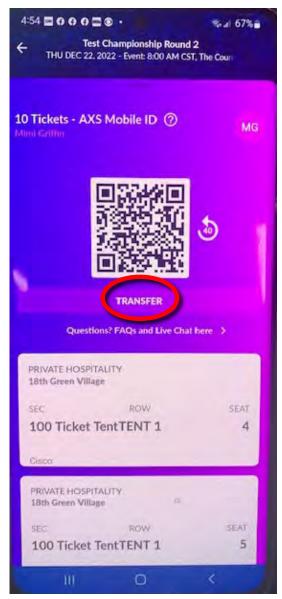
Home Screen

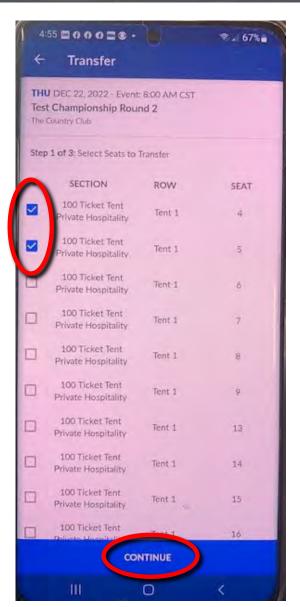
Account Info

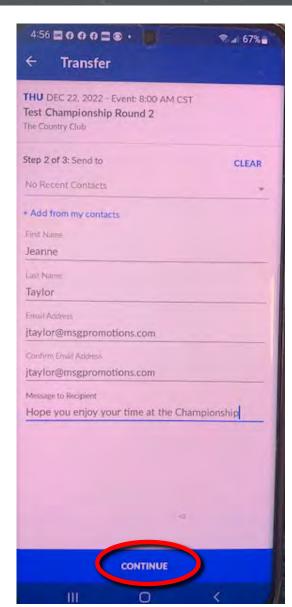
My Tickets

My Tickets

Digital Ticket Process – Transferring Tickets







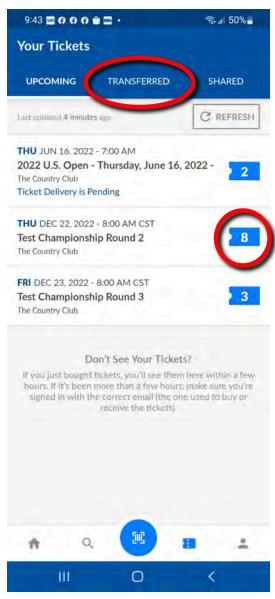


My Tickets

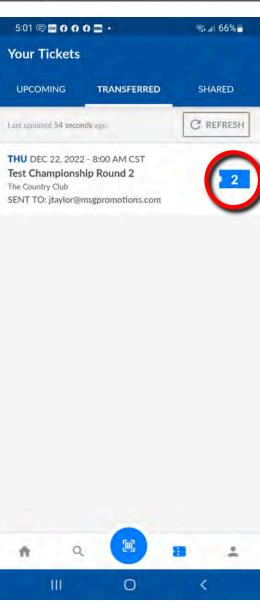
Transfer

Transfer

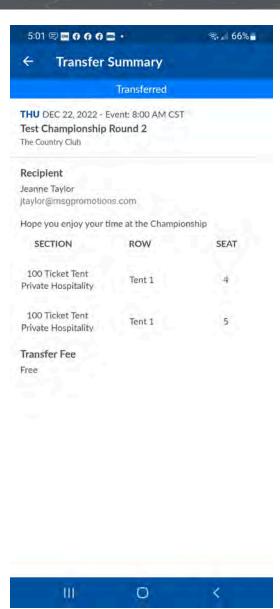
Digital Ticket Process – Transferring Tickets



My Tickets

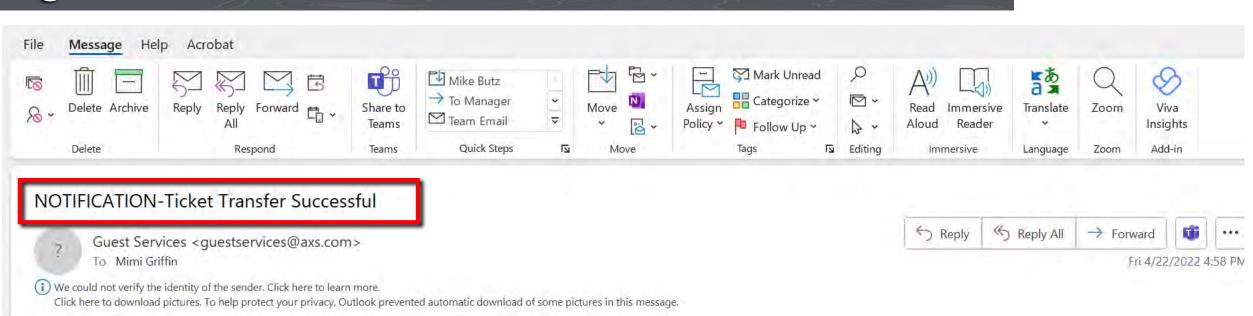


Transferred Tickets



Transferred Tickets

Digital Ticket Process – Successful Ticket Transfer



Hi Mimi,

You transferred 2 tickets to Jeanne Taylor for the following event:

x The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Test Championship Round 2 The Country Club, Brookline, MA Thursday 12-22-22 at 8:00 am CST

If the recipient already has an AXS account, they'll receive the tickets right away. Otherwise, they'll need to create an AXS account to claim the tickets.

Frequently Asked Questions

- 1. Can I send multiple tickets to one person
 - Yes
- 2. Does the person receiving the tickets need an AXS account?
 - Yes
- 3. How do my guests access their ticket?
 - They will receive an email alerting them that tickets were sent along with detailed instructions for accessing the tickets
- 4. Can I print my tickets?
 - No
- 5. Can I use a screenshot of my ticket?
 - No

Frequently Asked Questions

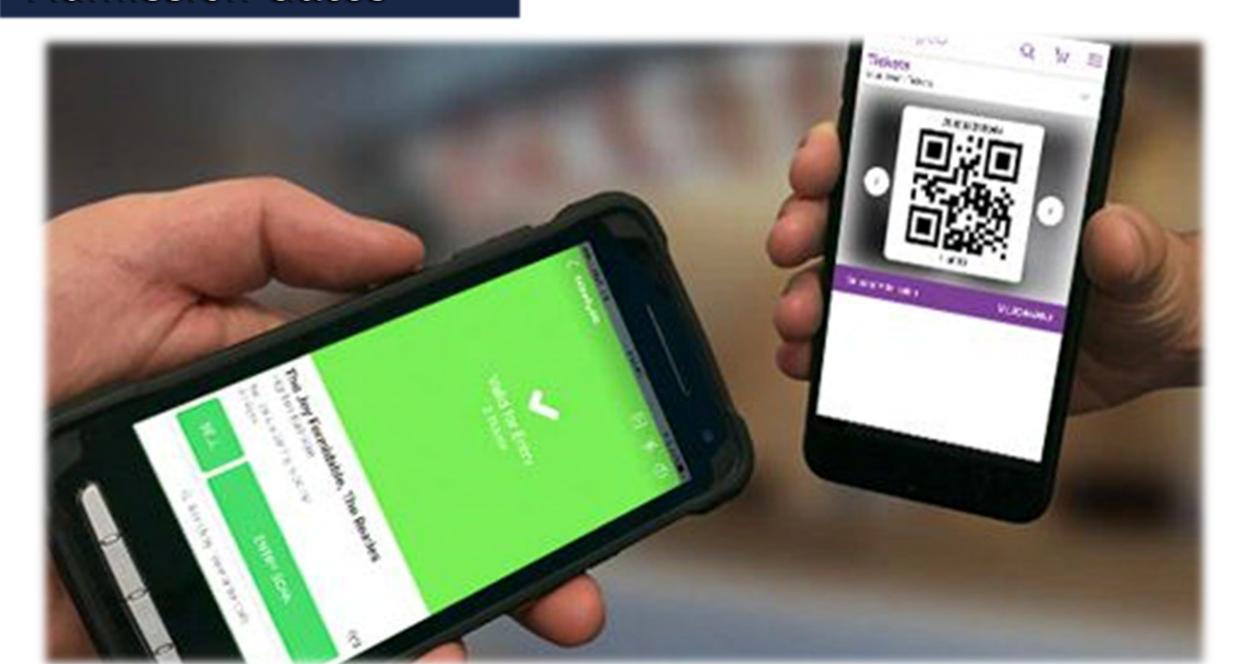
- 6. What happens if someone can't use the ticket after receiving it?
 - They can send the ticket back to you or the USGA can retrieve the ticket for you.
- 7. What if I send the ticket to the wrong person?
 - If that person hasn't accepted the ticket then you can retrieve the ticket on your own. If they have accepted the ticket then the USGA Ticket Team will retrieve the ticket for you.
- 8. What if my guest doesn't have a smartphone or their phone runs out of juice?
 - They just need to go to the Will Call tent at the main entrance
- 9. Who do I contact for assistance?
 - USGA Ticket Office (800) 698-0661 or tickets@usga.org



Screening for Prohibited Items



Admission Gates



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.

Prohibited Items - Bag Restrictions

No Backpacks, Briefcases or Bags larger than 6"W x 6"H x 6"D in their natural state.

Note: Transparent / clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted





Corporate Bag Tags

- One per Company
- •Allows one oversized bag (no larger than a small shoulder duffle bag)
- Valid throughout the Championship Week
- Must be affixed to your bag at all times with the ID tag
- Bag is still subject to search
- Disallowed items not permitted with bag tag
- No substitutions or replacements for lost or confiscated tags





Disallowed Items Stickers







- Must be affixed to your laptop or tablet at all times
- Laptops and tablets are still not permitted on golf course

Bringing Laptop in Oversized Bag







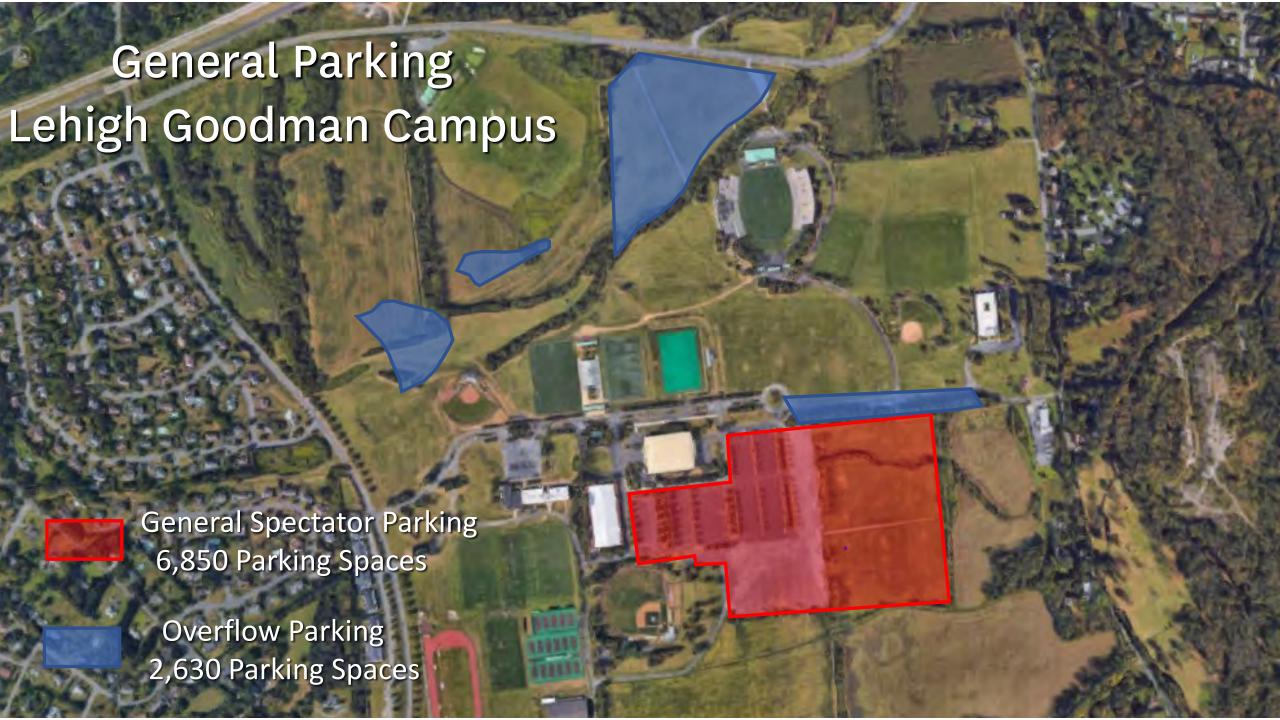
Prohibited Items





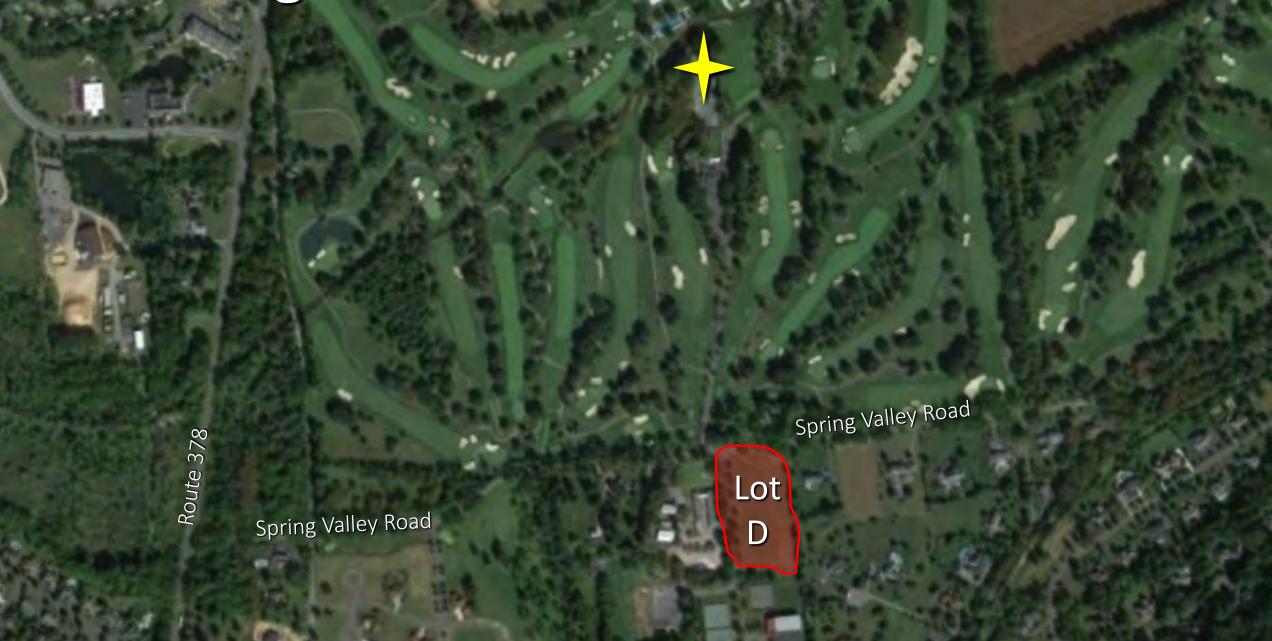




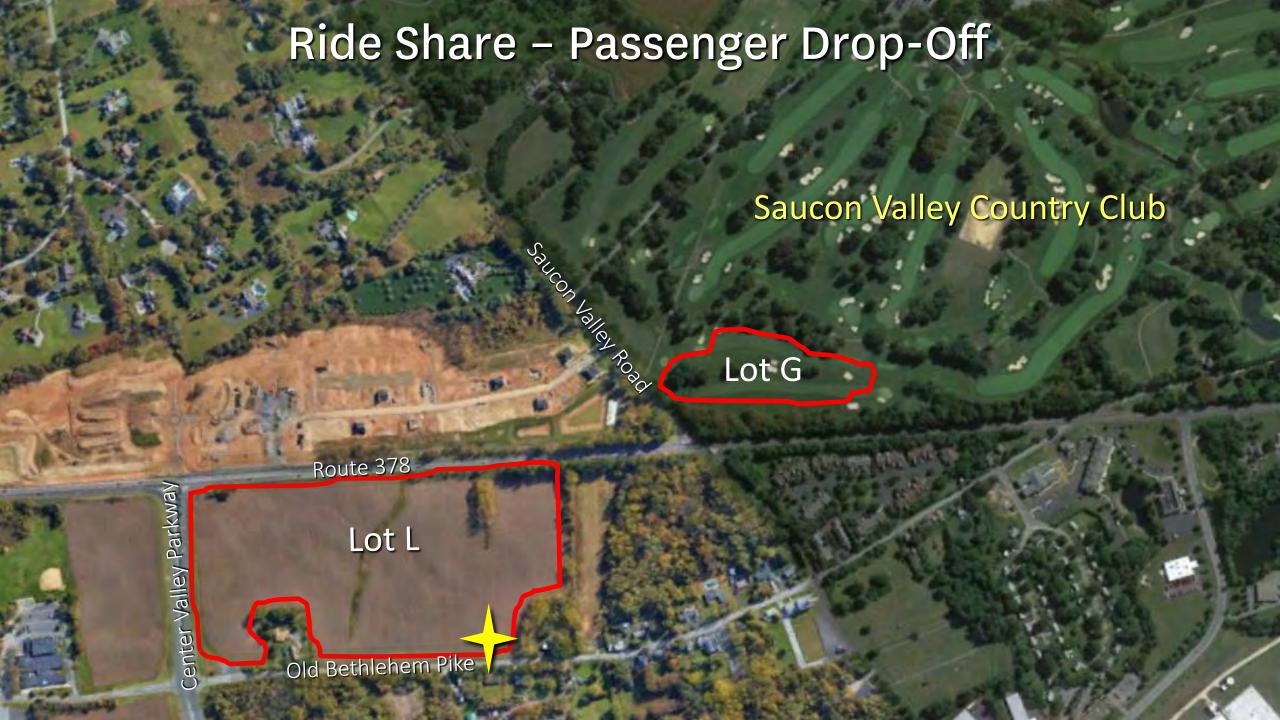




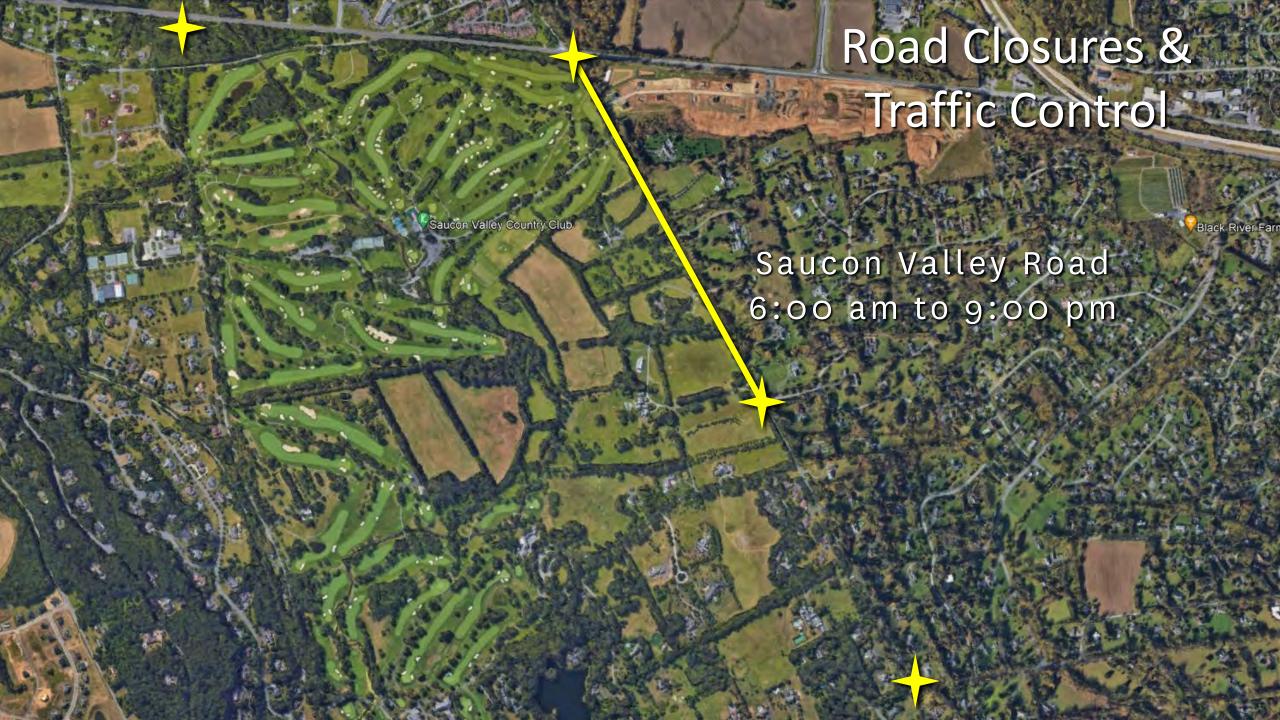
VIP Parking – Indoor Tennis Center for Champions Pavilion Tables











VIP Parking Passes by Option

Option	VIP Parking (Lot G)	VIP Parking (Lot D)	Additional Corporate Parking (Lot L)
Open-Air Suites	6		7
Dining Room Tables	4		4
Champions Pavilion Tables		3	3

VIP Parking Passes



Vehicle Size Restrictions

Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van (19' or less)	Sprinter Van	Mini-Coach	Coach Bus
Lehigh's Goodman Campus	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Lot G	Yes to Park	Yes to Park	No to Park	No to Park	No to Park	No to Park
Lot L	Yes to Park	Yes to Park	No to Park	No to Park	No to Park	No to Park
Ride Share	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop	No to Drop	No to Drop



Senior Open App

