
Meeting Minutes

Below is a summary of what was discussed at the Update Session held on October 26, 2023.

I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 5:42)

A. United States Golf Association (USGA)

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

B. Pinehurst Resort

1. Pinehurst No. 2 is the only golf course to have hosted all five of the USGA's preeminent championships: U.S. Open, U.S. Women's Open, U.S. Amateur, U.S. Women's Amateur and U.S. Senior Open.
2. The 2024 U.S. Open will be the fourth time in 25 years that the championship will be played on Pinehurst Course No. 2.
3. The USGA announced Pinehurst as the first Anchor Site of the U.S. Open. The championship will return to Pinehurst in 2029, 2035, 2041, and 2047.

II. CORPORATE HOSPITALITY RESOURCES (Webinar time 5:43 – 11:47)

A. MSG Promotions, Inc.

1. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open Championship since 1995
2. Staff with over 130 years of collective experience in the sports marketing industry
3. Responsibilities include:
 - a. Formulation of program
 - b. Sales
 - c. Client resources – update sessions & hospitality manual
 - d. Corporate hospitality operations
 - e. On-site management during the championship
4. At least one MSG Promotions staff member will be assigned to each hospitality area and will serve as your main point of contact between now and the conclusion of the championship. The staff assignments are:
 - i. Mimi Griffin – NBC Hospitality & Padgett Pavilion
 - ii. Jeanne Taylor – Village on 18 & Golf Shop 6 -Ticket Tables
 - iii. Danielle Bonder – Member Clubhouse & Golf Shop 12 -Ticket Tables

- iv. Emily Gillard – Village on 17
 - v. Jim Holden – Village on 16 & Village on 15
 - vi. Kelly Segin – Suites on 10
 - vii. Shelley Berlin – Champions Pavilion
- B. Corporate Hospitality Manual
- 1. The link to the manual was emailed to all daily contacts in late September.
 - 2. The contents of the manual will be kept up to date with the latest information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
- C. Upcoming Dates & Deadlines
- 1. **December 15** – Corporate Identification/Sign Form due
 - a. Specify exactly how you want your company name to appear on the corporate identification sign displayed on your table(s) as well as the locator board positioned at the hospitality area entrance.
 - b. The USGA will produce the corporate signs which will include only the 2024 U.S. Open logo, the name of your company, and your table number. All signs will be uniform in color, typeface, and size.
 - 2. **December 15** – Final payment for hospitality package due to the USGA
 - a. The USGA’s accounting team will be sending invoices later this month.
 - 3. **February 1** – Catering Payment due to Ridgewells
 - a. Ridgewells will be sending food & beverage invoices later this month.
 - 4. **February 1** – Clients Receive Championship Menu
 - 5. **February 1** – Ticket Distribution & Parking Pass Shipment Form due
 - a. Provide the contact information for the company representative managing your digital ticket distribution, as well as the mailing address for your VIP Parking pass shipment.
 - b. Note: The USGA will not release any tickets or parking passes until they are in receipt of your fully executed hospitality agreement and all payments due on your hospitality package.
 - 6. **March 5** –Update Session
- D. 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:
 - i. Username: USOPENtable
 - ii. Password: 2024corporatepatron

E. Corporate Update Sessions

1. A reminder email will be sent at least four 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.
 - b. **March 5, 2024; 10:00am – 12:00pm**
 - c. **May 1, 2024; 2:00pm – 4:00pm**
 - i. The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.

III. CHAMPIONSHIP INFORMATION (Webinar time 11:48 – 14:59)

A. Championship Format

1. The full field consists of 156 players.
2. The format is stroke play where competitors count each stroke on every hole.
3. There is no Pro-Am associated with the U.S. Open.

B. Practice Rounds (Monday, June 10th - Wednesday, June 12th)

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 6:45am and conclude at approximately 7:00pm.

C. Championship Rounds (Thursday, June 13th- Sunday, June 16th)

1. No cameras or autographs are allowed on these days.
2. Thursday & Friday
 - a. Players will tee off in threesomes from the 1st and 10th tees.
 - b. Play will begin at approximately 6:45am and conclude at approximately 7:00pm.
3. The field is “cut” after all players have completed 36 holes.
 - a. The cut line includes the 60 players with the lowest scores plus ties.
4. Saturday & Sunday
 - a. Start times will be determined by the number of players that make the cut. A smaller field will result in a later start time for the first group.
 - b. Players will tee off in twosomes from the 1st tee only.
 - c. Sunday of the U.S. Open is Father’s Day.

D. Playoff Format

1. In the event of a tie at the end of 72 holes of stroke play, there will be a two-hole aggregate playoff. If the playoff results in a tie after two holes, the tied players will immediately continue to play off hole-by-hole (sudden death format) until the champion is determined.

IV. TICKETS (Webinar time 15:00 – 25:49)

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	STAFF TICKETS	OPTION TICKETS
Golf Shop 12-Ticket Table	12 (Mon – Sun)*	1 (Wed - Sun)	0
Golf Shop 6-Ticket Table	6 (Mon – Sun)*	0	0
Champions Pavilion	12 (Wed - Sun)	0	2 (Wed - Sun)

**The Golf Shop is only operational Wednesday through Sunday. The Monday & Tuesday tickets included in the Golf Shop table package will allow access into the Trophy Club where food and beverage will be available for purchase.*

- A. Mobile Ticketing – **Chris Tobia, Director, Ticketing Operations and Michele Ziobro, Senior Coordinator, Ticket Operations**
1. All tickets for the U.S. Open will be digital.
 - a. Eliminates contact points and makes the customer experience safer and more convenient.
 - b. Enhances ticket security and significantly reduces opportunities for bad characters to take advantage of fans.
 - c. Simplifies the distribution process of tickets utilizing an email address instead of having to mail or personally deliver/distribute tickets.
 - d. Increases ability to track tickets and utilization.
 - e. Better for the environment by reducing significant paper waste from printed tickets.
 - f. Keeping up to date and on par with the sports and entertainment industry trends and technology innovations
 2. Quest is the ticket request platform that the USGA/MSG will use to allocate your contractual tickets and any option ticket purchases.
 - a. Once the contractual ticket allotment has been reviewed and approved by the USGA within Quest, the account manager indicated on your Ticket Distribution & Parking Pass Shipment Form will receive an email from no-reply@request.aegpresents.com. The account manager must complete the order by creating a new AXS account or linking an existing AXS account.
 - b. CHAMPIONS PAVILION ONLY - For any option ticket orders, the account manager will receive a similar email prompting them to pay for the order by credit card via a secure payment link.
 3. Account Managers will be able to access and distribute tickets via the U.S. Open App or the USGA.org Ticket Portal webpage. We suggest using the ticket portal on

USGA.org when sending out the bulk of your tickets and using the U.S. Open App for any last-minute ticket transfers.

4. [Mobile Ticket Video Tutorial](#)
5. [Account Manager FAQs](#)

V. HOSPITALITY VENUES (Webinar time 25:50 – 32:35)

- A. Champions Pavilion – located on the golfer’s left of the 18th fairway and will include approximately (125) tables
- B. Golf Shop – located in the existing Pro Shop in the Resort Clubhouse
 1. Golf Shop guests will also have access to an exclusive viewing area located above the 18th Green Grandstand (Wednesday – Sunday). Beer, wine, and soft drinks will be available to all guests in the 18th Green Viewing Area.

VI. PARKING (Webinar time 32:36 – 38:08)

HOSPITALITY PACKAGE	VIP PARKING PASSES PER DAY	PARKING LOCATION
Golf Shop 12-Ticket Table	8 (Mon – Sun)	2 passes – Clubhouse Parking Lot 6 passes – Village of Pinehurst
Golf Shop 6-Ticket Table	4 (Mon – Sun)	1 pass – Clubhouse Parking Lot 3 passes – Village of Pinehurst
Champions Pavilion	5 (Wed – Sun)	One Mile Track (Polo Fields)

- A. VIP Parking
 1. Golf Shop Tables
 - a. Location #1: Pinehurst Clubhouse Parking Lot
 - i. Guests will walk through an admission gate located between the parking lot and the Resort Clubhouse.
 - b. Location #2: Cannon Park & Wicker Park in the Village of Pinehurst
 - i. Guests will ride complimentary shuttles from the Village of Pinehurst and will be dropped off in close proximity to the Clubhouse Parking Lot off of Carolina Vista Drive. The shuttle ride will be approximately 5 minutes.
 2. Champions Pavilion
 - a. Location: One Mile Track (Polo Fields)
 - i. Guests can either walk from the One Mile Track to the Main Admission Gate or ride complimentary shuttles to the Pinehurst Harness Track near the Main Admission Gate.

B. Vehicle Size Restrictions

VEHICLE SIZE	VIP PARKING Pinehurst Clubhouse Village of Pinehurst One Mile Track	GENERAL FAN PARKING	RIDE SHARE
 Sedan	Yes to Park	Yes to Park	Yes to Drop
 SUV	Yes to Park	Yes to Park	Yes to Drop
 Conversion Van (19' or shorter in length)	Yes to Park	Yes to Park	Yes to Drop
 Sprinter Van (12-15 passengers)	No to Park	Yes to Drop	No to Drop
 Mini Coach Bus	No to Park	Yes to Drop	No to Drop
 Coach Bus	No to Park	Yes to Drop	No to Drop

VII. WALKING ROUTES (Webinar time 38:09 – 40:04)

- A. The walking routes to each of the hospitality options were reviewed and can be found through the following links.
1. [Walking Routes from Main Entrance](#)
 2. [Walking Routes from Clubhouse VIP Parking](#) (Golf Shop Only)

VIII. WHAT TO FOCUS ON NOW (Webinar time 40:05 – END)

- A. Accommodations
1. If you still need accommodations for your guests, we encourage you to reach out to one of the recommended realtors to discuss private housing opportunities.
 2. [List of Local Realtors](#)
- B. Additional Opportunities
1. Pinehurst Resort – Spa Appointments, Tee Times, Private Event Space
 - a. Karen DiCarlo, Director of Group Sales

- i. Phone: 910-235-8786, Email: karen.dicarlo@pinehurst.com
 2. Aberdeen & Western Carolina Railway Company
 - a. Jennifer White, President
 - i. Phone: 910-974-4219, Email: jwhite@acwr.com
 - b. [Corporate Train Entertainment Options](#)
 - c. [Corporate Train Marketing Video](#)
- C. Invitation Process
 1. Develop your “A”, “B” and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
 - a. Consult with internal stakeholders/lines of business.
 - b. Determine which guests will be invited on which days.
 - c. Don’t discount the value of practice round tickets.
- D. 1895 Club on the 18th Green
 1. An exclusive, climate-controlled setting overlooking the 18th green with an exterior patio and dedicated tiered seating reserved for 1895 Club guests.
 2. 1895 Club tickets are available for purchase on a daily or 5-day basis.
 3. Amenities include:
 - a. All-inclusive gourmet dining options as well as top-shelf, open bar
 - b. A dedicated entrance into the Championship exclusive to 1895 Club guests with complimentary golf cart shuttle service to and from the 1895 Club
 - c. One (1) valet parking pass will be included with every two (2) tickets purchased on any one day.
 4. 1895 Club Ticket Pricing
 - a. Daily Wednesday Practice Round - \$1,500 per ticket
 - b. Daily Championship Round (Thu., Fri., Sat., or Sun.) - \$2,500 per ticket
 - c. 5-Day Package (Wed. – Sun.) - \$11,000
 - d. All orders are subject to North Carolina state tax and a processing fee.
 5. [CLICK HERE](#) to order 1895 Club tickets and use code **24USO1895**.
 6. If you need an invoice to order 1895 Club tickets, contact your MSG Promotions staff contact.
- E. Review Co-Branded Merchandise Opportunities
 1. Benefits of the U.S. Open Corporate Merchandise Program
 - a. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients.
 - b. Provides your guests with memorable items from their time at the Championship.
 - c. Extends your investment in the U.S. Open and generates excitement for your company.
 2. The Process

- a. Provide your logo
 - i. A .DST file is required for embroidery orders (i.e., apparel, headwear, etc.)
 - ii. An .EPS or .JPG file is required for screen printed orders (i.e., clear bags)
- b. Browse the products: <https://corporatemerch.usga.org/>
- c. Plan your budget
 - i. A number of products are available at a variety of price points.
 - ii. Determine the number of gifts needed and how/when you plan to distribute the gifts.
 - Sending a gift prior to the championship
 - Gifting in your hospitality space
 - iii. Invitations are available in both printed and digital forms.
 - Custom Digital Invitations
 1. A web-based template with customizable text for a one-time fee of \$400 for all four templates
 - A. Each template is also available on an individual basis for \$150 per template.
 2. Only way to include the 2024 U.S. Open logo and course imagery in invitations.
 3. Includes your company logo at the bottom of each template.
 - Custom Printed Invitations
 1. Printed on 100 lb. heavy white cardstock for \$4.00 per card (includes envelope).
 2. Customizable interior with your logo and text
 3. Only way to include the 2024 U.S Open logo on printed invitations.
3. Deadline to Order Co-Branded Merchandise – **April 15, 2024**
4. Contact Information
 - a. Golf Shop Tables & Champions Pavilion Tables (Clients A-J)
 - i. Drew Regino – dregino@usga.org
 - b. Champions Pavilion Tables (Clients K-Z)
 - i. Alex Downs – adowns@usga.org