

Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. Any new information discussed during the Update Session on April 29th is in green, so it is easily distinguished.

- I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 –1:04)
 - 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. Senior Open, U.S. Women's Open, U.S. Open, as well as a variety of amateur and team competitions
 - ii. U.S. Senior Open Championship
 - The 2022 U.S. Senior Open will be the 42nd Senior Open Championship.
 - Conducted over four days: 72-hole stroke play
 - Notable past champions include Jack Nicklaus, Arnold Palmer, Gary Player, Hale Irwin, Steve Stricker and Jim Furyk.
 - B. Saucon Valley Country Club
 1. The 2022 U.S. Senior Open will be the 8th USGA Championship, and the 3rd U.S. Senior Open held at Saucon Valley Country Club. The previous U.S. Senior Open Championships were held in 1992 and 2000.
 - C. Evolution of U.S. Senior Open Hospitality
 1. New and Improved Tent Product
 - a. In addition to your private tent space, the new tent product will feature a glass front wall, a patio with covered tiered seating, and a common walk deck in the back of the village.
 - i. All guests will enter their private tent from the back walk deck. The new tent product will provide unobstructed views of the golf course from your tent's interior and the tiered seating on the patio.

- ii. Each patio will include three levels of tiered seating with drink rails in front of every seat.
- iii. All tent and suite packages will feature great views of golf. The 1992 U.S. Senior Open, 2000 U.S. Senior Open, and 2009 U.S. Women's Open had hospitality facilities in the large field in the middle of holes 16, 17, and 18. This created a tremendous corporate environment but did not offer views of golf.
- b. The new standard décor package has been upgraded to include elements such as glass tables/highboys, upgraded chairs/stools, built bar and buffet, drink rails, and framed graphics.

II. CORPORATE HOSPITALITY PROGRAM RESOURCES (Webinar time 1:04 –2:30)

A. MSG Promotions, Inc.

1. The management company for the 1992 and 2000 U.S. Senior Open's, and the 2009 U.S. Women's Open at Saucon Valley Country Club.
2. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship since 1995.
3. Staff with over 130 years of collective experience in the sports marketing industry
 - a. U.S. Senior Open Championship Staff
 - i. Mimi Griffin-Executive Director
 - ii. Jim Holden - Championship Director
 - iii. Jeanne Taylor – Chief Operating Officer & Director of Marketing
 - iv. Ray Straccia – Director of Operations
 - v. Maizee Freeman – Volunteer Coordinator & Account Executive
 - vi. Shelley Berlin- Senior Account Executive
 - vii. Sue Tougas- Director of Marketing & Promotions
 - viii. Olivia Roseman- Administrative & Marketing Specialist
 - ix. Cassidy Klein- Championship Services Intern
4. 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
5. The hospitality areas will be managed by a combination of MSG staff, interns, and volunteers. Sue Tougas will be your main point of contact for any questions or concerns between now and the championship. Sue's contact information is stougas@msgpromotions.com or 484-223-3295 x2.

B. Corporate Hospitality Manual

1. The link to the manual was emailed to all daily contacts in early January.
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 the important 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 of update session presentations, and maps.
 - a. Login credentials for Tent Patrons:
 - i. Username: USSOcorporate
 - ii. Password: 2022corporatepatron

D. Update Sessions

1. A reminder email was sent at least two weeks prior to each update session.
 - a. A webinar option will be available for those who are unable to attend in person. The webinar recordings will be posted to the password-protected client section of the MSG website following each meeting.

E. Production Elements (PEI)

1. Please pay close attention to finalizing all aspects of your décor as soon as possible. The date to confirm all decor plans has long passed and we want to make sure PEI is paying attention to all your needs.

F. Ridgewells

1. Please make sure to pay attention in selecting your menus and be aware of due dates and deadlines that are approaching.

III. WHAT TO FOCUS ON NOW (Webinar time 2:30 – 19:12)

A. Upcoming Timeline Dates

1. February 1st – Final Payment for Hospitality Package Due
 - a. Invoice contact: Katie Grouss; 908.230.0006; kgrouss@usga.org
 - b. Final payment must be received in order to receive tickets.
2. February 15th- Forms due to MSG Promotions
 - a. Ticket Distribution & Parking Pass Shipment Form
 - i. 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.
- ii. Shipping Information for VIP Parking Passes
 - Please indicate the name and address to whom the parking passes should be sent.
 - The package will be sent approximately 4-6 weeks prior to the championship 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.
- b. Corporate Sign Form Due
 - i. Specify exactly how you want your company name to appear on the corporate identification sign posted on the back walk deck of your hospitality tent.
 - ii. The USGA will produce the corporate signs which will include only the 2022 U.S. Senior Open logo, the name of your company and the USGA logo. All signs will be uniform in color, typeface, and size.
 - iii. 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.
 - iv. No other signs or displays are permitted on the exterior of your hospitality tent during championship week.
- 3. March 2nd – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit was due to PEI.
 - a. Please be aware that this deadline has passed and reach out to PEI as soon as possible to finalize your décor plans.
- 4. March 11th – Catering deposit was due to Ridgewells
- 5. March 15th- Electrical Requirements Form
 - a. The purpose of this form is to let us know the type of equipment you intend to bring into your facility that will require electrical service and where each item will be located within your tent (i.e., laptops, printers, cell phone/tablet chargers, etc.). This information will be incorporated into the electrical floor plan that is produced for your specific hospitality area.
 - b. It is not necessary to include items dictated by your menu (i.e., coffee maker, ice cream freezer, etc.) or your décor (i.e., televisions, lighting, etc.). This information is communicated to us directly from the catering and décor

companies.

6. March 15th- Safari Telecom Service Order Form
 - a. There is common WiFi in tents that is open to all corporate clients in that specific area.
 - b. The purpose of this form is to let us know if you need dedicated bandwidth Wifi.
7. April 8th-Final Décor Payment was due to PEI
8. April 15th- Corporate Shuttle Form was due
9. April 15th- Certificate of Insurance was due to the USGA
10. April 15th- Deadline to Order Co-Branded Merchandise
 - a. The deadline has past but if anyone is still intrested in placing an order, some of the smaller items are still available. Please reach out to Ryan Hutchison (rhutchison@usga.org) or Alexandra Downs (adowns@usga.org) as soon as possible if you would like to place an order or have questions.
11. April 30th- Special Corporate Client Employee Ticket Disount Ends
 - a. 20% Employee Discount on Gallery Tickets
 - b. All U.S. Senior Open hospitality clients and Regional Supporters will have the opportunity to offer their employees a 20% discount on U.S. Senior Open daily gallery tickets.
 - c. The USGA's Admissions team will provide a specific link for this employee discount offer to use to order the tickets.
 - d. 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 your employees don't have company email addresses, please contact the Championship office for a work-around.
 - e. This program was introduced to the clients at the January 24th Update Session and was kicked off at the beginning of February.

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

- 12. May 10th- Corporate Cup
 - 13. May 13th – Final Menu selections, Guest Guarantees and Remaining Catering Balance Due
 - 14. May 15th – Authorized Personnel Form Due
 - 15. May 15th- Hospitality Host Form Due
 - 16. June 16th or 17th – Client Inspections and Load-in
- B. Become Familiar with your hospitality package
 - C. Understand the amenities included in your hospitality package

Hospitality Package	Package Tickets	Staff Tickets	Gallery Tickets	On-Site Tickets	VIP Parking Passes	Corporate Cup	Weyhill Golf	Open-Air Suite	19 th Hole Access
50 Ticket Tents	50	3	20	2/4	20/15	8	8/day	18th Green	Yes
35 Ticket Tents	35	2	15	2/4	15/10	4	4/day	N/A	Yes

Ticket Type	Grounds Access	Hospitality Area Access	19 th Hole Access
Hospitality Package Tickets	✓	✓	✓
Staff Tickets	✓	✓	✓
On-Site/Additional Access	✓	✓	✓
Gallery Tickets	✓		

Note: The 19th Hole Presented by Lehigh Valley Health Network is an outdoor festival-like setting located in the middle of the three finishing holes (16, 17 & 18) of the championship Old Course. This unique area includes various interactive activities such as golf simulators, a 9,000 sq. ft. putting green, live music in the late afternoons during practice rounds (Tuesday and Wednesday), a jumbotron and TVs to watch all the action, and a variety of lawn games such as corn hole, giant Jenga games, and more. 19th Hole ticket holders will have access to a sports bar and a wide variety of food and beverage options within the 19th Hole as well as executive restrooms (food and beverage will be available at an additional cost).

- D. Understand where your hospitality area is located in relation to the course

E. Invitation process

1. Develop your "A", "B" and "C" guest lists as soon as possible. The invitation process always takes much longer than expected.
2. Determine which guests will be invited on which days.
3. Consider the different invitation options available through the Corporate Merchandise Program– electronic templates or printed notecards.
4. All invitations should be sent no later than April 15th.

F. Corporate Cup (May 10th) & Weyhill Golf

1. Playing the course in the U.S. Senior Open conditions is a unique experience.
2. Being able to play the Weyhill golf course and then watch the best senior golfers is an unforgettable experience for your clients.

G. Parking & Transportation Plans

1. Decide whether you will shuttle your guests from a central location or just provide them with VIP Parking.
2. If you are planning to shuttle guests, please complete the Corporate Shuttle Form by April 15th.

H. Social Media Campaign

1. An MSG Promotions staff member will email all daily contacts an electronic tool kit for their company to promote the Senior Open on all their specific social media channels.
2. The messaging will be updated monthly.
 - a. The first message will be designed to spread awareness of the Senior Open to their followers.
 - b. The second will highlight the Senior Open as a family-oriented event.
3. Tailoring the messaging is encouraged so that it relates to your company and its supporters. However, our team will provide all the necessary information to make it as seamless a process as possible.

IV. GENERAL CHAMPIONSHIP INFORMATION (Webinar time 19:12 – 34:03)

A. Volunteers by the Numbers

1. 1,924 total volunteers
2. 646 Saucon Valley members
3. 1,640 Pennsylvania residents
4. National: 30 States
5. International – 6 countries

B. Championship Schedule

1. Merchandise Pre-Sale (10:00am – 6:00pm)
 - a. June 18th - 19th

Note: You do not need a ticket to the championship to attend the Merchandise Pre-Sale.

2. Member/Volunteer Appreciation
 - a. June 20th
 - i. Grounds are open from 1:00pm – 6:00pm
 - ii. Programming for members and volunteers will be in the 19th Hole from 3:00 pm – 6:00pm
 3. Practice Rounds
 - a. June 21st - 22nd
 4. Championship Rounds
 - a. June 23rd- 26th
- C. Practice Rounds (Tuesday, June 21st and Wednesday, June 22nd)
1. Players are more amenable to interacting with the spectators.
 2. Cameras are permitted and encouraged.
 3. Guests can experience a more relaxed atmosphere.
 4. Play will begin at approximately 7:00am and conclude at approximately 7:00pm.
 5. Monday, June 20th. will only be open to Saucon Valley Country Club members and U.S. Senior Open volunteers.
 6. Exclusive Medical Services Provider and Health and Wellness Pavilion – Presented by St. Luke’s University Health Network (SLUHN)
 - a. SLUHN will serve as the exclusive Medical Services provider for the championship as they did for the 1992 and 2000 U.S. Senior Opens.
 - b. The Health and Wellness Pavilion will be located at the Main Entrance next to the Volunteer headquarters
 7. Epic Putt-Presented by PBS39/WLVT
 - a. Located at the Main Entrance
 - b. Anyone entering the championship will have the opportunity to putt against a green screen that will show the 18th hole of Saucon Valley.
 8. 19th Hole – Presented by Lehigh Valley Health Network (LVHN)
 - a. Craig Thatcher concerts in 19th Hole on Tuesday and Wednesday (5-7pm) – Presented by C.F. Martin
 - b. Social Gaming – Presented by Wind Creek Resorts
 - c. 19th Hole Sports Bar – Presented by D.G.Yuengling
 - d. Golf Simulators-Presented by X-Golf
 9. LV Phantom’s mascot MeLVin hosting Kid’s Hour on the putting green in the 19th Hole from 10:00 am to 11:00 am everyday
 10. Junior Clinic on Practice Range – Presented by Lehigh Valley Health Network (LVHN) (1 day)
 - a. Date and time will be communicated

11. Junior Experience Tent – Presented by Lehigh Valley Health Network (LVHN)
 - a. The Junior Experience tent will be open all week with interactive games and activities for children of all ages.
 - b. Next to the 15th Tee-will provide interactive games and activities for children
 - c. Scavenger hunt for kids (Tuesday and Wednesday)
 - d. Junior Golf Clinic (Tuesday or Wednesday)
- D. 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. Senior Open.
- E. 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 will 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
- F. Championship Rounds (Thursday, June 23rd - Sunday, June 26th)
 1. No cameras or autographs are allowed these days.
 2. On Thursday & Friday players tee-off in threesomes from 1st and 10th tee
 - a. 1st tee time on Thursday & Friday is approximately 7:00am.
 3. The “cut” is made after 36 holes
 - a. Players with the lowest 60 scores plus ties will continue to play on Saturday and Sunday
 4. On Saturday & Sunday players tee-off in twosomes from 1st tee only
 - a. Start times on Saturday & Sunday are determined by the size of the field
- G. U.S. Senior Open Broadcast Schedule (EDT)
 1. Thursday (June 23rd) – First Round
 - a. 2:00 pm – 7:00 pm EDT Live
 2. Friday (June 24th) – Second Round
 - a. 2:00 pm – 7:00 pm EDT Live
 3. Saturday (June 25th) – Third Round
 - a. 2:00 pm – 7:00 pm EDT Live
 4. Sunday (June 26th)- Final Round
 - a. 2:00 pm – 7:00 pm EDT Live
- H. Admission Gate Map
 1. 2022 USSO Admission Gate Locations
 - a. Gate 1 – General Spectators, Volunteers, Members

- b. Gate 2 – VIP Parking
 - c. Gate 3 – Corporate Clients, Committee Chairs & Media
 - d. Gate 3.5 – Vendors
 - e. Gate 4 – Players
 - f. Gate 5 – Vendors & Network
 - g. Gate 6 – Caddies, USGA officials & Staff (Will Call for Gate 3)
- I. Fan Areas throughout the Course
1. Important areas outside of your hospitality space that individuals should be aware of:
 - a. Main Entrance
 - i. 95% of the people attending will be entering the championship through this entrance
 - b. Merchandise Pavilion
 - i. A must see when entering the championship to obtain U.S. Senior Open merchandise
 - c. Health and Wellness Pavilion - Presented by St. Luke's University Health Network (SLUHN)
 - i. Partnering with Microsoft to provide a technology based interactive experience
 - d. Epic Putt-Presented by PBS39/WLVT
 - e. Practice Tee
 - i. A great place to watch players hit balls repeatedly and showcase their talent
 - f. 19th Hole- Presented by Lehigh Valley Health Network (LVHN)
 - i. The 19th Hole, an upgraded ticket area, is an outdoor festival-like setting located in the middle of the three finishing holes (16, 17 & 18) of the championship Old Course
 - g. Junior Experience Tent- Presented by Lehigh Valley Health Network (LVHN)
 - i. Ideally positioned near the 15th tee to provide children and their parents a fun and memorable experience
 - ii. There will be a small seating platform exclusively for children next to the 15th tee where the players cross the bridge after they hit their tee shots
 - h. First Aid - Presented by St. Luke's University Health Network (SLUHN)
 - i. The primary First Aid tent will be positioned in the main parking lot near the 9th green and the secondary First Aid tent will be next to the 11th hole
- J. Accessibility
1. All hospitality facilities will be ADA accessible.
 2. A limited supply of motorized scooters will be available on a first-come, first- served basis at the Mobility Scooter Tent inside the Main Entrance.
 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.

4. There will be a disability services committee on-site at the Senior Open. This committee will provide a shuttle service around the golf course to pre-designated locations. This shuttle is for guests who have trouble traversing the course.

K. Inclement and Severe Weather Warnings & Policy

1. USGA 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.
2. If weather conditions become a public safety issue, all enclosed facilities, including hospitality tents, will be opened for spectators to shelter in place.
 - a. Your MSG representative will advise you of this beforehand so that you are aware.
 - b. You will not be able to seek shelter in any of the open-air suite facilities. All suite facilities will need to be evacuated in the case of severe weather.

II. CORPORATE HOSPITALITY VENUES (Webinar time 34:03 – 38:43)

- C. The back 9 of the Old Course is reconfigured for the championship. A breakdown of the rotation changes is listed below:

Regular Hole #	Senior Open Hole #
10	16
11	17
12	18
13	10
14	11
15	12
16	13
17	14
18	15

D. 50 Ticket Tent

1. 9th Green Tent – Located on the golfer's right of the 9th hole and includes (1) 50 ticket tents.
 - a. This tent will feature a side-viewing deck in addition to the tiered seating viewing patio in the front of the tent.
 - b. This package also includes access to a shared open-air suite on the 18th green.
 - c. All guests will enter this tent from the back.

E. 35 Ticket Tents

1. 16th Green Village – located to the golfers right of the 16th green and includes (6) 35 ticket tents. This village also features a side-viewing deck for views of the 11th green (a par 3).
2. 17th Green Village – located to the golfers right of the 17th green and includes (6) 35 Ticket Tents. This village also features a back walk deck with an up-close view of the 18th tee box.

F. Open-Air Suites

1. These are an upgraded version of the skyboxes used at the 2009 U.S. Women's Open. They feature a TV in each suite, glass railings, a semi-private tiered seating area, and shared space in the back with an open bar.
 - a. 18th Green Suites – located to the golfer's left of the 18th Green
 - b. 17th Green Suites – located to the golfer's left of the 17th Green
 - c. 15th Green Suites – located behind the 15th Green
 - d. 11th Green Suites – located to the golfer's left of the 11th Green
 - e. 9th Green Suites – located to the golfer's left of the 9th Green

G. Players

1. [List of Exempt Players- U.S. Senior Open](#)
2. [Senior Open Champions Playing at Saucon Valley](#)
 - a. [Jim Furyk – 2021](#)
 - b. [Steve Stricker – 2019](#)
 - c. [David Toms – 2018](#)
 - d. [Gene Sauers – 2016](#)
 - e. [Jeff Maggert – 2015](#)
 - f. [Colin Montgomerie – 2014](#)
 - g. [Roger Chapman – 2012](#)
 - h. [Olin Browne – 2011](#)
 - i. [Bernhard Langer – 2010](#)
 - j. [Fred Funk – 2009](#)

H. Walking Routes

1. Walking routes and distances to the corporate hospitality venues from the Main Entrance and VIP Parking were reviewed.
2. [Walking Route Maps with Distances](#)

I. Getting Around the Course

1. We will have course maps throughout the course to help all attendees navigate.
2. The Senior Open app is now available to download in Google Play or the Apple Store. However, the only thing on the Senior Open app right now is ticket information.
 - a. This app will allow fans to access player tee times, location, and pairings among other championship information.

b. We will make you aware when more information is available on the app.

VI. Hospitality Operations (Webinar time 38:43-43:23)

A. Access into Hospitality Areas will be STRICTLY enforced

1. A credential board will be placed outside of each hospitality area that indicates where tickets or credentials gain access to that facility. There will also be additional signs next to the credential board that state proper credentials are required. If a guest does not have the proper ticket or credential, they will not be granted access into that facility.
2. If you are not opening your tent on a specific day, there will be signage outside your village so that your guests know that they cannot gain access to your specific area.
3. MSG staff, interns and volunteers will monitor the entrances to each facility from approximately 8:00am – 6:00pm to ensure that only those with the proper ticket or credential gain access.
4. The entrance to each of the facilities will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
5. Upon first entry into each hospitality facility, guests' will have their ticket scanned and a wristband affixed to their wrist.
6. On subsequent visits, only the wristband will be required for re-entry into the tent village.
 - a. Damaged or altered wristbands will be invalid.

B. Scanning Tickets

1. The system does not allow for screen shots of the barcode associated with your mobile ticket since the bar code changes every 30 seconds. The individual must retrieve the ticket live from his or her phone to gain access.

C. Restrooms

1. Each hospitality area will have upscale restroom facilities exclusive to guests in that specific area.
2. Port-o-let restroom units will also be located throughout the course for all fans.

D. No Smoking Policy

1. The NO SMOKING policy will be enforced inside all tents, suite facilities, on the tent/suite patios and along the common walkways.

E. Client Inspection & Load- In

1. June 16th and 17th
2. If you have supplies that you need to bring in the championship for your hospitality space, there will be a shared storage facility behind your village that you will have access to.
 - a. All supplies and giveaways must be brought in at this time because you will not get through security with these things during the championship.

3. The storage units in the back of each corporate area will be shared by all clients in that village.
4. Assigned times will be communicated to you via email
 - a. It is critical that you arrive at your scheduled time
5. We need to know in advance
 - a. Number of people attending inspection
 - b. Size and number of boxes you will be loading
 - c. Size of vehicle you will use for deliveries
6. You will need to provide your own manpower if you are delivering heavy equipment.

F. Accessibility

1. Every hospitality area will be ADA accessible. We will either have a ramp or lift to allow those that are wheelchair bound or oxygen dependent to get up to the back walk deck.

VII. TICKETS – (Webinar time 43:23 –1: 03:37)

A. Ticket Allocation

	Package Tickets	Staff Tickets	On-Site/Additional Access	Gallery Tickets
50 Ticket Tents	50	3	2/4	20
35 Ticket Tents	35	2	2/4	15

B. On-Site/Additional Access Admissions

1. Ideal for last minute or unexpected ticket requests.
 - a. **We encourage you to reach out to us in advance to purchase your on-site tickets if you plan to utilize these tickets.**
2. You MUST submit the authorized personnel form to take advantage of On-Site and Additional Access tickets
 - a. Two types of tickets available during the event:
 - i. On-Site Daily Tickets
 - On-Site tickets are for last minute ticket needs/requests. To obtain these tickets, you must inform an MSG Staff member by 6pm the night before that you need an on-site ticket. We would work with the USGA Ticket team to sell you those tickets and get them to your mobile device which you can then send to the recipient’s email. You must request the on-site tickets. For On-Site tickets you will get charged for the price of a daily ticket and for your Food & Beverage per your menu that day.
 - ii. Additional Access Tickets/ Wristbands

- Additional Access tickets/Wristbands are for individuals that already have a ticket for the Championship, but don't have access into your hospitality facility. You will be charged for the Food & Beverage portion of this ticket. If the ticket is requested before 2pm you will be charged 100% for food and beverage and if it is requested after 2pm you will be charged 50% of your menu that day.

C. Junior Tickets

1. Children 18 and younger admitted to the U.S. Senior Open free of charge with a ticket-holding adult
2. Junior tickets do not allow access into the corporate areas or the 19th Hole
3. Juniors are welcome in the hospitality areas and 19th Hole as long as they have the proper ticket
4. Juniors 5 years of age and under will be admitted free to 19th Hole. Juniors 6 to 18 years of age can upgrade their tickets for \$20 at the entrance of the 19th Hole.

D. Mobile Ticketing

1. Mobile tickets will be sent to all corporate clients on Monday, May 9th.
 - a. Tickets can be accessed through the Senior Open app, USGA ticket portal via usga.org or AXS app.
 - b. Account Managers and all ticket recipients must have an AXS account to access their tickets
2. Digital Ticket Process – Download AXS app on Your Computer
 - a. We encourage all account managers to distribute tickets via your computer.
3. For your reference, please listen and watch the [Mobile Ticket Process](#) from the presentation to familiarize yourself with all aspects of receiving and transferring tickets along with other important information regarding mobile tickets.
4. The USGA is moving to a mobile ticketing solution for the 2022 U.S. Senior 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

5. Each company will need to designate one Account Manager to be set up as the administrator in the AXS ticketing platform. This information should be provided via the Ticket Distribution & Parking Pass Shipment Form in the *Timeline & Forms* section of the manual by February 15th.
6. Account Managers will be able to access and distribute tickets via the U.S. Senior Open App or the USGA.org Ticket Portal webpage.
 - a. The U.S. Senior Open App will be available in the Apple App Store or Google Play Store and will be updated with 2022 U.S. Senior Open information in the spring.
7. Transferring tickets to attendees is then a simple, easy, and seamless process
8. 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. SCREENING, PROHIBITED ITEMS AND ADMISSION GATES (Webinar time 1: 03:37- 1:07: 15)

A. Screening for Prohibited Items

1. Every individual that enters the championship will go through either a magnetometer or hand wand to screen them for prohibited items.

B. Admission Gates

1. Guests' tickets will be scanned when they arrive at the Admission Gate. Their ticket will be scanned a second time to enter your hospitality facility. Once your ticket is scanned for the second time at your hospitality facility, the ticket will be dead. This is to ensure that people cannot trade phones with others.

C. Prohibited Items

1. [List of Prohibited Items](#)
 - a. 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 at the main entrance.
2. Bag Restrictions
 - a. No backpacks, briefcases, or bags larger than 6" W x 6" H x 6" D in their natural state
 - 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.

D. Corporate Bag Tags

1. One per company
2. Allows one oversized bag (no larger than a small shoulder duffle bag)
3. Valid throughout the Championship Week
4. The ID tag must be labeled with your name and company and must be affixed to the bag at all times.

5. The bag is still subject to search and prohibited items are not permitted with a bag tag.
 6. No substitutions or replacements for lost or confiscated tags
- E. Approved Device Stickers
- a. The sticker must be affixed to the device at all times.
 - b. The device must remain inside your tent throughout the day. The use of laptops and tablets is prohibited on the course.

IX. PARKING & TRANSPORTATION (Webinar time 1:07: 15- END)

A. General Parking

1. Location: Lehigh University's Goodman Campus

- B. The chart below summarizes the VIP parking allotment for each of the hospitality tent packages.

HOSPITALITY PACKAGE	PARKING PASSES PER DAY
50 Ticket Tents	Lot G - 20 Lot L - 15
35 Ticket Tents	Lot G - 15 Lot L - 10

C. VIP Parking Passes

1. Printed paper hangtags that should be displayed from your rearview mirror
2. Hangtags are color-coded by day and corporate clients receive parking passes Tuesday through Sunday

D. Lot G-VIP Parking

1. Location: Saucon Valley Country Club's Short Course off of Saucon Valley Road.
2. Guests will walk from the parking lot through the VIP Gate located near the 11th green of the Old Course (Championship Course).

E. Lot L-Additional Parking

1. Location: Cornfield off of Old Bethlehem Pike at the intersection of Rt. 378 and Center Valley Parkway.
2. Guests parking in Lot L will access the championship using a complimentary shuttle bus to the Main Entrance at Saucon Valley Country Club.
 - a. The shuttle ride will be less than 5 minutes.

F. Ride Share-Passenger Drop-Off

1. Location: Old Bethlehem Pike between Center Valley Parkway and Saucon Valley Road
2. There is no fee or special pass required to access this area.

3. Taxis, town cars, Uber, Lyft, etc., will be able to access this area for pick-up/drop-off, however staging is not permitted, so pick up times will need to be carefully coordinated.

G. Lot H-Handicap Parking

1. Individuals with a handicap placard will be able to park here. Please inform us if your guest needs to access Lot H.
2. This parking area is in close proximity to the Main Entrance

H. Road Closures & Traffic Control

1. Saucon Valley Road will be closed Monday (June 20th) – Sunday (June 26th) from 6:00 am to 9:00 pm from Rt. 378 to Apple Tree Lane.

I. Vehicle Size Restrictions

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

V. CORPORATE MERCHANDISE – Ryan Hutchison, Manager, Corporate Merchandise

A. The Team

1. Ryan Hutchison- Manager, Corporate Merchandise
2. Alexandra Downs- Coordinator, Corporate Merchandise
3. Drew Regino-Manger, Championship Merchandise
4. Khalil Witt- Long-term Intern
5. Katie Pila- Director, Corporate Merchandise

B. Benefits of the U.S. Senior Open Corporate Merchandise Program

1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Senior Open corporate clients
2. Extends your investment in the U.S. Senior Open and generates excitement for your company
3. Provides your guests with memorable items from their time at the championship
4. 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.
2. Determine how many people you plan on purchasing gifts for and how/when you plan to distribute the gifts.
 - a. Sending a gift with tickets
 - b. Gifting in your hospitality space
3. Browse the products
 - a. The 2022 offerings are now available on the Corporate Merchandise website: <https://corporatemerch.usga.org>
4. Provide your logo
 - a. A .DST file is required for embroidery orders (i.e., apparel, headwear, etc.)
 - b. An .EPS or .JPG file is required for screen printed orders (i.e., lanyards, clear bags)

D. Merchandise Pavilion

1. 10,000 sq. ft. facility
2. Pre- Championship Opening (Open to Public)
 - a. June 18 – June 19
 - b. Open 10:00 a.m. – 6:00 p.m.
 - c. Located in Fan Central along the main drive of the club.
3. Gift Cards available for purchase through USGA Corporate Merchandise Program

E. 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 available on an individual basis for \$150 per template.
 - b. Only way to include the 2022 U.S. Senior 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. Senior Open logo on the front and your company logo and customizable messaging on the inside.
 - b. Only way to include the 2022 U.S. Senior Open logo in your invitations/marketing
 - c. \$3.00 per card (includes envelope)
 - d. Addressing included for individual delivery

F. Deadline to Order Co-Branded Merchandise – April 15, 2022

- X. RIDGEWELLS CATERING**– Susan Lacz, Principal & CEO
 - A. Ridgewells is a boutique caterer headquartered in Bethesda, MD, and they have been the exclusive caterer for U.S. Open Championships since 1993 and the 2021 U.S. Senior Open.
 - B. The Team
 - 1. Susan Lacz – Principal and CEO
 - 2. Megan Zebrak – Director, Major Events
 - 3. Carrie Coffee – Client Success Manager, Major Events
 - 4. Nick Rogers – Director of Staffing
 - 5. Tricia Edwards – Client Success Producer
 - 6. Kaylee Toth - Client Success Producer-Major Events
 - 7. Giancarlo Beazley - Operations Manager
 - 8. Mackenzie Anderson – Staffing Manager-Major Events
 - C. The Menu
 - 1. Regionally inspired menus with customized offerings
 - 2. Items sourced through local purveyors such as breweries, ice cream shoppes, restaurants, bakeries, and more to deliver authentic regional flavors
 - 3. Carefully crafted menu packages with inspired a la carte enhancements
 - D. Ridgewells Experience
 - 1. Food service will be provided through GoTab.
 - a. GoTab Ordering Process
 - i. GoTab is web based so there is no need to download an app to place an order.
 - ii. The camera on your phone can be used to scan the QR code located at each table/seat within the tent.
 - iii. Place an order on your phone.
 - iv. Your order will be delivered to your table/seat within minutes.
 - 2. Standard Service Hours
 - a. Breakfast – 8:00am – 11:00am
 - b. Lunch/Snack – 11:00am – 6:00pm
 - c. Bar Service – 11:00am – 6:00pm
 - E. Dedicated Staff
 - 1. Ridgewells hand picks all event staff utilizing a myriad of recruiting tools and ensures they are trained to the highest level of service.
 - 2. The number of catering staff assigned to your tent is estimated based on daily guest counts, menu complexity, and food quality ordered.
 - 3. We will strive to keep staff consistent throughout the Championship.

F. Menu Planning Tips

1. Utilize your Client Success Producer
2. Offer a variety of menu options each day
3. Know your audience
4. Identify dietary restrictions in advance
5. Estimate guest attendance
6. Make special requests in advance

G. Sustainability Efforts

1. Sourcing from local vendors
2. Using compostable disposables whenever possible
3. Hiring locally (500+ employees for hospitality alone)
4. Engaging with local non-profit organizations
5. Supporting USGA sustainability programs on course

H. Important Dates

1. October-November – Virtual meeting with your Client Success Manager
2. December 31st – Catering Agreement and Credit Card Authorization Form due
3. January 12th – Culinary Selections Book Sent
4. January 24th – Corporate Update Session and Client Tasting
5. February- Deposit invoice sent
6. March 11th – Catering deposit due
7. May 13th – Final menu selections, guest guarantees and remaining balance due
8. 30 Days Post Championship – Final balance due

- I. Ridgewells hosted a Tasting at the January Update Session, featuring a variety of menu options offered in the Culinary Selections Book.

XI. DÉCOR OPTIONS - PRODUCTION ELEMENTS, INC.– Deja Gagner, Senior Account Manager/Head Designer, Lauren Connell Portal, Events Assistant**A. Standard Decor**

1. 35 TICKET TENTS
 - a. (1) 8' Grab & Go Buffet
 - b. (1) 4' Bar & Back Bar
 - c. (3) 24" Glass Highboys with (4) White Bar Stools each
 - d. (1) 55" Interior TV
 - e. (1) 40" Exterior TV
 - f. (18) Tiered Patio Seats with Drink Rails
 - g. (1) 6'W x 4'H Graphic
 - h. Graphite Carpet
 - i. Ambient Track Lighting

- j. Total Seating: 30
- 2. 50 TICKET TENTS
 - a. (1) 4' Registration Desk with (2) White Bar Stools
 - b. (1) 8' Grab & Go Buffet
 - c. (1) 4' Bar & Back Bar
 - d. (7) 24" Glass Highboys with (4) White Bar Stools each
 - e. (2) 55" Interior TVs
 - f. (1) 40" Exterior TV
 - g. (22) Tiered Patio Seats with Drink Rails
 - h. (1) 6'W x 4'H Graphic
 - i. Graphite Carpet
 - j. Ambient Track Lighting
 - k. Total Seating: 52
- B. Upgrade Opportunities
 - 1. PEI can transform your space using different textures, graphics, furniture, décor elements, etc. They will help step by step during the décor planning process to create a space that works for each company's specific brand.
- C. Next Steps
 - 1. Complete the questionnaire and return to Lauren Connell Portal (lauren@productionelements.com) as soon as possible.
 - 2. PEI contacted all companies to set up an initial call to discuss the décor in your space.
 - 3. Once you have discussed your design feedback and direction with PEI, they will create a design deck, floor plan, and budget based on your requirements. These materials will serve as a starting point to further develop additional ideas you would like PEI to execute on your behalf.
- D. Décor Process Milestone Dates
 - 1. October 22nd – Questionnaire was due to PEI
 - 2. October 18th – November 12th – One-on-one client calls to kick-off décor discussions
 - 3. December 22nd – PEI to receive vendor payment setup requirements (if any) to ensure all accounts payable requirements are met
 - 4. January 21st – Target date for clients to receive design deck, floor plan, budget, and invoice agreement from PEI
 - 5. March 2nd – 50% deposit was due and the deadline for final approval of décor and signed budget/service agreement
 - a. *Decisions/changes made after March 2nd are subject to a 20% rush fee*
 - 6. March 18th – Graphic files due to PEI
 - a. Graphic files received after March 18th are subject to a 20% rush fee

7. April 8th – Final décor payment was due to PEI
- E. Contact Information
1. Deja Gagner – Senior Account Manager/Head Designer
 - a. 612.499.1349, deja@productionelements.com
 2. Lauren Connell Portal – Events Assistant
 - a. 713.824.2938, lauren@productionelements.com