



2024 U.S. OPEN
Table Client
Update Session
October 26, 2023



AGENDA

1:00

Introduction

1:05

Review of the Hospitality Program

- Available Resources
- Tickets
- Hospitality Venues
- Parking
- Walking Routes
- What to Focus on Now
- Co-Branded Merchandise

2:05

Q & A





Introduction



WHO WE ARE

United States Golf Association

Founded in 1894, the USGA is a nonprofit organization that celebrates, serves and advances the game of golf.



Unify
Showcase
Govern
Advance



Our purpose is to **UNIFY** the golf community, to **SHOWCASE** the golfers who inspire us,
to **GOVERN** the sport to ensure a solid foundation and to **ADVANCE** the good of the game, for the next 100 years and beyond.



Pinehurst Resort



Historic Setting



Historic Setting



Historic Setting



Historic Setting

PINEHURST CHAMPIONSHIPS

Championship	Years
U.S. Open	2029, 2035, 2041, 2047
U.S. Women's Open	2014
U.S. Amateur	1962, 2008, 2019
U.S. Women's Amateur	1989
U.S. Senior Open	1994





Corporate Hospitality Resources





- § Exclusive Corporate Hospitality Marketing and Management Company for the U.S. Open since 1995
- § Staff with over 130 years of collective experience in the sports marketing industry.
- § Responsibilities include:
 - Formulation of program
 - Sales
 - Client Resources:
 - Update Sessions & Hospitality Manual
 - Corporate Hospitality Operations
 - On-site Management

TEAM ASSIGNMENTS



EMILY GILLARD
VILLAGE ON 17



MIMI GRIFFIN
NBC HOSPITALITY/
PADGETT PAVILION



JIM HOLDEN
VILLAGE ON 16/15



JEANNE TAYLOR
VILLAGE ON 18/
GOLF SHOP – 6 Ticket



KELLY SEGIN
SUITES ON 10



DANIELLE BONDER
MEMBER CLUBHOUSE
GOLF SHOP – 12 Ticket



SHELLEY BERLIN
CHAMPIONS PAVILION

HOSPITALITY MANUAL



- ✓ Link sent to clients in late September
- ✓ Information in Manual
 - I. Timeline and Forms
 - II. Meetings and Resources
 - III. Hospitality Program Information
 - IV. Tickets
 - V. Parking & Transportation
 - VI. Maps & Layouts
 - VII. Catering
 - VIII. Championship Information
 - IX. Merchandise
 - X. Hospitality Program Policies & Requirements
 - XI. Miscellaneous

TIMELINE

Upcoming Dates & Deadlines

DECEMBER

December 15



Corporate Identification/Sign Form due
MSG Promotions – Emily Gillard



Final payment for hospitality package due
USGA – Kaitlin Grouss

FEBRUARY

February 1



Catering Payment Due
Ridgewells – Carrie Coffee



Clients Receive Menus
Ridgewells – Carrie Coffee



Ticket Distribution and Parking Pass Shipment Form Due
MSG Promotions – Emily Gillard

MARCH

March 5



Update Session



MSG Website - www.msgpromotions.com



ABOUT US

U.S. OPEN HOSPITALITY

CONTACT US

LOG IN



ABOUT US

U.S. OPEN HOSPITALITY

CONTACT US

LOG IN

HOME > LOG

LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

LOG IN



LOG-IN CREDENTIALS

Table Patrons:

Username: [USOPENtable](#)

Password: [2024corporatepatron](#)

2024 U.S. OPEN
HOSPITALITY



MSG Website - www.msgpromotions.com



[CLIENT AREA](#) [LOG OUT](#)

[ABOUT US](#)

[U.S. OPEN HOSPITALITY](#)

[CONTACT US](#)

[HOME](#) > [CLIENT & SPECIALTY OPTION PATRONS](#)

TABLE PATRONS – GOLF SHOP & CHAMPIONS PAVILION

Click on any of the links on the right side of the screen for more information pertaining to the various aspects of your involvement in the U.S. Open Corporate Hospitality Program.

[Update Sessions & Webinars](#)

[Forms](#)

[Corporate Hospitality Manual](#)

[Maps](#)

[Corporate Merchandise](#)

2024 U.S. OPEN
HOSPITALITY



Corporate Update Sessions

Session 1

TODAY

Overview of
Hospitality
Program

Session 2

MAR. 5

10:00am –
12:00pm



Review & New
Information

Session 3

MAY 1

2:00pm –
4:00pm



Final
Session



ridgewells
CATERING



Championship Information



Championship Info & Format

- 124th National Championship
- Full field consists of 156 players
- The format is stroke play
- There is no pro-am at the U.S. Open
- On Thursday & Friday players tee-off in threesomes from 1st and 10th tee
 - 1st tee time on Thursday & Friday is approximately 6:45 a.m.
- The “cut” is made after 36 holes
 - Players with the lowest 60 scores plus ties
- 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

Championship Schedule

Monday, June 10th

Practice Round

Tuesday, June 11th

Practice Round

Wednesday, June 12th Practice Round

Thursday, June 13th

1st Championship Round

Friday, June 14th

2nd Championship Round

Saturday, June 15th

3rd Championship Round

Sunday, June 16th

4th Championship Round

Championship Schedule



Playoff

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 hole-by-hole (sudden death format) until the champion is determined.



Tickets



Tickets Included in Each Package

Hospitality Venue	Package Tickets	Staff Tickets	Option Tickets
Golf Shop – 12 Ticket Table	12	1	0
Golf Shop – 6 Ticket Table	6	0	0
Champions Pavilion	12	0	2

Mobile Ticketing



Chris Tobia

Director, Ticketing Operations

Michele Ziobro

Senior Coordinator, Ticket Operations

Background

The United States Golf Association (USGA) has a 100% mobile ticketing solution.

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



Quest

- Quest is the ticket request platform that the USGA/MSG will use to enter your contractual ticket allotment, as well as any additional ticket purchases on your behalf.
- Once approved in our system, an email is automatically generated to the individual identified in the ticket order. They will receive either an email prompting them to accept the tickets, or if there is a balance due, they will be prompted to make a payment.
- Once the necessary steps are complete, your tickets are automatically added into your AXS account.



Quest Contractual Requests

- You will receive an email from the USGA via the email address: no-reply@request.aegpresents.com after your ticket allotment has been reviewed and approved. Action is required within this email
- You must complete the order by creating or linking an existing AXS account to receive your tickets
- The tickets will automatically be linked to your account after you complete the order
- Manage the tickets in the online portal or in the USGA app

axs
Complete Your Order
An AXS account is required to complete your order and access your tickets. Sign in or create an account to continue.

AXS Sign In | Create AXS Account

Email

Password | [Forgot Password?](#)

SIGN IN

[Privacy Policy](#)



Hi Richard,

The following order was approved! To complete your order and access your tickets, please sign into your AXS account, or create one, here:

[Sign in with AXS to Complete Order](#)

If you have any issues with your order as it appears, please contact the person who referred you or set up your order.

Please note this email cannot be used for entry.

Order	Q-US07VSJ
Attendee Name	Richard Pernikoff
Delivery Method	AXS Mobile ID

Option	Qty	Total
Thursday - Gallery @ \$0	1	\$0
Wednesday - Gallery @ \$0	1	\$0
Tuesday - Gallery @ \$0	1	\$0
Monday - Gallery @ \$0	1	\$0
Order Total		\$0

Reference ID: 63bc74f18351210001ac753d

Quest Paid Option Requests

- Once approved, the email holder of the request will receive a notification the order has been reserved
- To pay for the order, fill in the payment details via the secure payment link by including the credit card and billing information
- After payment is collected, you will receive a payment confirmation email. The email will prompt you to complete the order by creating or linking an existing AXS account to receive your tickets.

The following order has been reserved and is ready for payment. You have until **Friday February 17, 2023 @ 10:24 am PST** to complete your order. Orders not paid by this time will be canceled.

If you have any issues with your order as it appears below, please contact the person who referred you or set your order up.

Please note this email cannot be used for entry.

Order	Q-UOZ4IBH
Attendee Name	Michele Ziobro
Delivery Method	AXS Mobile ID

Option	Qty	Total
Monday - Gallery - Weekly - Contract @ \$237.86	1	\$237.86
Order Total		\$237.86

PAY NOW

Important Information

- Resale of tickets is prohibited.
- No refunds or exchanges.
- All tickets will be delivered via AXS Mobile ID and can be viewed and managed in the USGA app for [iOS](#) or [Android](#)
- All ticket orders are subject to USGA's Ticketing [Terms and Conditions](#).

Checkout

This order is reserved. Payment is required to complete your order. There are no refunds or exchanges and transfer and sale of passes is strictly prohibited. If you have any issues with your order as it appears below, please contact the person who referred you or set up your order.

Please pay using the secure form below.

Order	Q-UOZ4IBH
Attendee Name	Michele Ziobro
Delivery Method	AXS Mobile ID

Order Summary:

Option	Qty	Total
Monday - Gallery - Weekly - Contract @ \$237.86	1	\$237.86
Order Total		\$237.86

Payment Details:

Card Number *

Exp. Date * Card Code *

Billing Address

First Name * Last Name *

Country * Zip *

USA City *

Street Address * State *

Phone Number

Pay **Cancel**

AXS Fan Account Manager



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

- We suggest using the ticket portal on USGA.org when sending out the bulk of your tickets.
- We recommend using the USGA app when sending out those last-minute tickets or managing a ticket while on-site.
- Regardless of which portal you are using, transferring tickets to attendees is simple, easy, and a seamless process.

Account Manager FAQ's



Who will create my AXS account?

- You can create an AXS account in advance on AXS.com or when you complete the ticket order via email.

When will digital tickets be issued?

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

How do I manage my tickets?

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

Can I send multiple tickets to the same person?

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

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

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

How do my guests access their digital tickets?

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

Can my guest print out their tickets at home?

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

FAQ's Continued



Can my guests use a screenshot of their tickets?

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

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

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

What if my guest does not have a smartphone?

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

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

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

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

- Yes. You can reclaim tickets if the recipient hasn't already accepted them. Just log into your account and cancel the transfer. If the recipient has downloaded the USGA or AXS app and accepted the tickets, then a member of the USGA ticket department will have to recall those tickets and place them back into your account.

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

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

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

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

Can I track my ticket transfer distribution and attendance?

- Please connect with your MSG rep, who will connect with the USGA Ticketing team to determine potential options and reports.



Hospitality Venues



2014 U.S. Open



2014 U.S. Open



2014 U.S. Open



2014 U.S. Open



2014 U.S. Open



2014 U.S. Open



2024 U.S. Open - Corporate Hospitality



Clubhouse Packages	
Package	#
91 st Hole	1
Golf Shop Tables	2
Sandhill Suites	3
Payne's Pub	4
Outlook	5
Putter Boy	6
Cardinal Room	7

Main Entrance

Merchandise Pavilion

Padgett Pavilion

1895 Club

Champions Pavilion

Village on 18

Village on 16

Village on 15

Suites on 10

NBC Sports

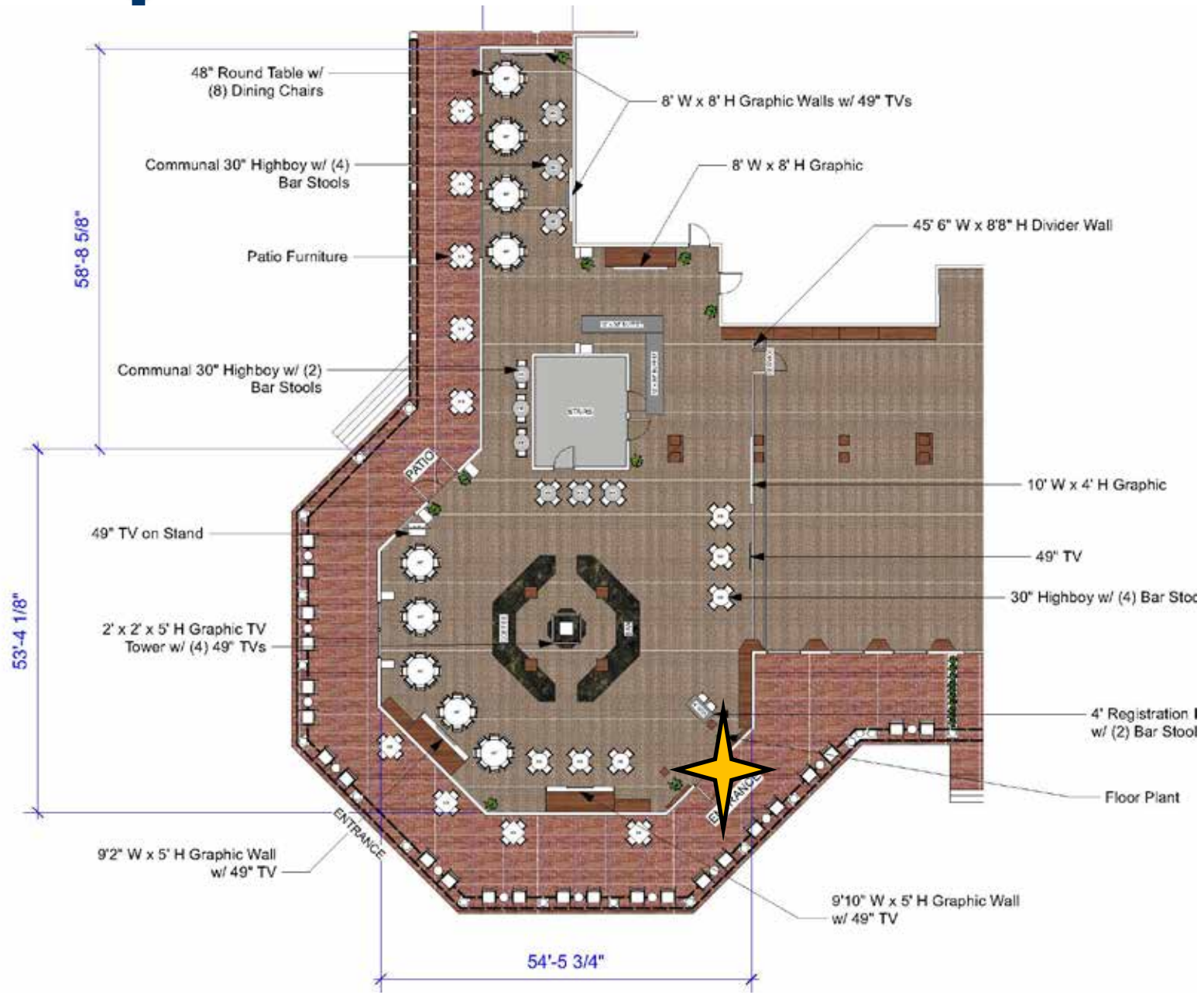
Village on 17

Clubhouse

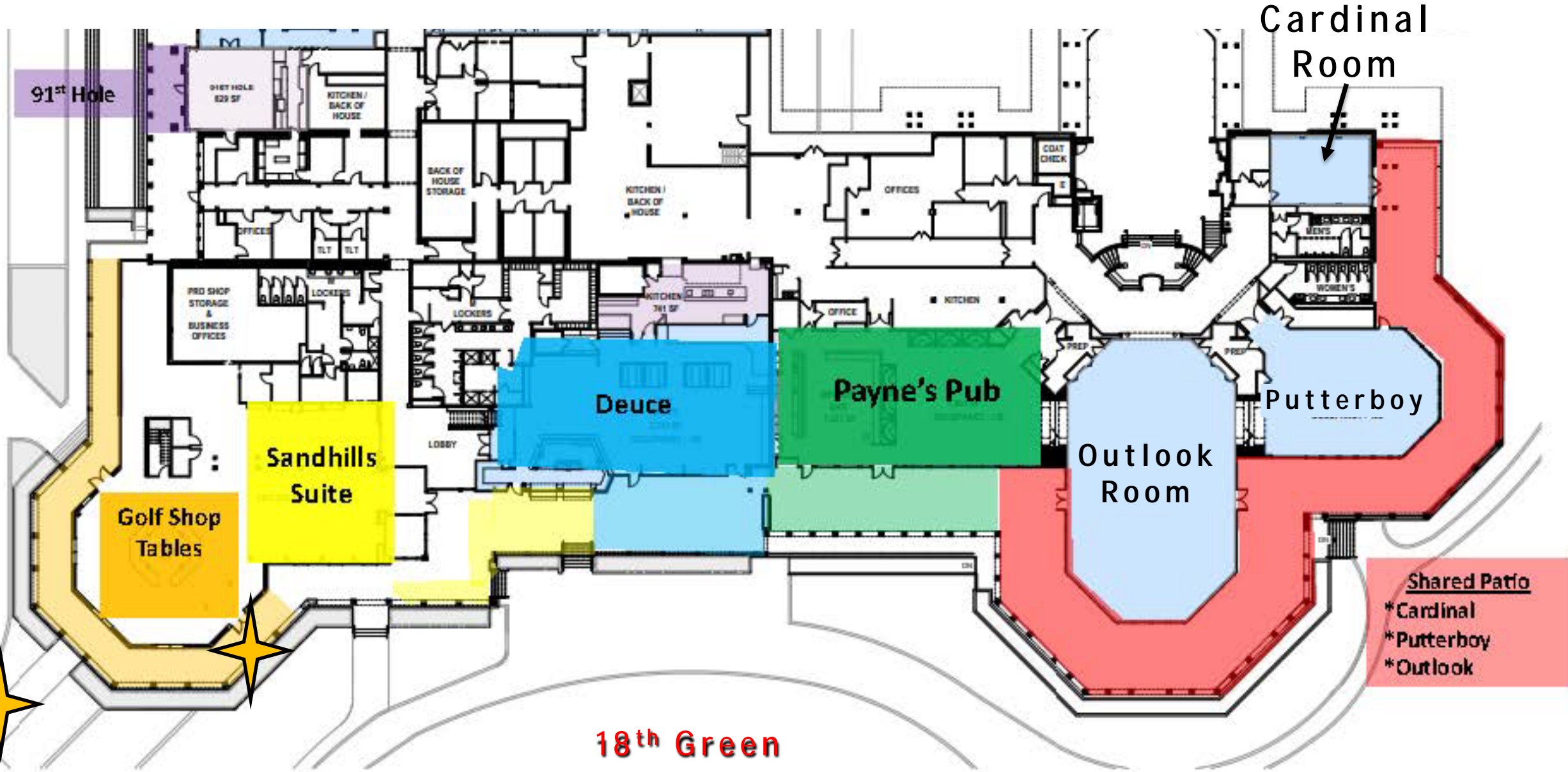
Golf Shop Tables



Golf Shop Tables



Clubhouse Layout



Golf Shop Entrance



Golf Shop Patio



18th Green Viewing Area



18th Green Viewing Area





Parking



VIP Parking Allocation – Golf Shop Tables

Hospitality Venue	Clubhouse Parking	Village Parking
Golf Shop - 12 Ticket Table	2	6
Golf Shop - 6 Ticket Table	1	3

VIP Parking – Clubhouse VIP – Golf Shop Tables



Corporate
VIP Parking

Clubhouse
Shuttle Depot

Member
Clubhouse

Resort
Clubhouse

1895 Club

18

VIP Parking - Village of Pinehurst - Golf Shop Tables



Wicker Park

Cannon Park



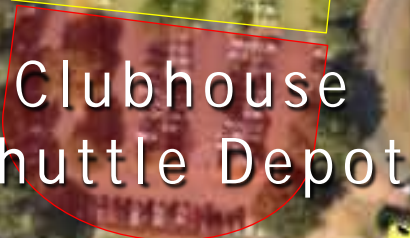
VIP Parking - Village of Pinehurst - Golf Shop Tables

Cannon & Wicker
Parks

VIP Parking Drop-Off



Village of Pinehurst – VIP Parking Drop-Off



Corporate
VIP Parking

Clubhouse
Shuttle Depot

Member
Clubhouse

Resort
Clubhouse

18

1895 Club



VIP Parking Allocation – Champions Pavilion

Hospitality Venue	One Mile Track/ Polo Fields
Champions Pavilion	5

VIP Parking – Champions Pavilion

Main Entrance

Morganton Rd.

*Pinehurst
Course 7*

Morganton Rd.

Beulah Hill Rd. S

Polo Fields



Vehicle Size Restrictions

Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van (19' or less)	Sprinter Van (12-15 passengers)	Mini-Coach	Coach Bus
VIP Parking Pinehurst Clubhouse Village of Pinehurst One Mile Track / Polo Fields	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
General Fan Parking	Yes to Park	Yes to Park	Yes to Park	Yes to Drop	Yes to Drop	Yes to Drop
Ride Share	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop	No to Drop	No to Drop

Transportation

- VIP Parking
- General Parking – to drop only
- Ride Share



COACH BUS

Transportation

20 to 25 Seats

- VIP Parking
- General Parking – to drop only
- Ride Share



MINI COACH BUS

Transportation

- VIP Parking
- General Parking – to drop only
- Ride Share

12 to 15 Seats – NOT 20 to 25 Seats



SPRINTER VAN

Transportation

- ✓ VIP Parking
- ✓ General Parking
- ✓ Ride Share

Does not exceed 19 feet in length



CONVERSION VAN

Transportation

- ✓ VIP Parking
- ✓ General Parking
- ✓ Ride Share



SUV

Transportation

- ✓ VIP Parking
- ✓ General Parking
- ✓ Ride Share



SEDAN



Walking Routes



Championship Entrances

Champions Pavilion

Main Entrance

Golf Shop

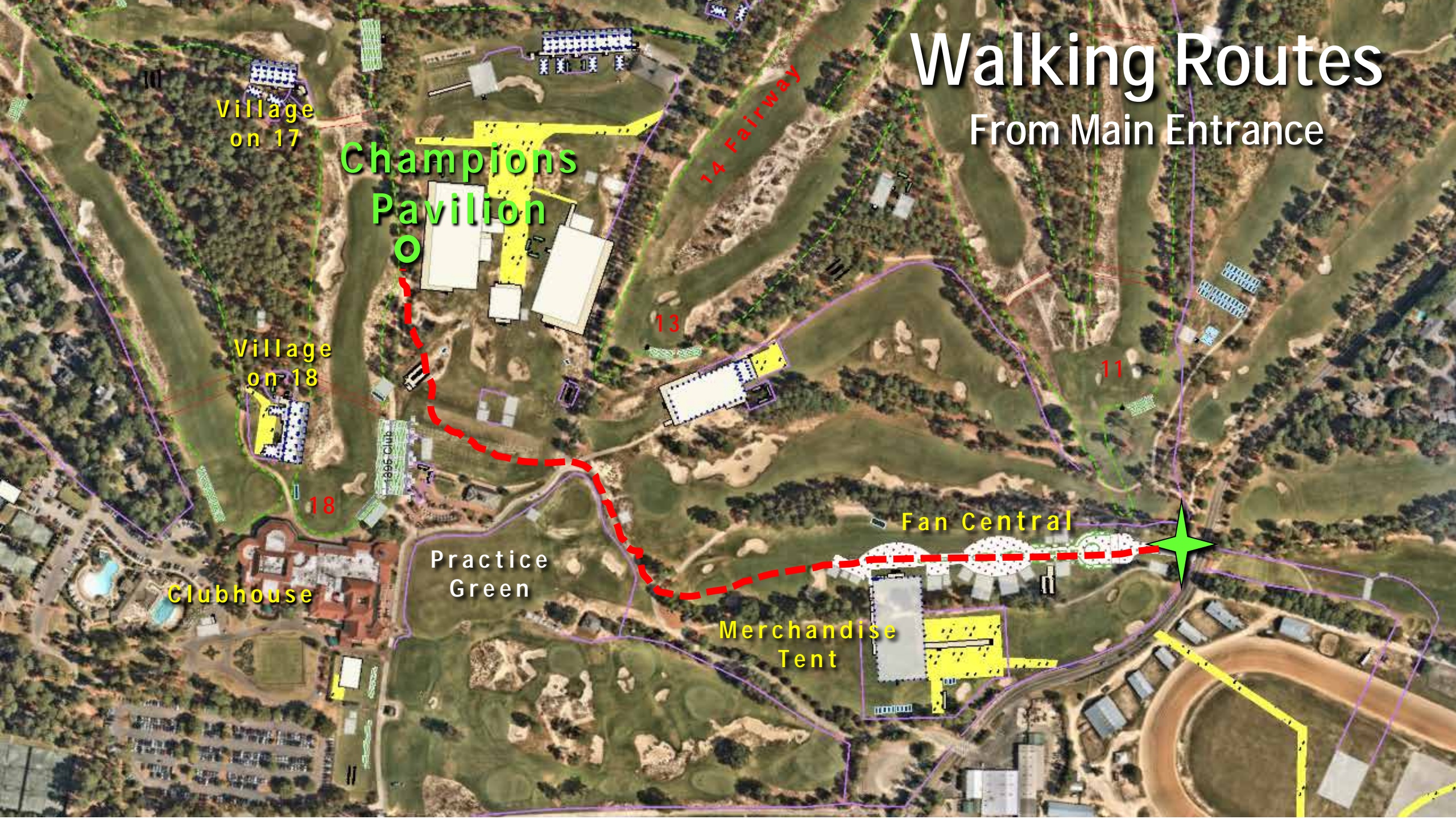
Practice Green

Clubhouse
VIP Parking
Entrance



Walking Routes

From Main Entrance



Champions Pavilion

Village on 17

Village on 18

Clubhouse

Practice Green

Merchandise Tent

Fan Central

14 Fairway

10

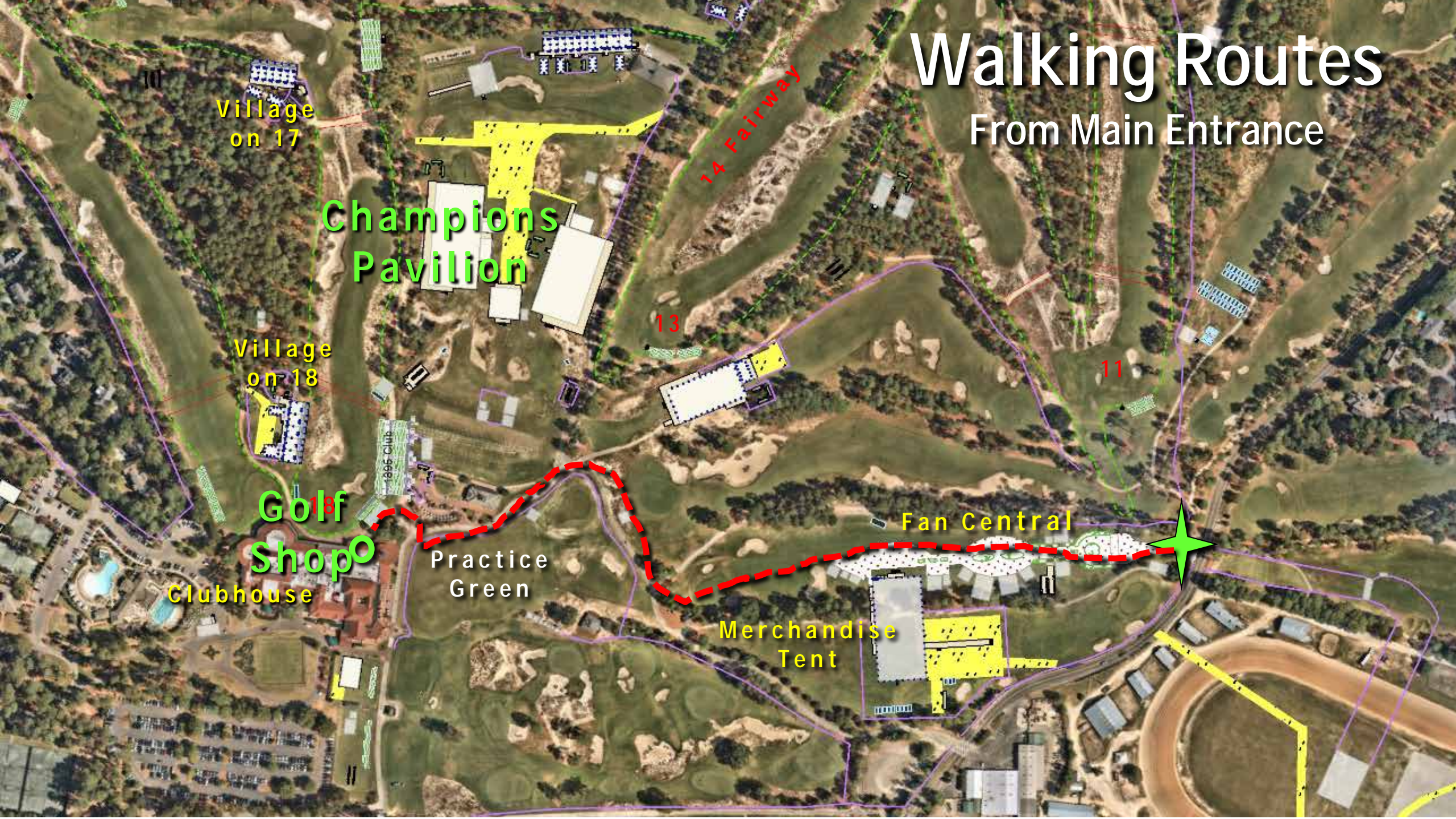
18

13

11

Walking Routes

From Main Entrance



Village on 17

Champions Pavilion

Village on 18

Golf Shop

Clubhouse

Practice Green

Merchandise Tent

Fan Central

14 Fairway

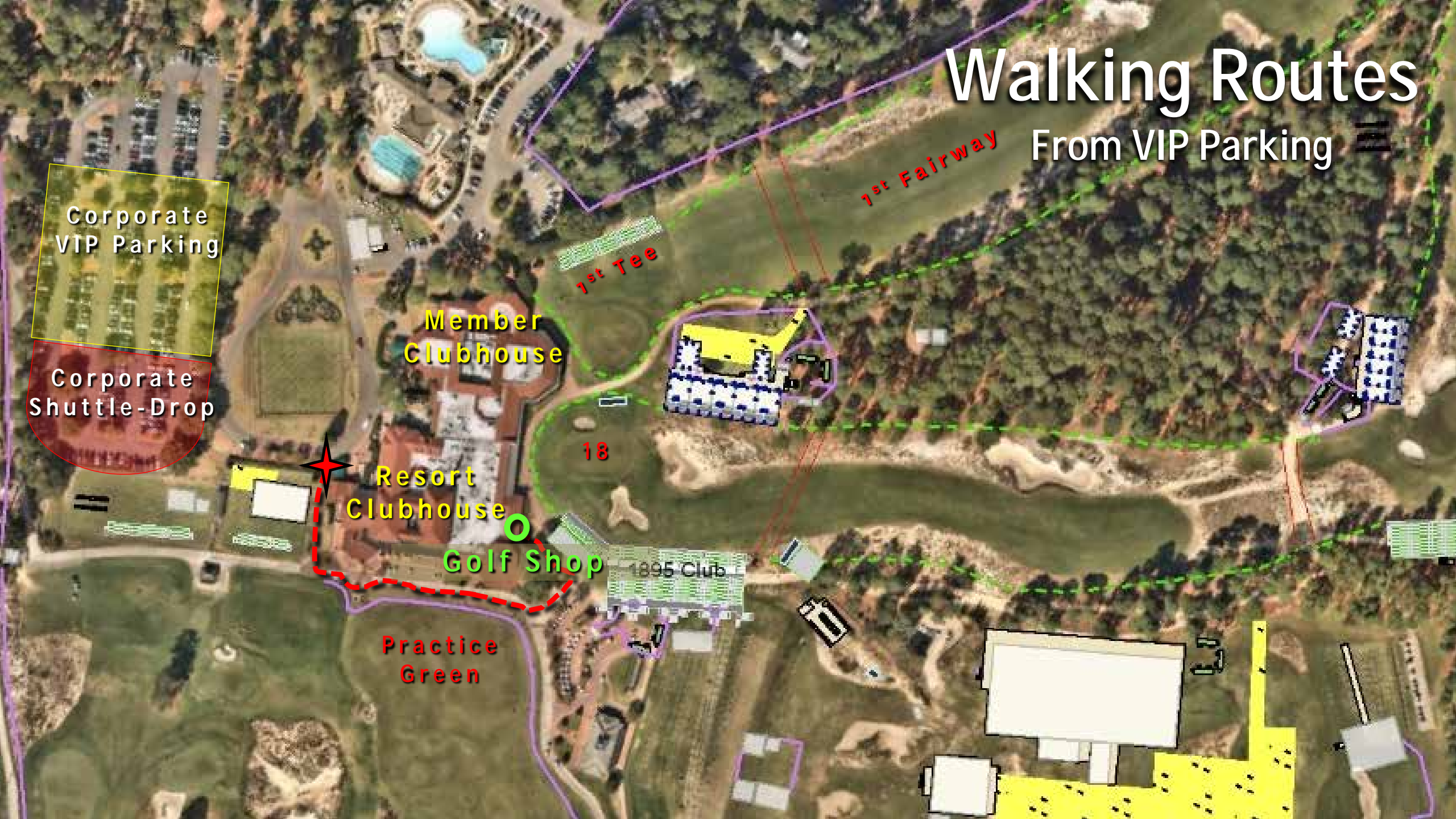
13

11

1895 Club

Walking Routes

From VIP Parking



Corporate
VIP Parking

Corporate
Shuttle-Drop

Member
Clubhouse

Resort
Clubhouse

Golf Shop

Practice
Green

1st Tee

18

1895 Club

1st Fairway



What to Focus on Now



Accommodations



Accommodations – Private Housing

Name	Realtor	Email	Telephone
Todd Camplin	Forest Creek Golf Club	tcamplin@colonypartners.com	910-690-0468
Charlotte Hagan	Hagan and Hagan Realty	chagan@pinehurst.net	910-639-4567
Bob Klug	Pinehurst Area Realty	letitgo@pinehurst.net	910-295-5011 910-690-1300
Marcus LaRose	Sandhills Rentals	Marcus@SandhillsRentals.com	Office: 910-684-5050 Cell: 910-528-2244
Debbie Putz	Village of Pinehurst Rentals	debbie@voprentals.com	800-334-6613 910-420-1045

Additional Opportunities



Karen DiCarlo

Director of Group Sales

Phone: 910-235-8786

Email: karen.dicarlo@pinehurst.com



Additional Opportunities



Jennifer White

President

Phone: 910-974-4219

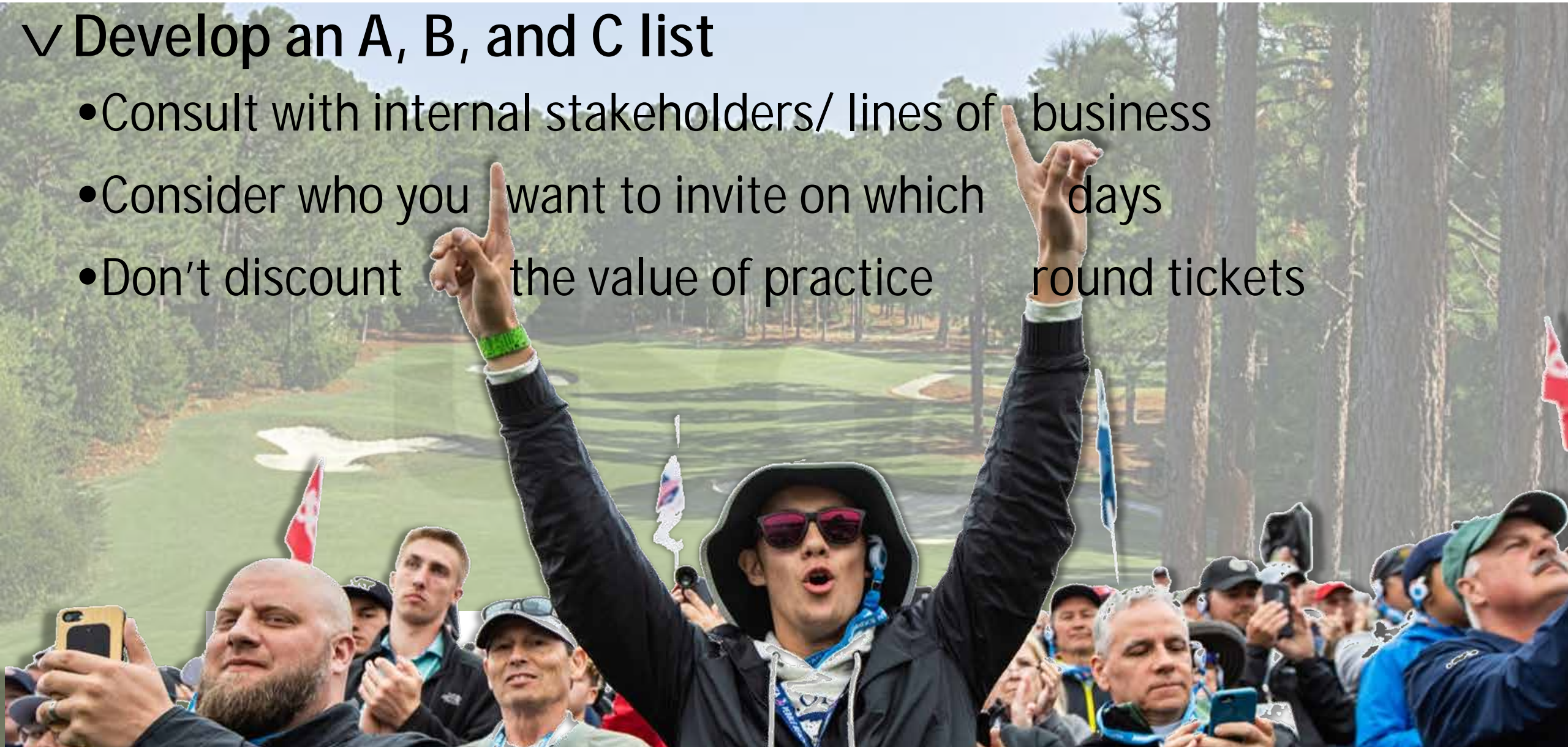
Email: jwhite@acwr.com



Invitation Process

✓ Develop an A, B, and C list

- Consult with internal stakeholders/ lines of business
- Consider who you want to invite on which days
- Don't discount the value of practice round tickets



1895 Club



1895 Club



1895 Club





1895 CLUB TICKETS

CHAMPIONSHIP ACCESS & PREMIUM AMENITIES

- Access to the Championship and the 1895 Club, an exclusive, climate-controlled setting overlooking the 18th green with an exterior patio and a dedicated tiered seating area reserved for 1895 Club guests
- All-inclusive gourmet dining options
- Top-shelf, open bar
- A dedicated entrance into the Championship exclusive to 1895 Club guests with complimentary golf cart shuttle service to and from the 1895 Club
- Access to executive restroom facilities exclusive to 1895 Club guests

VALET PARKING

- One (1) Valet parking pass will be included with every two (2) tickets purchased on any one day

LIMITED INVENTORY AVAILABLE

DAILY PRACTICE ROUND

WEDNESDAY
JUNE 12, 2024

\$1,500
per ticket

DAILY CHAMPIONSHIP ROUND

THURSDAY, FRIDAY, SATURDAY OR SUNDAY
JUNE 13, 14, 15, OR 16, 2024

\$2,500
per ticket per day

5-DAY PACKAGE

WEDNESDAY – SUNDAY
JUNE 12 – 16, 2024

\$11,000
One ticket for each of the 5 days

Limit of 12 tickets per order. All orders are subject to North Carolina state tax and a processing fee.



Co-Branded Merchandise

Exclusive to
Corporate Clients





Corporate Merchandise

Benefits of the Corporate Merchandise Program

EXCLUSIVE

Opportunity reserved for U.S. Open Hospitality Clients

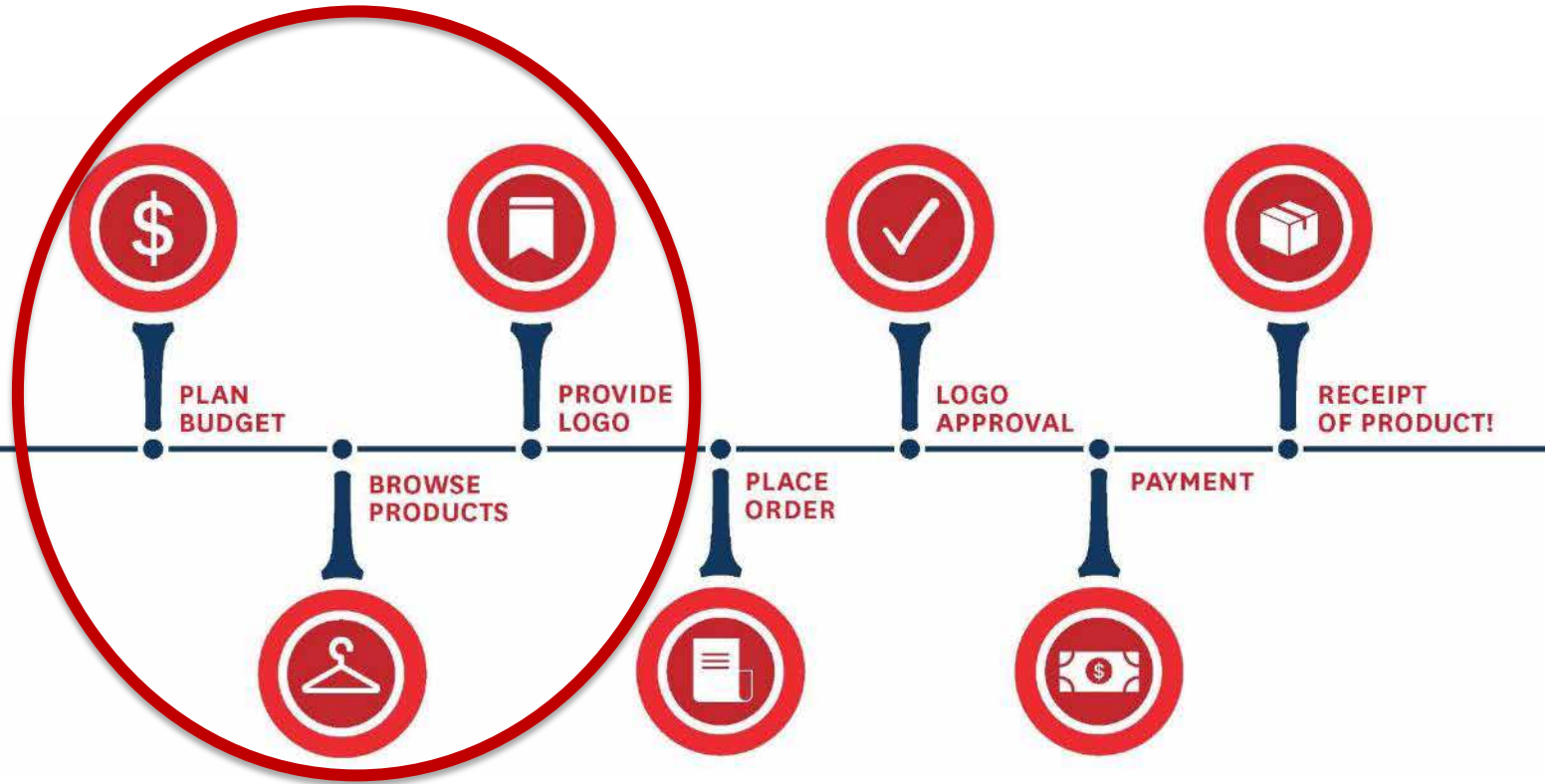
EXCITING

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

EXTENDS

Your investment in the U.S. Open through co-branding

What To Think About Now



Providing Your Logo



File type required for embroidered items:

- .DST
- .EMB

File type required for screen-printed, etched, or debossed items:

- .EPS
- .AI

Please include your logo PMS and Pantone color codes

Official Shop for USGA Corporate Hospitality Clients

2024 U.S. Open at Pinehurst Resort & C.C. - Village of Pinehurst, NC - June 13-16



DON'T MISS OUT ON YOUR EXCLUSIVE OPPORTUNITY TO PURCHASE CO-BRANDED CHAMPIONSHIP MERCHANDISE!

corporatemerch.usga.org

Accessories

FILTER BY All products ▾

SORT BY Featured ▾

19 products



Embroidered Flag
TOURNAMENT SOLUTIONS
\$34.00



Screened Pin Flag
TOURNAMENT SOLUTIONS
\$18.00



Micro-Scrubber Towel (4 Colors)
DEVANT
\$29.00



Microfiber Towel (2 Colors)
DEVANT
\$24.00



Edge Towel (4 Colors)
DEVANT
\$22.00



Caddy Towel (4 Colors)
DEVANT
\$22.00



Magnetic Towel
DEVANT
\$24.00



Pro Line Umbrella
HAAS-JORDAN
\$41.00



Micro-Scrubber Towel (4 Colors)

DEVANT

\$29.00

Championship

Color

Quantity

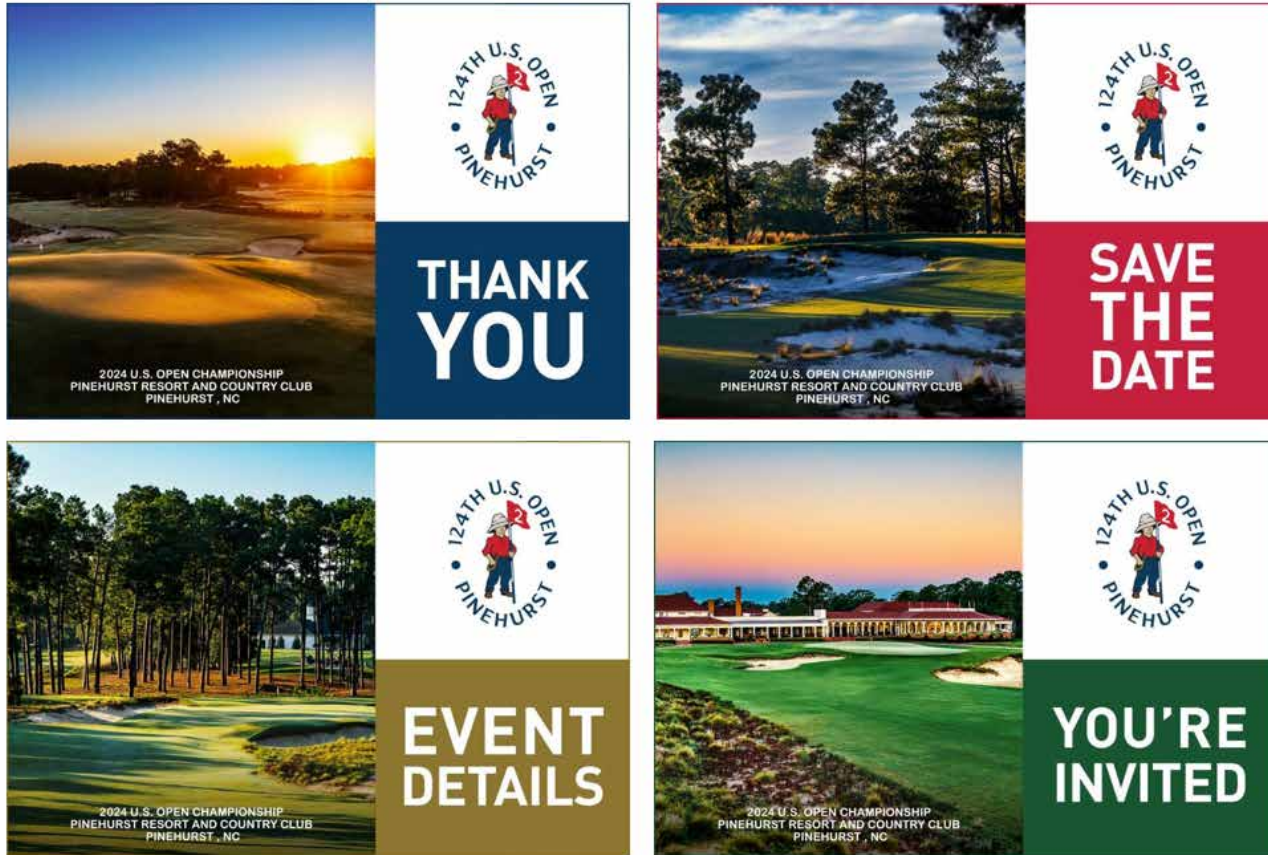
ADD TO CART

Championship logo only: \$24.00

- Classic 16 x 24 size
- Waffle-weave microfiber golf towel
- Textured for deep clean
- Black Lock Clip attachment
- Corporate logo available on opposite side of towel
- Imported

****Minimum order quantity is 24 units per color***

Custom Digital Invitations



- Web-based template application with customizable text
- Only way to include 2024 U.S. Open logo and course imagery in marketing
- One time \$400 cost for access to all 4 templates
- Includes your logo on bottom of each template
- Each template is also available on an individual basis at \$150 per template

Custom Printed Invitations

- Printed 100 lb. Heavy White Cardstock
- Customizable interior with your logo and text
- Only way to include 2024 U.S. Open logo on printed invitations
- Cost of \$4.00 per card (includes envelope)



Mark your Calendars!

Deadline to order co-branded merchandise:

Monday, April 15, 2024



corporatemerch.usga.org



CORPORATE MERCHANDISE

PLACING YOUR ORDER:

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

2 STEP TWO
Add items to the cart and place your order online.



ORDER DEADLINE
To ensure timely delivery of your merchandise, co-branded orders must be placed by: **MONDAY, APRIL 15, 2024**

CONTACT US!
DREW REGINO
dregino@usga.org
ALEXANDRA DOWNS
adowns@usga.org

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



Please Note: Any merchandise purchased with the 2024 U.S. Open logo must be ordered through this program. It is a breach of your USGA corporate hospitality agreement to purchase or obtain merchandise with any of the USGA's trademarks, co-branded or otherwise, through any other source. In addition, please note that the corporate logo of the company which has entered into a hospitality agreement is the only logo that may be used to co-brand merchandise.

Questions



Please reach out to us if you have any questions on the Corporate Merchandise Program

Please contact Drew Regino, dregino@usga.org

- Sandhills Suite, 91st Hole, 15th Hole, Padgett Pavilion, 18th Green Village, 17th Hole Village, 16th Tee Village, 16th Tee/15th Green, Golf Shop Tables, Village Champions Pavilion (Clients A-J)

Please contact Alex Downs, adowns@usga.org

- Payne's Pub, Putter Boy, Outlook, Cardinal Room, 15th Hole, Suites on 10, Champions Pavilion (Clients K-Z)



298
DAYS
TO GO