



2024 U.S. OPEN Update Session

March 5, 2024



AGENDA

2:00 Welcome

2:05 Review of the Hospitality Program

- Corporate Resources
- Tickets
- Championship Information
- Parking
- Hospitality Operations
- Co-Branded Merchandise
- What to Focus on Now

3:30 Final Q&A



A large crowd of spectators is gathered at a golf tournament. In the background, a white tent is visible with the text "USOPEN" and "VILLAGE ON 18" on its roof. The scene is set outdoors with trees and a clear sky. The foreground is filled with people, many wearing hats, looking towards the field.

Corporate Resources

TEAM ASSIGNMENTS



EMILY GILLARD
VILLAGE ON 17



MIMI GRIFFIN
NBC HOSPITALITY/
PADGETT PAVILION



JIM HOLDEN
VILLAGE ON 16/15



JEANNE TAYLOR
VILLAGE ON 18/
RESORT CLUBHOUSE



KELLY SEGIN
SUITES ON 10



DANIELLE BONDER
MEMBER CLUBHOUSE



SHELLEY BERLIN
CHAMPIONS PAVILION

Corporate Update Sessions

Session 3

MAR. 5

2:00pm –
4:00pm



**Review & New
Information**

Session 4

May 1

10:00am –
12:00pm

Corporate Update Sessions

Session 3

MAR. 5

2:00pm –
4:00pm



**Review & New
Information**

Session 4

May 1

10:00am –
12:00pm



**Final
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

2024 U.S. OPEN
HOSPITALITY



LOG-IN CREDENTIALS

Tent & Specialty Option Patrons:

Username: [USOPENcorporate](#)

Password: [2024corporatepatron](#)

Suite Patrons:

Username: [USOPENsuite](#)

Password: [2024corporatepatron](#)

MSG Website - www.msgpromotions.com



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

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

TENT & SPECIALTY OPTION PATRONS

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



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 & Decor
 - VIII. Championship Information
 - IX. Merchandise
 - X. Hospitality Program Policies & Requirements
 - XI. Miscellaneous

TIMELINE

Upcoming Dates & Deadlines

MARCH



March 5

Update Session



March 15

Graphic Files Due for
Upgrades

PEI – Deja Gagner



APRIL



April 1

Option Ticket Order Form Due
MSG Promotions – Emily Gillard



April 2

Corporate Cup
MSG Promotions – Emily Gillard



April 5 & 12

Final Décor Payment Due
PEI – Deja Gagner



April 15

Shuttle Form and COI Due
MSG Promotions – Emily Gillard

APRIL



April 15

Deadline To Order
Co-Branded Merchandise
USGA – Drew Regino &
Alex Downs



April 26

Final Menu & Guarantees
Due
Ridgewells – Carrie Coffee

MAY



May 1

Update Session



PRODUCTION

ELEMENTS

EVENT DESIGN + PRODUCTION

The background is a detailed, light-colored botanical illustration featuring various flowers, leaves, and clusters of berries, possibly raspberries or blackberries, rendered in a fine-line, engraved style.

ridgewells

CATERING

PINEHURST, SOUTHERN PINES, ABERDEEN CVB



[GOLF MEETINGS](#) [AREA ATTRACTIONS](#) [LODGING](#) [EXPLORE](#)



124TH US OPEN



The Countdown is On to the 2024 U.S. Open!

PINEHURST, SOUTHERN PINES, ABERDEEN CVB

OFF THE COURSE FUN



10 Great Things To Do

The Pinehurst, Southern Pines and Aberdeen Area in the Sandhills of North Carolina offers some amazing experiences on *and off* the golf course. How many of these will you experience on your next visit?

[10 Great Things To Do](#)



Dining A to Z

A plethora of choices to match any appetite!

[Dining A To Z](#)



19 Favorite 19th Holes

Among the things that we particularly enjoy around the Sandhills are a round of golf followed by an ice-cold brew. This post celebrates some of the area's most enticing spots – known as 19th holes in many golfing circles – to bend your elbow and enjoy our friendly cheer across the Pinehurst, Southern Pines and Aberdeen area of North Carolina.

[19 Favorite 19th Holes](#)

PINEHURST, SOUTHERN PINES, ABERDEEN CVB



Sandhills Pour Tour

Get the passport. Get Stamps. Win Prizes!

[Pour Tour Passport](#)



Shopping Fun!

While you're in town, stroll the streets of our quaint Southern towns where local shopping options offer unique finds for everyone!

[Let's Shop](#)



40+ Golf Courses

Need we say more? We are the Home of American Golf and U.S. Open is our middle name. Tee it up at nearly 40 courses within a 15 mile radius before heading to the 19th hole!

[Tee It Up!](#)

Tickets

Mobile Ticketing



Chris Tobia
Director of 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-US07V5J |
| 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 <small>Est. March 2023</small> | 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

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 contact with your client service rep, who will connect with the USGA Ticketing team to determine potential options and reports.

Tickets Included in Each Package

| Hospitality Venue | Package Tickets | Staff Tickets | Option Tickets |
|--|-------------------------------------|--------------------|--------------------|
| NBC Sports | 200 | 10 | 0 |
| Payne's Pub | 150 | 4 | 25 |
| Outlook Room 1 | 125 | 4 | 25 |
| Outlook Room 2 & 3 | 63 (Mon. & Tues. - Gallery Only) | 2 (Wed. - Sun.) | 12 |
| Putter Boy | 100 | 4 | 15 |
| Cardinal Room | 30 | 2 | 5 |
| Sandhills Suite | 125 | 4 | 25 |
| 91 st Hole | 60 | 2 | 10 |
| 100 Ticket Tents (Village on 18 & 16) | 100 | 4 | 20 |
| 50 Ticket Tents (Village on 17, 16 & 15) | 50 | 2 | 10 |
| Suites on 10 | 30 (Wed. - Sun.) | 2 (Wed. - Sun.) | 5 (Wed. - Sun.) |

Option Ticket Pricing

| | Weekly Tickets | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------------------------------------|----------------|----------|----------|-----------|----------|----------|----------|----------|
| Clubhouse, Padgett Pavilion & Tents | \$1,658.50 | \$101.65 | \$107.00 | \$139.10 | \$347.75 | \$374.50 | \$401.25 | \$374.50 |
| Suites | \$2,439.60 | NA | NA | \$299.60 | \$508.25 | \$535.00 | \$561.75 | \$535.00 |



Special Group Sales Ticket Offer
Contact Your MSG Representative for Details



On-Site Admissions – Clubhouse & Tents Only

- ❖ For clients who don't purchase their full allotment of option tickets, the remaining balance can be purchased during championship week in the event of any last minute or unexpected ticket requests.
- ❖ **Daily Tickets - Ideal for guests who do not already have a ticket**
 - Must be purchased by 6pm the day before they are needed.
 - You will incur a charge from the USGA for the face value of the ticket as well as a charge from the caterer for 100% of your per person catering fee for that day.



On-Site Admissions – Clubhouse & Tents Only

❖ For clients who don't purchase their full allotment of option tickets, the remaining balance can be purchased during championship week in the event of any last minute or unexpected ticket requests.

❖ **Additional Access Wristbands - Ideal for guests who have a ticket but not for your hospitality area.**

- NOT available in advance of the day/time they are needed.
- There is no charge for the wristband. You will only incur a charge from the caterer for the food & beverage fee. The fee will be based on the time of day each ticket is acquired.
 - Before 2:30pm = 100% of your per person catering fee for that day
 - After 2:30pm = 50% of your per person catering fee for that day



Additional Access/On-Site Tickets

| Hospitality Venue | Option Tickets | Option Tickets Purchased | Additional Access/ On-Site |
|--|----------------|--------------------------|----------------------------|
| Payne's Pub | 25 | 13 | 12 |
| Outlook Room 1 | 25 | 13 | 12 |
| Outlook Room 2 & 3 | 12 | 6 | 6 |
| Putter Boy | 15 | 8 | 7 |
| Cardinal Room | 5 | 3 | 2 |
| Sandhills Suite | 25 | 13 | 12 |
| 91 st Hole | 10 | 5 | 5 |
| 100 Ticket Tents (Village on 18 & 16) | 20 | 10 | 10 |
| 50 Ticket Tents (Village on 17, 16 & 15) | 10 | 5 | 5 |

Authorized Personnel Form

- ❖ Clubhouse and tent patrons must submit the Authorized Personnel Form in to sign for the purchase of tickets or wristbands during championship week.
 - Due May 15th
 - Located in the Timeline & Forms section of the manual

The screenshot shows the MSG Promotions website interface. At the top, there is a navigation bar with the MSG Promotions logo on the left and links for CLIENT AREA, LOG OUT, ABOUT US, U.S. OPEN HOSPITALITY, and CONTACT US on the right. Below the navigation bar, a breadcrumb trail reads: HOME > TENT & SPECIALTY OPTION PATRONS > FORMS > AUTHORIZED PERSONNEL FORM. The main heading is "AUTHORIZED PERSONNEL FORM". Below this, there is a paragraph of instructions: "You must submit this form in order to sign for the purchase of any on-site tickets and related food and beverage charges. You will be invoiced by the USGA for all tickets obtained during championship week. You will be invoiced separately by the caterer for any food and beverage related fees. Invoices will be sent following the conclusion of the event." This is followed by a "Company Name" field with an asterisk. Below that, instructions regarding additional ticket and food related purchases during the week of the U.S. Open, June 10-16, 2024, are provided. Two radio button options are listed: "The Company DOES NOT wish to allow for ticket and food related food and beverage purchases during the week of the U.S. Open." and "The Company certifies that the following people are authorized to sign for the purchase of tickets and related food and beverage charges during the week of the U.S. Open." Below the options is a "Company Representative Submitting This Form" section with fields for "First" and "Last" names, "Telephone Number of Company Representative", and "Email Address of Company Representative". The email field is split into "Enter Email" and "Confirm Email" sub-fields. A note states: "An email confirmation will be sent to the above address upon receipt of the submitted form." At the bottom of the form is a "SUBMIT" button. On the right side of the page, there is a sidebar with a "Forms" button highlighted in blue. Below it, a list of other forms is visible: "Corporate Identification/Sign Form", "Ticket Distribution & Parking Pass Shipment Form", "Electrical Requirements Form", "Option Ticket Order Form", "Safari Telecom Service Order Form", "Corporate Shuttle Form", "Authorized Personnel Form" (highlighted in blue), and "Hospitality Host Form". Below the list are buttons for "Corporate Hospitality Manual", "Maps", and "Corporate Merchandise".

MSG PROMOTIONS

CLIENT AREA LOG OUT

ABOUT US U.S. OPEN HOSPITALITY CONTACT US

HOME > TENT & SPECIALTY OPTION PATRONS > FORMS > AUTHORIZED PERSONNEL FORM

AUTHORIZED PERSONNEL FORM

You must submit this form in order to sign for the purchase of any on-site tickets and related food and beverage charges. You will be invoiced by the USGA for all tickets obtained during championship week. You will be invoiced separately by the caterer for any food and beverage related fees. Invoices will be sent following the conclusion of the event.

Company Name *

Instructions regarding additional ticket and food related purchases during the week of the U.S. Open, June 10-16, 2024, are as follows: *

The Company DOES NOT wish to allow for ticket and food related food and beverage purchases during the week of the U.S. Open.

The Company certifies that the following people are authorized to sign for the purchase of tickets and related food and beverage charges during the week of the U.S. Open.

Company Representative Submitting This Form: *

First Last

Telephone Number of Company Representative: *

Email Address of Company Representative: *

Enter Email Confirm Email

An email confirmation will be sent to the above address upon receipt of the submitted form.

SUBMIT

Update Sessions & Webinars

Forms

Corporate Identification/Sign Form

Ticket Distribution & Parking Pass Shipment Form

Electrical Requirements Form

Option Ticket Order Form

Safari Telecom Service Order Form

Corporate Shuttle Form

Authorized Personnel Form

Hospitality Host Form

Corporate Hospitality Manual

Maps

Corporate Merchandise

Junior Tickets



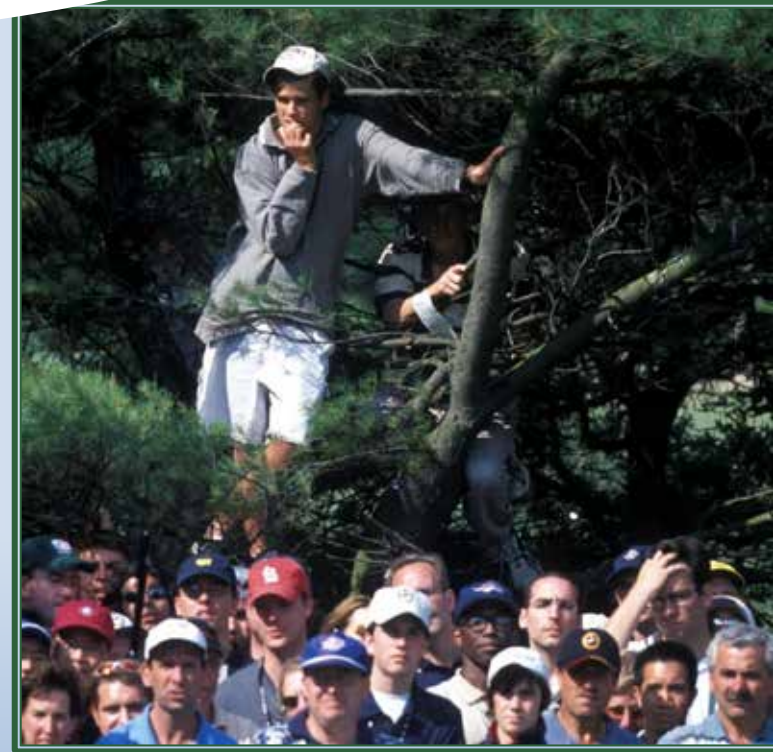
Junior Ticket Policy



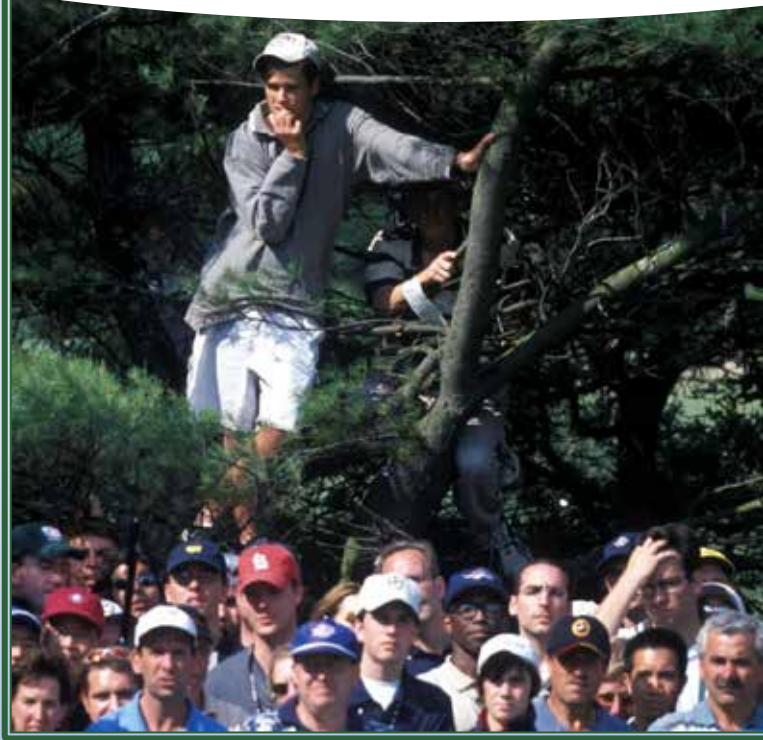
Juniors 12 and under are free



Juniors 13 to 18 are free on Practice Rounds



Juniors 13 to 18 pay \$50 for
Championship Round Tickets





Junior Tickets

Junior Tickets
DO NOT
gain access into
the corporate
hospitality areas

Juniors are
welcome in the
hospitality areas
as long as they
have the proper
ticket.



Juniors are
welcome in the
hospitality areas
as long as they
have the proper
ticket.



CHAMPIONSHIP INFORMATION



Championship Info & Format

General Information

- 124th National Championship
- Full field consists of 156 players
- The format is stroke play
- There is no pro-am at the U.S. Open



Championship Info & Format

Championship Schedule



- Monday, Tuesday and Wednesday are Practice Rounds
- Thursday, Friday, Saturday and Sunday are Championship Rounds

Championship Info & Format

Thursday and Friday



- Players tee-off in threesomes from 1st and 10th tee
- 1st tee time is approximately 6:45 a.m.
- The “cut” is made after 36 holes – Players with the lowest 60 scores plus ties

Championship Info & Format

Saturday and Sunday

- Players tee-off in twosomes from 1st tee only
- Start times are determined by the size of the field



Championship Rounds



PLAYOFFS

PLAYOFF FORMAT

In the event of a tie at the end of 72 holes of stroke play, a two-hole aggregate playoff will be held immediately following the final round.

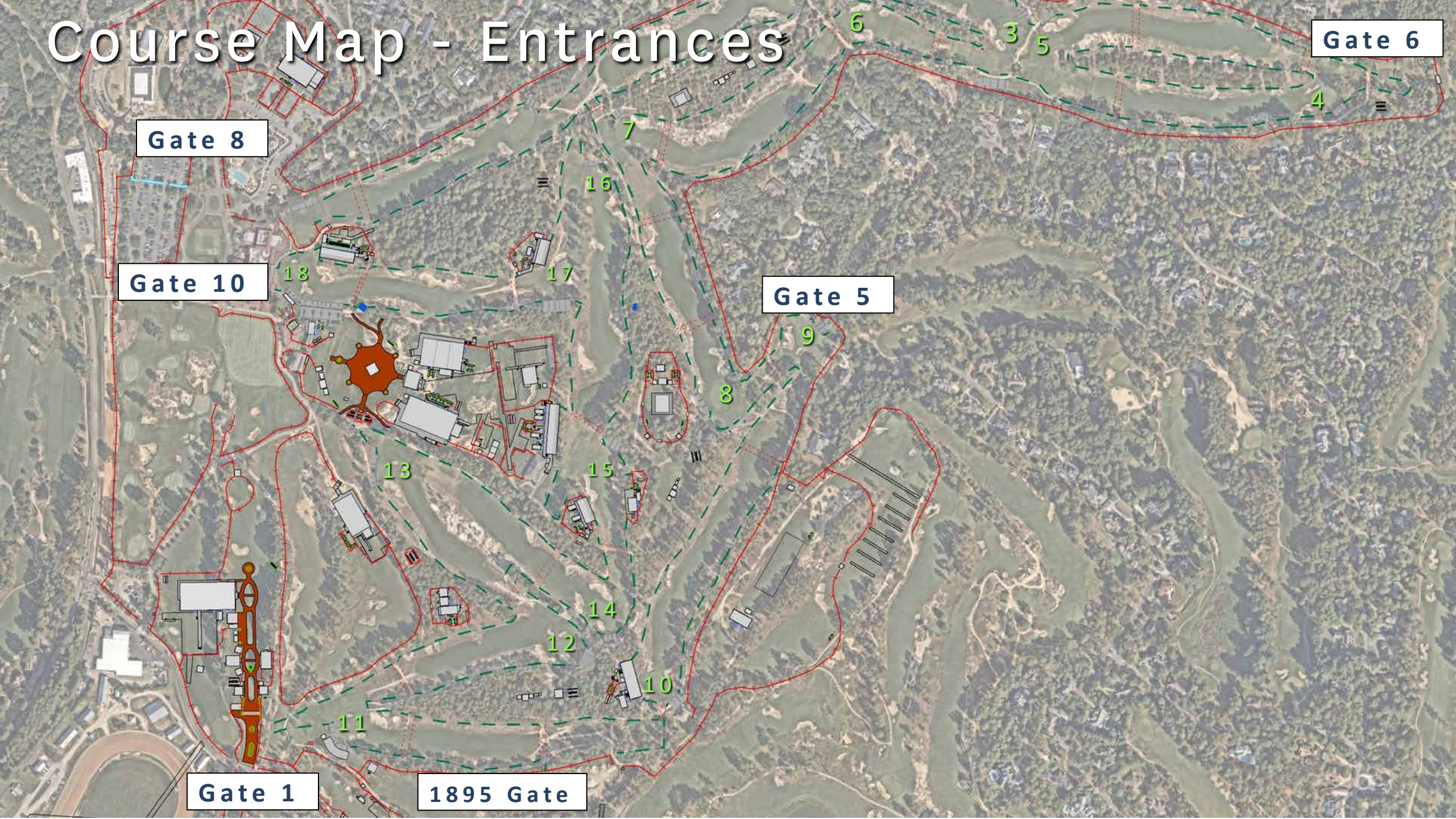
If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death.



Admission Gates & Screening



Course Map - Entrances



Gate 6

Gate 8

Gate 10

Gate 5

Gate 1

1895 Gate

Screening Tents

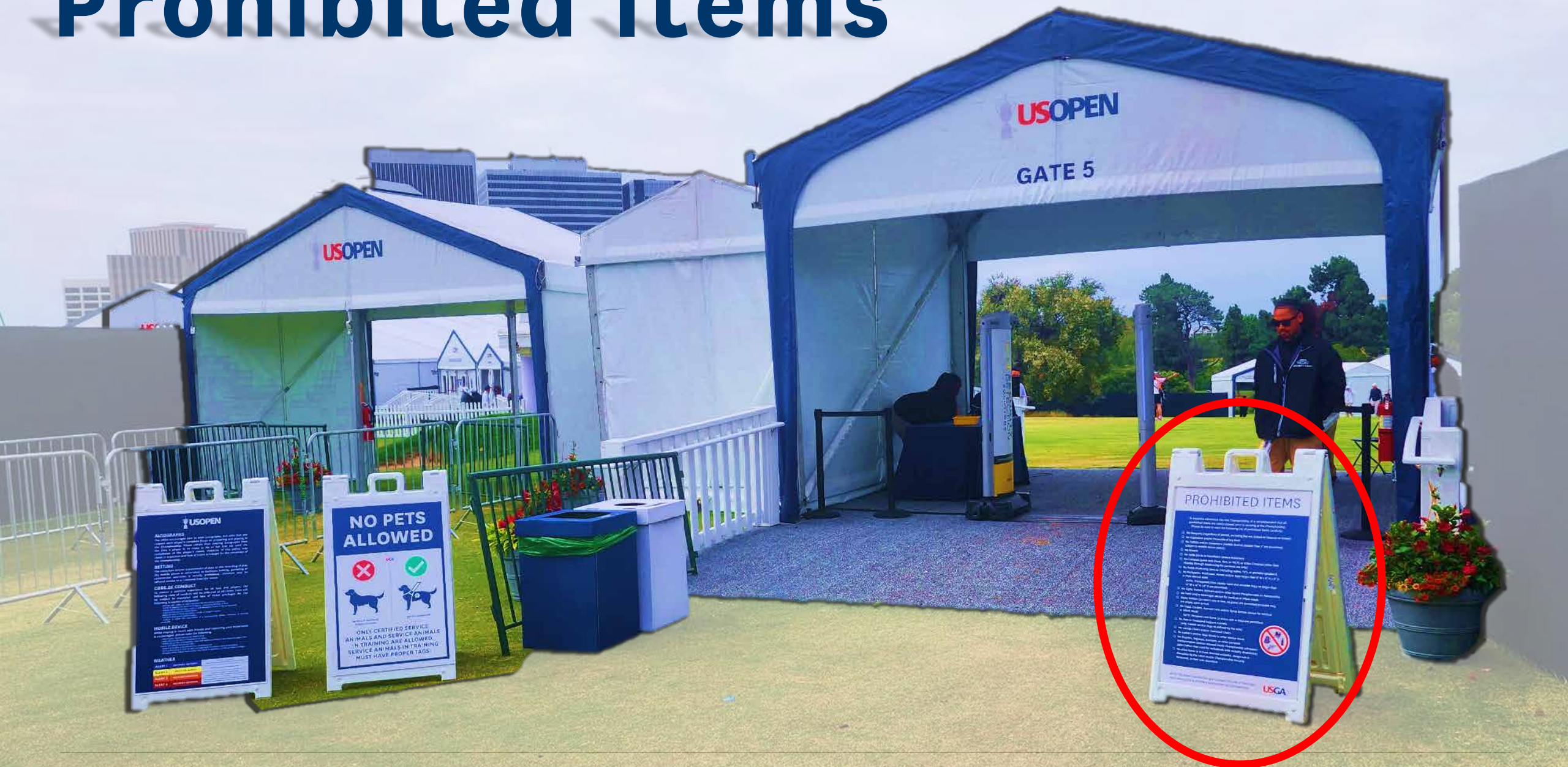


Screening Tents

Non-Divest Security
Screening

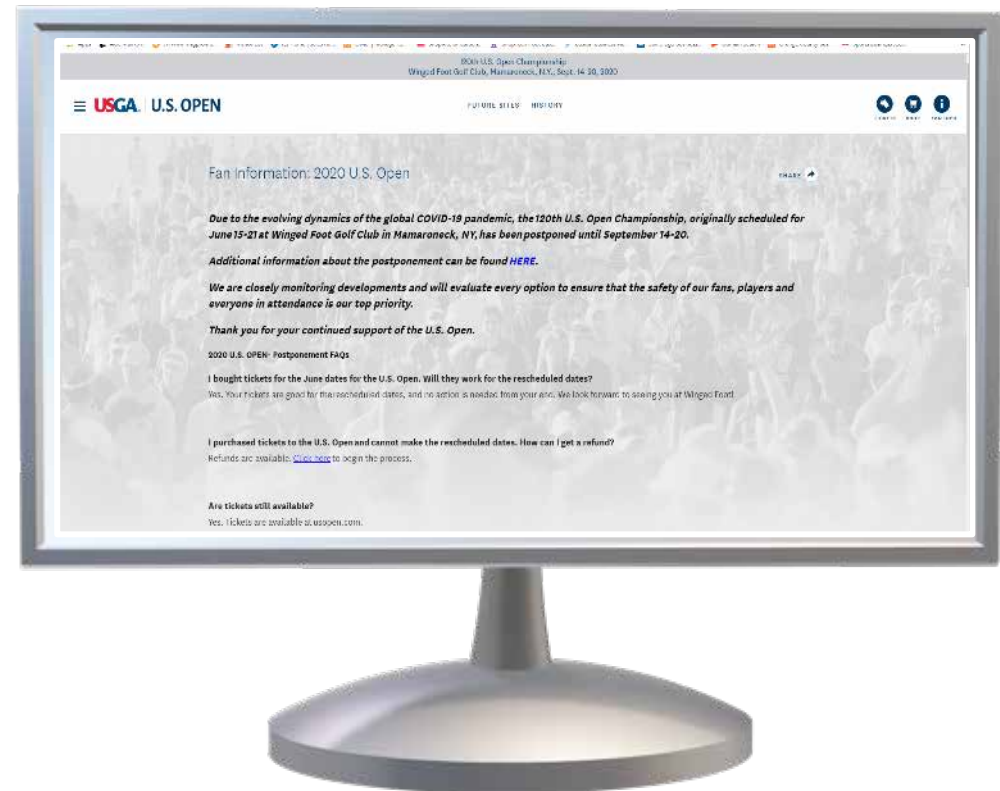


Prohibited Items



Prohibited Items

A complete list of items prohibited at the U.S. Open Championship is available on the [U.S. Open website](https://www.usga.com) and on the U.S. Open app.



Prohibited Items

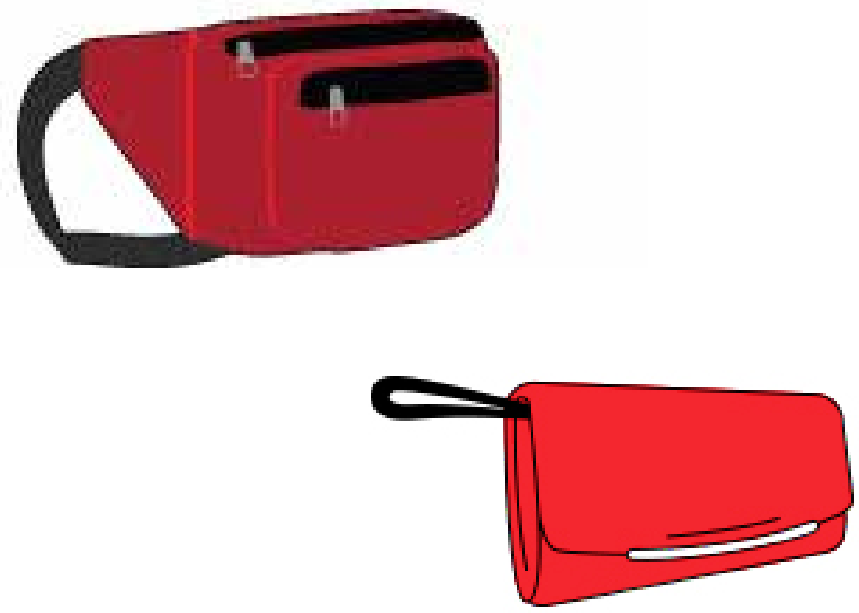
CLEAR BAGS

12" x 12" x 6"



NON-CLEAR BAGS

6" x 6" x 6"



Corporate Bag Tags

Allows Corporate Planners To Bring One Oversized Bag

- One per company
- Bag tag and ID tag are sent with your VIP Parking passes
- Valid throughout the Championship week
- Bag tag and ID tag **MUST** be affixed to your bag at all times
- Bag is still subject to search
- Disallowed items not permitted with bag tag



Approved Device Stickers

- Intended for the staff person hosting your hospitality who is bringing a laptop or tablet to the championship each day.
 - The sticker must be affixed to the device at all times.
 - The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.
- Approved Device Stickers will be sent with your VIP Parking Passes.
- **Each client gets one (1) approved device sticker per staff ticket**



Approved Device Stickers

Bringing a device in an oversized bag?

You will need BOTH

Approved Sticker on your device

Bag tag & ID tag on your bag



Admission Gates



Ticket Resolution Office



Admission Gates

Practice Rounds

Monday - Wednesday

6:00 am – 7:00 pm

Championship Rounds

Thursday & Friday

6:00 am – conclusion of play

Saturday & Sunday

One (1) hour before first tee time
– conclusion of play

Admission Gates



Re-entry Policy



GETTING AROUND THE COURSE



Getting Around the Course



U.S. Open App - built by Deloitte



- Track your favorite players
- Find amenities and seating
- Interactive course map with step by step navigation
- Receive real-time, on-site alerts

Accessibility



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 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 imminent, and they should take immediate action to ensure their safety, 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.

Parking





VIP Parking

1. Clubhouse Clients & USGA Partners

- Clubhouse
- Village of Pinehurst

2. Tent & Suite Clients

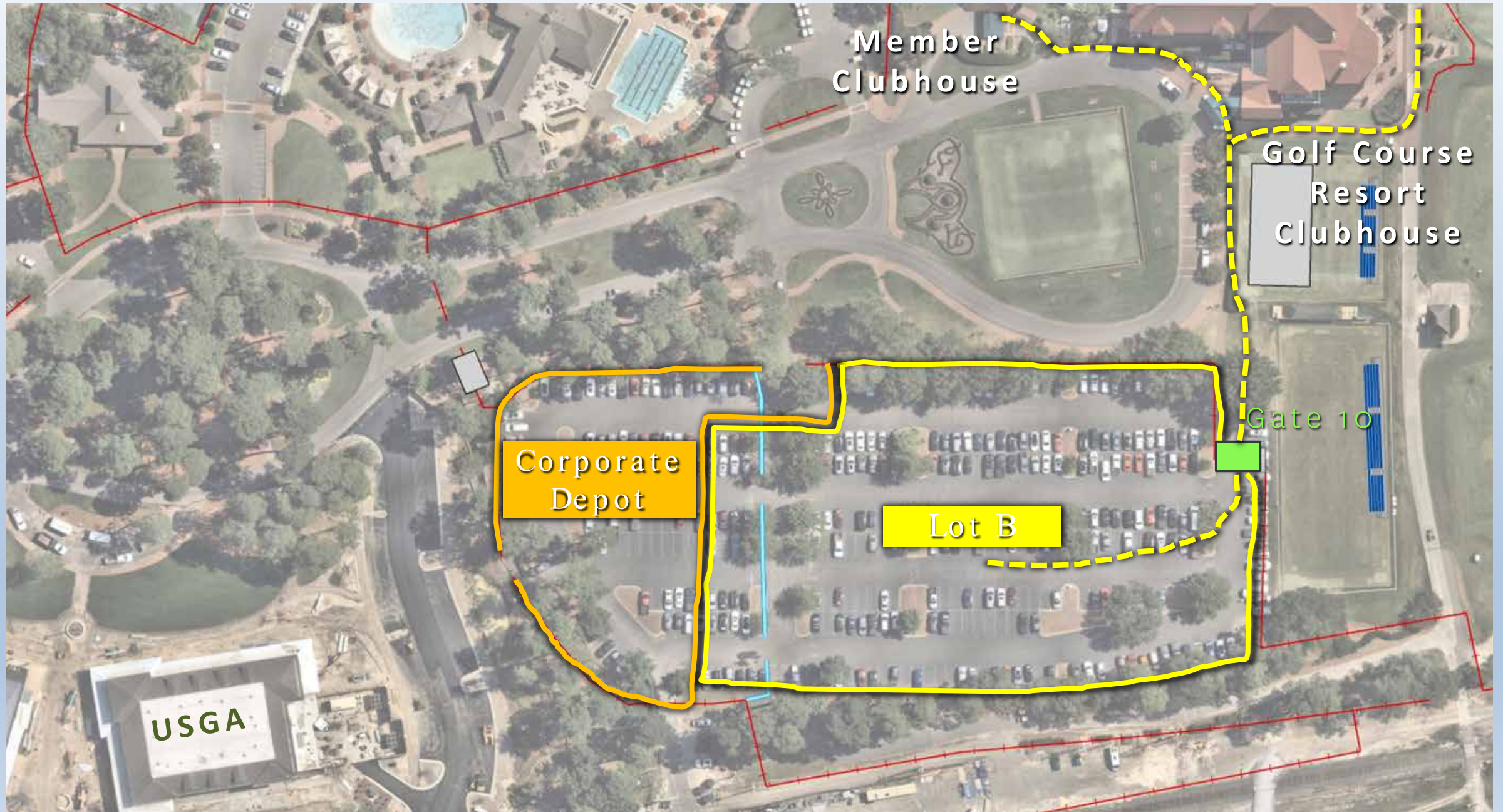
- Holes 16 & 17 on Course #1

VIP Parking Allocation

Clubhouse, Padgett Pavilion & USGA Partners

| Hospitality Package | Clubhouse Parking | Village of Pinehurst Parking | Total VIP Parking |
|--------------------------------|-------------------|------------------------------|-------------------|
| Payne's Pub | 15 | 45 | 60 |
| Outlook Room 1 | 13 | 37 | 50 |
| Outlook Room 2 & 3 | 7 | 18 | 25 |
| Putter Boy | 10 | 30 | 40 |
| Cardinal Room | 3 | 9 | 12 |
| Sandhills Suite | 13 | 37 | 50 |
| 91 st Hole | 6 | 18 | 24 |
| Padgett Pavilion | 10 | 30 | 40 |
| Village on 18 | 10 | 30 | 40 |
| USGA Partners in Village on 17 | 5 | 15 | 20 |

VIP Clubhouse Parking – Clubhouse & USGA Partners



VIP Parking - Village of Pinehurst

Clubhouse, Padgett Pavilion & USGA Partners

Wicker
Park

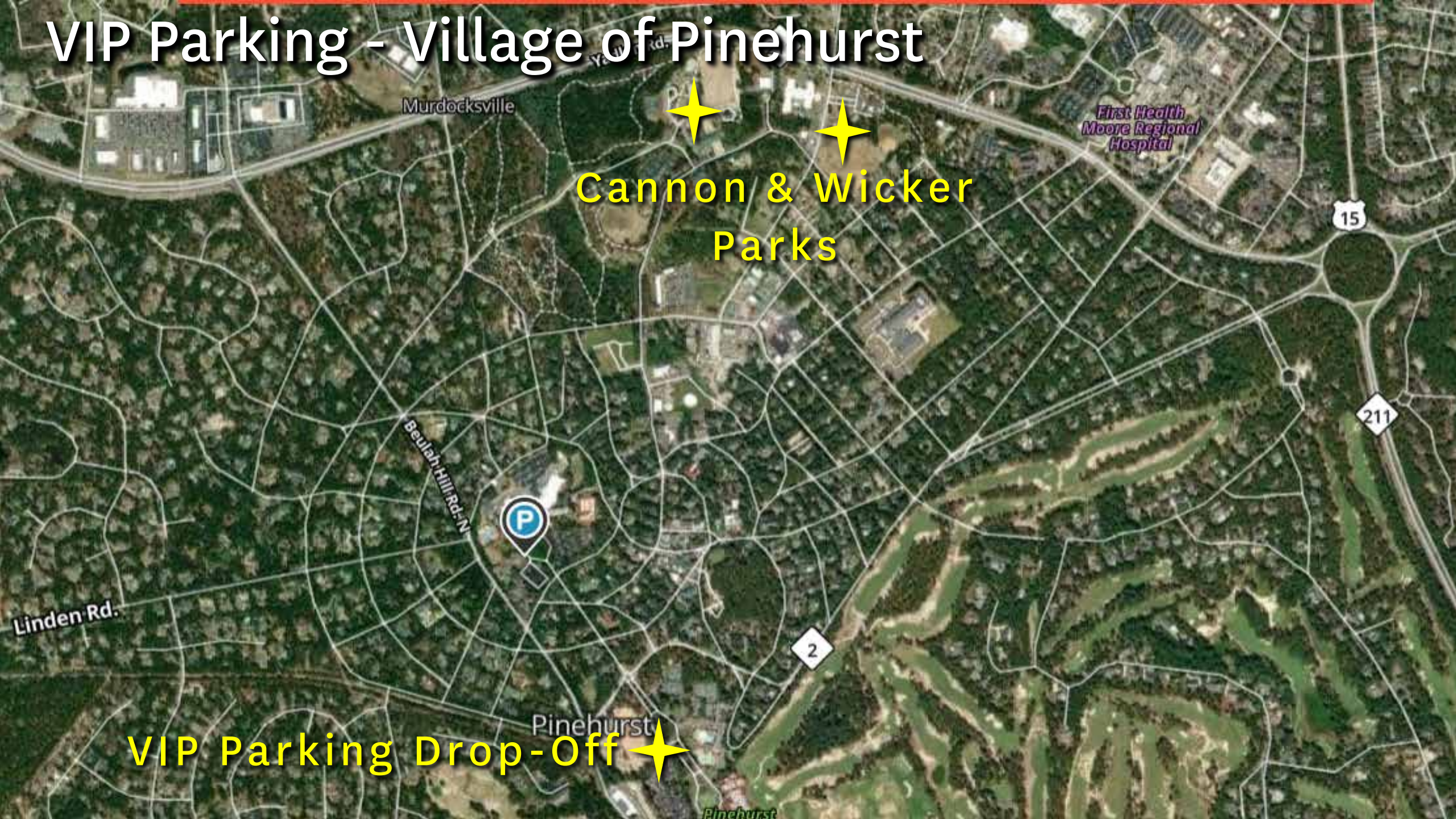
Cannon
Park



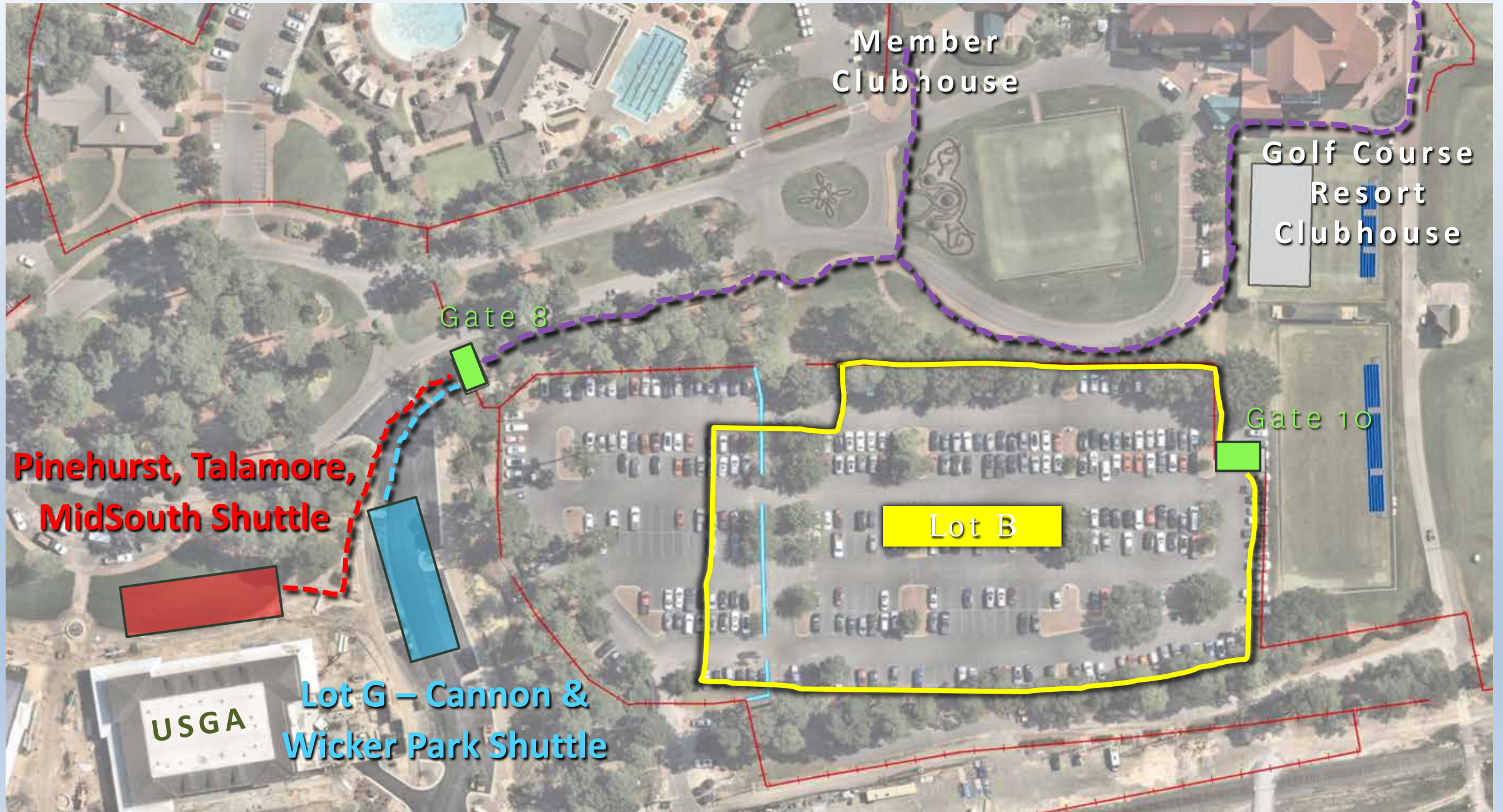
VIP Parking - Village of Pinehurst

Cannon & Wicker
Parks

VIP Parking Drop-Off



VIP Clubhouse Parking – Clubhouse & USGA Partners



Corporate Shuttling – clubhouse & USGA Partners

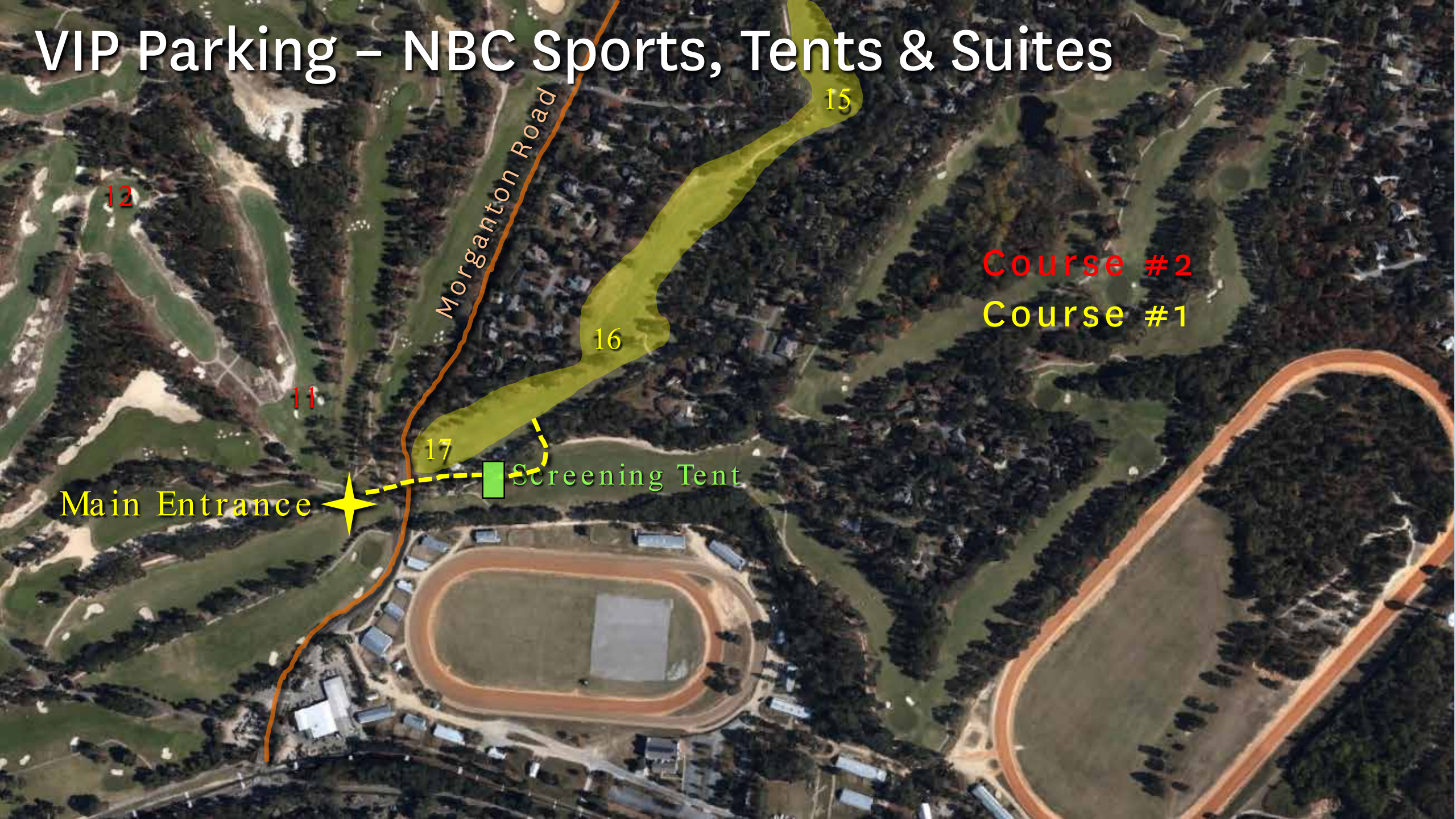


VIP Parking Allocation

NBC Sports, Tent & Suite Patrons

| Hospitality Venue | Tickets | VIP Parking Holes 16 & 17 – Course #1 |
|-------------------|---------------------|--|
| NBC Sports | 200 | 100 |
| Village on 17 | 50 | 20 |
| Village on 16 | 100 | 40 |
| Village on 16 | 50 | 20 |
| Village on 15 | 50 | 20 |
| Suites on 10 | 30 (Wed. – Sun.) | 12 (Wed. – Sun.) |

VIP Parking – NBC Sports, Tents & Suites



Morganton Road

Course #2
Course #1

Main Entrance

Screening Tent

12

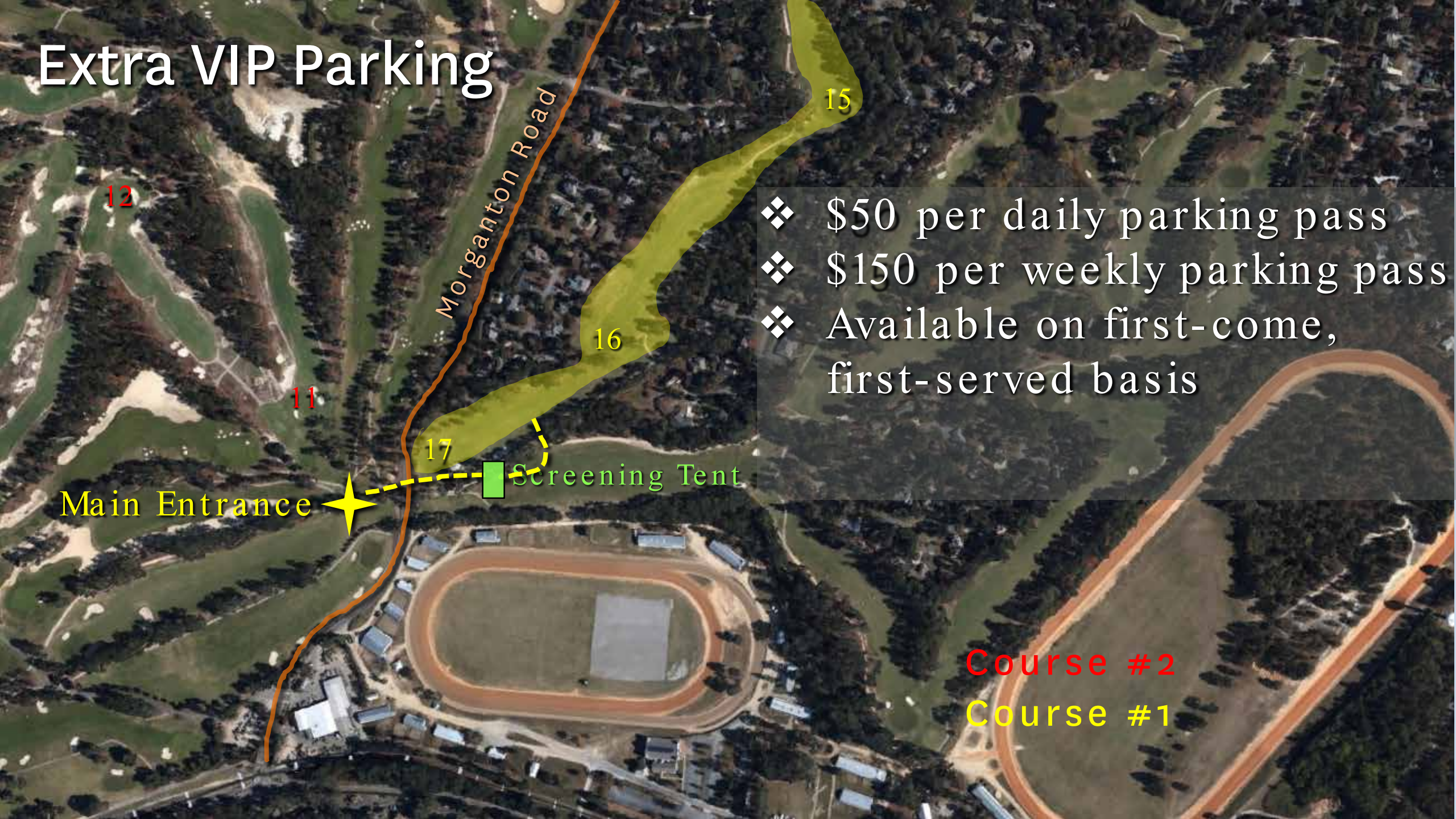
11

17

16

15

Extra VIP Parking



Morganton Road

- ❖ \$50 per daily parking pass
- ❖ \$150 per weekly parking pass
- ❖ Available on first-come, first-served basis

Main Entrance

Screening Tent

Course #2
Course #1

12

11

17

16

15

Corporate Shuttling

12

15

Course #2

Course #1

16

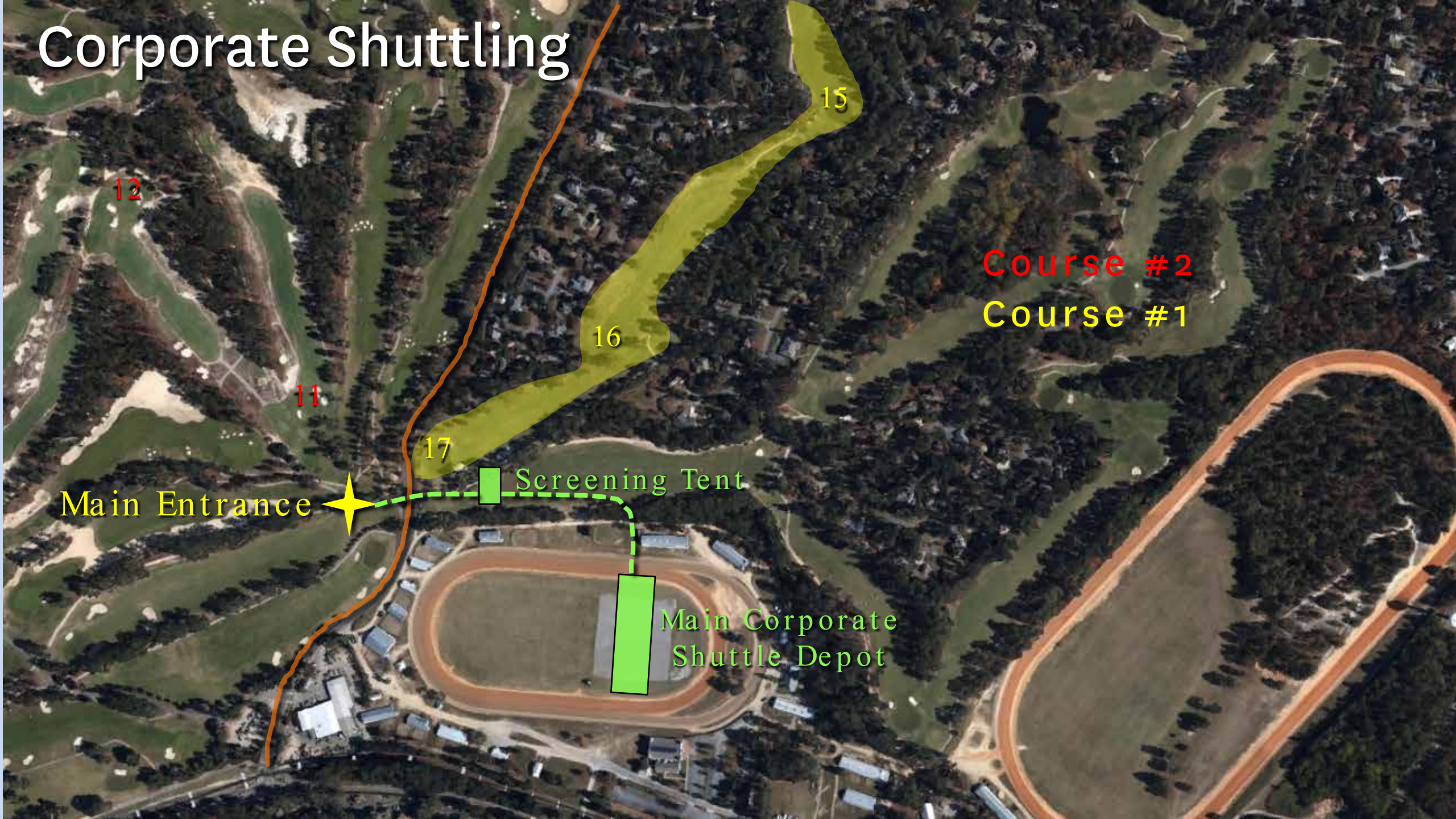
11

17

Main Entrance

Screening Tent

Main Corporate Shuttle Depot

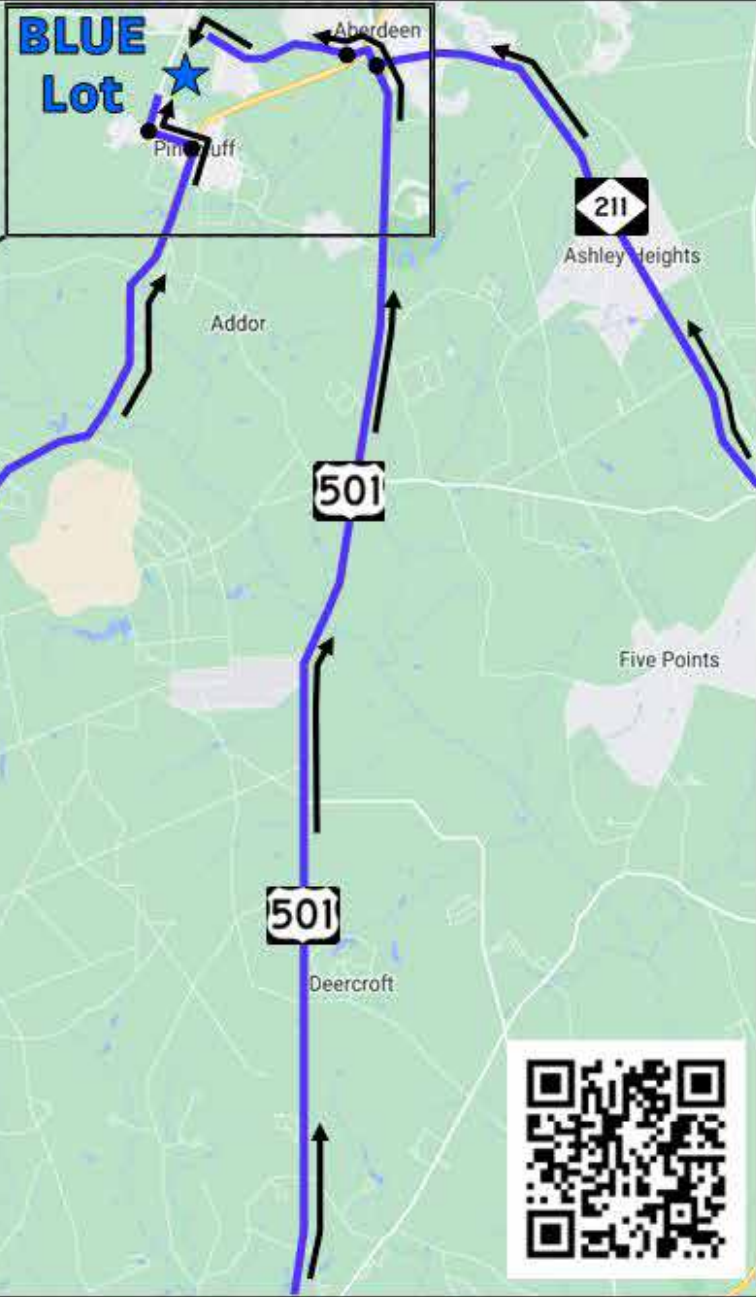


BLUE Lot Fan Parking

124TH U.S. OPEN CHAMPIONSHIP

Pinehurst Resort & Country Club

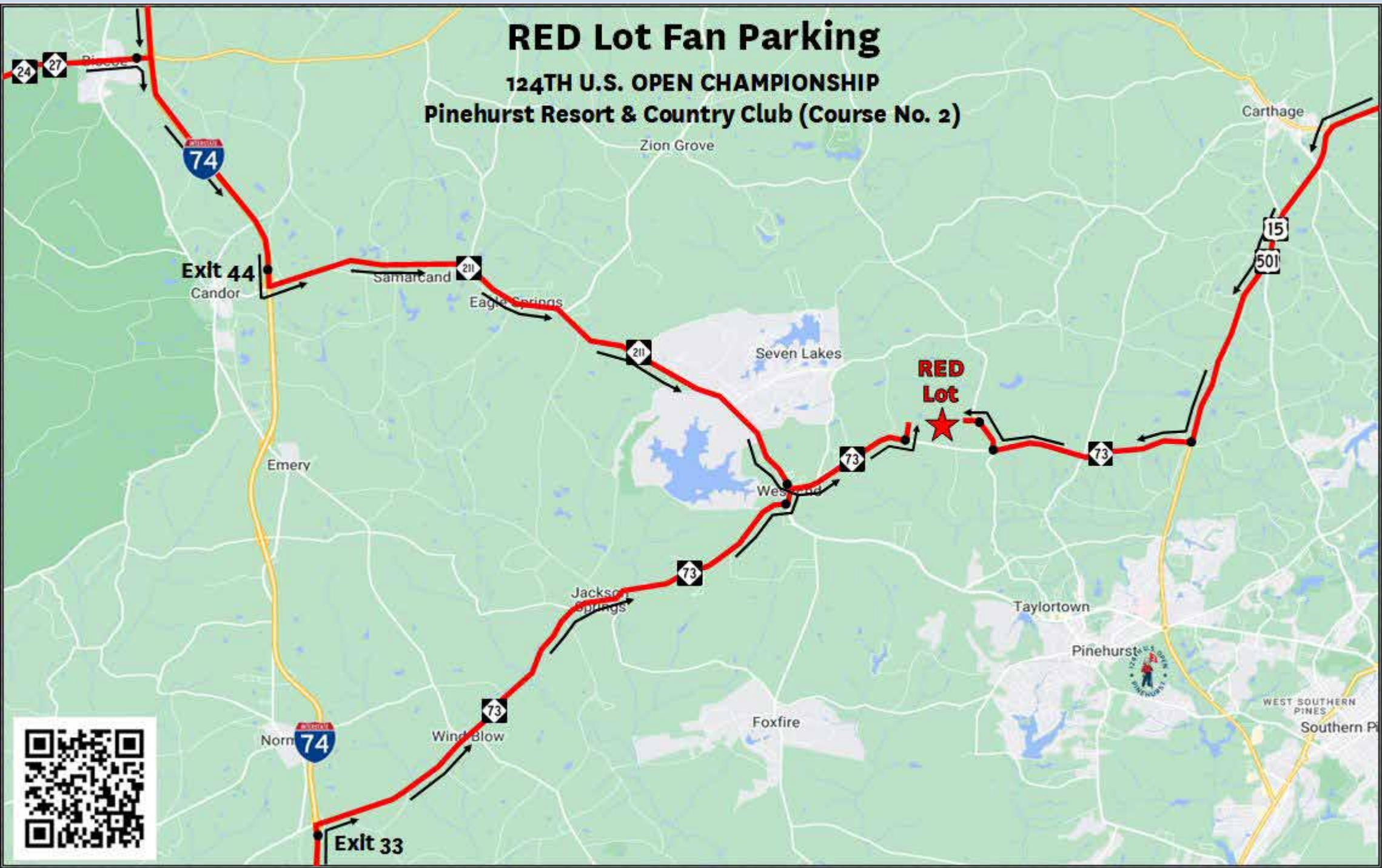
(Course No. 2)



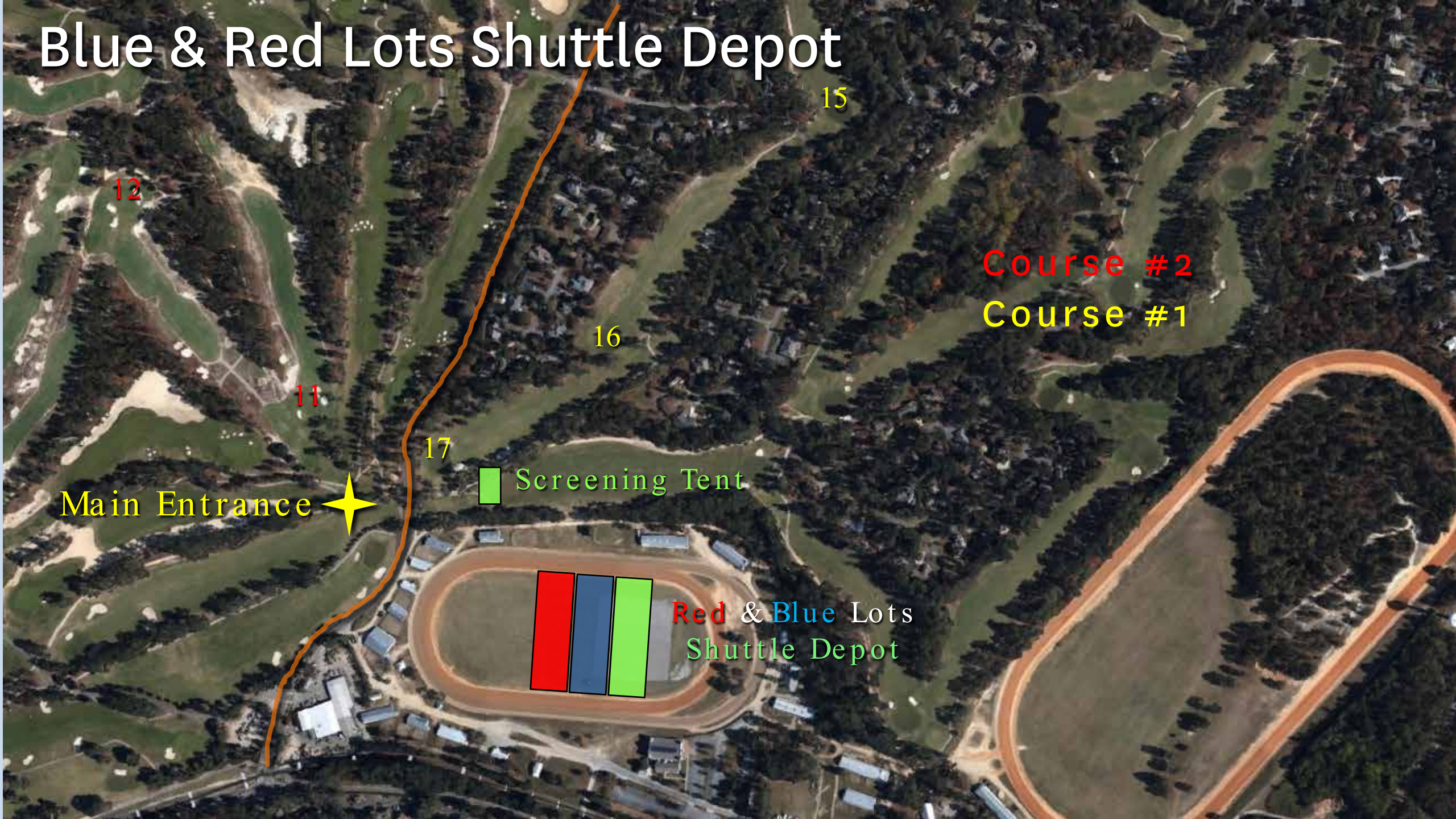
RED Lot Fan Parking

124TH U.S. OPEN CHAMPIONSHIP

Pinehurst Resort & Country Club (Course No. 2)



Blue & Red Lots Shuttle Depot



12

15

Course #2

Course #1

16

11

17

Screening Tent

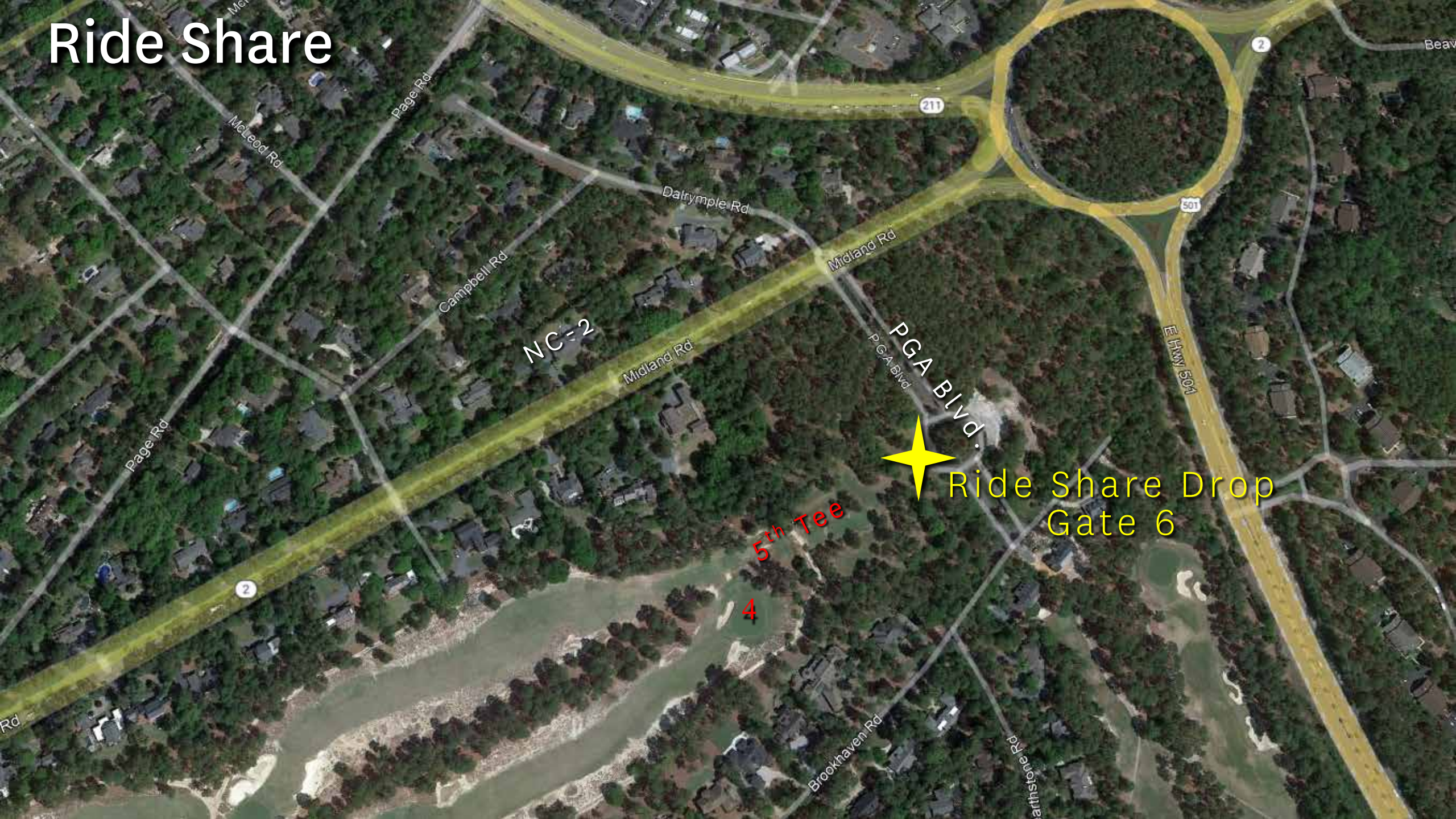
Main Entrance



Red & Blue Lots Shuttle Depot



Ride Share



NC=2

PGA BLVD.

Ride Share Drop Gate 6

5th Tee

4

211

501

2

2

Page Rd

McLeod Rd

Page Rd

Campbell Rd

Darymple Rd

Midland Rd

Midland Rd

PGA Blvd

E HWY 501

Brookhaven Rd

Earthstone Rd

Beav

Road Closures/ Restrictions

NC-5

Morganton Road

Doral Road

Pinetree Road



Road Closures/ Restrictions



Muster Branch Road

Village Green West

Palmetto Road

Pinehurst Resort

NC-2

McKenzie Rd W

Ritter Rd W

Carolina Vista Dr

Azalea Rd

Magnolia Rd

Ritter Rd E

Chinquapin Rd

Cherokee Rd

Village Green Rd E

Laurel Rd

Cherokee Rd

Logwood Rd

Rd E

Cubbee Rd

Brookhaven Rd

Golf Cart Parking

- If we have a house in the Village or in the neighborhoods by Course #1, can we drive a golf cart to VIP Parking?
- Can golf carts drive up to the clubhouse, or will the places a golf cart can go be limited?



Bicycles

Bike racks will be provided at the general fan parking areas (red & blue lots) or at the Ride Share location off Midland Road



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 Holes 16 & 17 - Course No. 1 | Yes to Park | Yes to Park | Yes to Park | No to Park | No to Park | No to Park |
| Clubhouse Shuttle Depot Pinehurst Clubhouse (Specialty Options & USGA Partners) | Yes to Drop | Yes to Drop | Yes to Drop | Yes to Drop | No to Drop | No to Drop |
| Main Shuttle Depot Pinehurst Harness Track (100 & 50 Ticket Tents) | Yes to Drop | Yes to Drop | Yes to Drop | Yes to Drop | Yes to Drop | Yes to Drop |
| 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 | Yes to Drop | No to Drop | No to Drop |

Transportation

- VIP Parking
- Shuttle Depot – Clubhouse
- Shuttle Depot – Harness Track
- General Parking – to drop only
- Ride Share



COACH BUS

Transportation

20 to 25 Seats



VIP Parking

Shuttle Depot – Clubhouse

Shuttle Depot – Harness Track

General Parking – to drop only

Ride Share

MINI COACH BUS

Transportation

12 to 15 Seats – NOT 20 to 25 Seats

- VIP Parking
- Shuttle Depot – Clubhouse
- Shuttle Depot – Harness Track
- General Parking – to drop only
- Ride Share



SPRINTER VAN

Transportation

- ✓ VIP Parking
- ✓ Shuttle Depot – Clubhouse
- ✓ Shuttle Depot – Harness Track
- ✓ General Parking
- ✓ Ride Share

Does not exceed 19 feet in length



CONVERSION VAN

Transportation

- ✓ VIP Parking
- ✓ Shuttle Depot – Clubhouse
- ✓ Shuttle Depot – Harness Track
- ✓ General Parking
- ✓ Ride Share



SUV

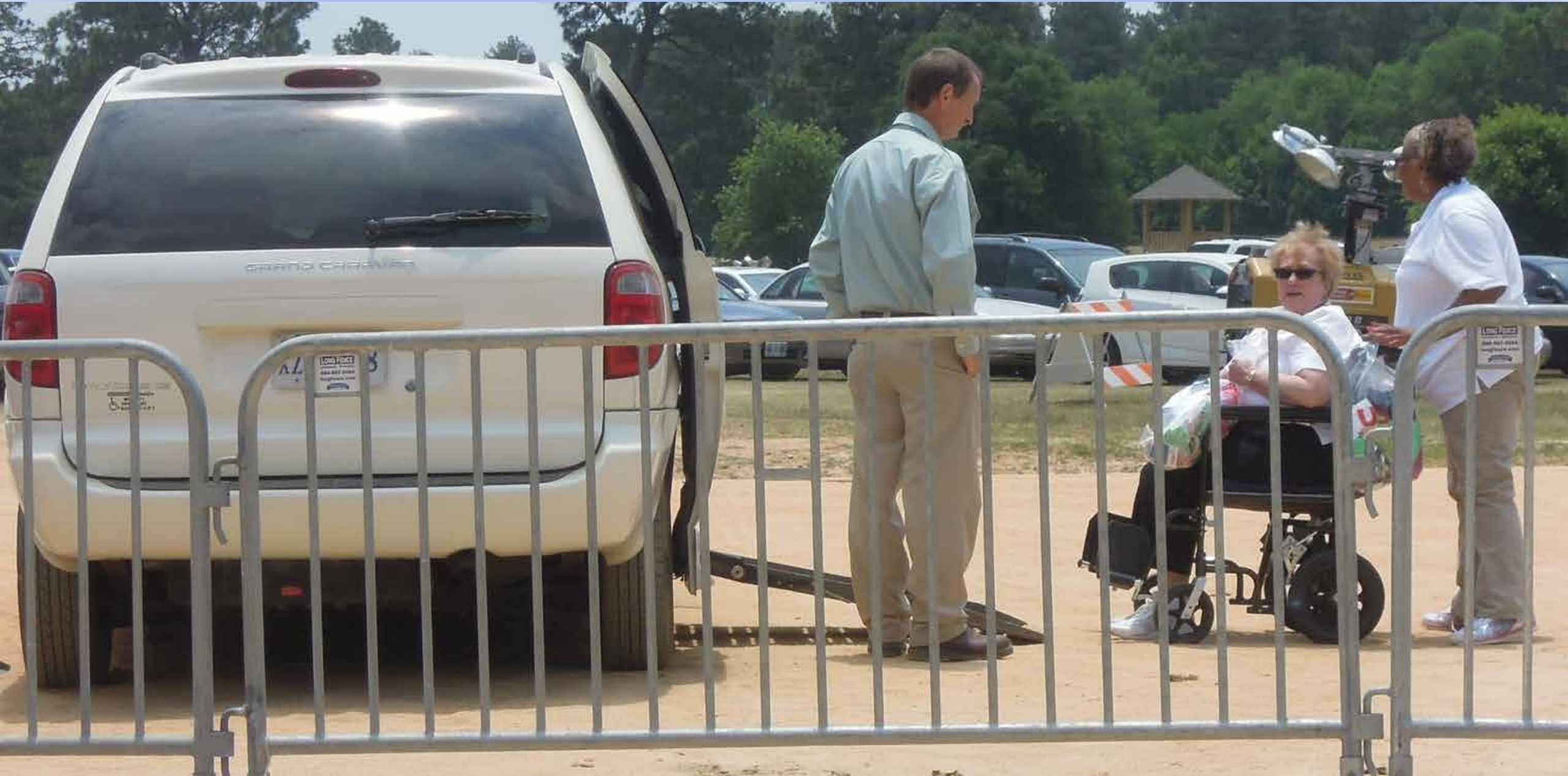
Transportation

- ✓ VIP Parking
- ✓ Shuttle Depot – Clubhouse
- ✓ Shuttle Depot – Harness Track
- ✓ General Parking
- ✓ Ride Share



SEDAN

Handicap Parking



Handicap Parking



- Accessible parking spaces will be available in all parking lots.
 - HD/DP placards or license plates required
- The USGA will provide lift-equipped shuttle transportation from parking lots
 - Clients with guests requiring lift-equipped transportation should contact MSG Promotions

Hospitality

Operations



Clubhouse Options



2014 U.S. Open



Resort Clubhouse Entrances



91st Hole

Resort Clubhouse Entrances



Sandhills Suite
The Deuce

Location of View 3

Flag

o model:
g of views
(?)

ies cleaned up

Resort Clubhouse Entrances



Resort Clubhouse Entrances



Member Clubhouse Entrances



Member Clubhouse Entrances



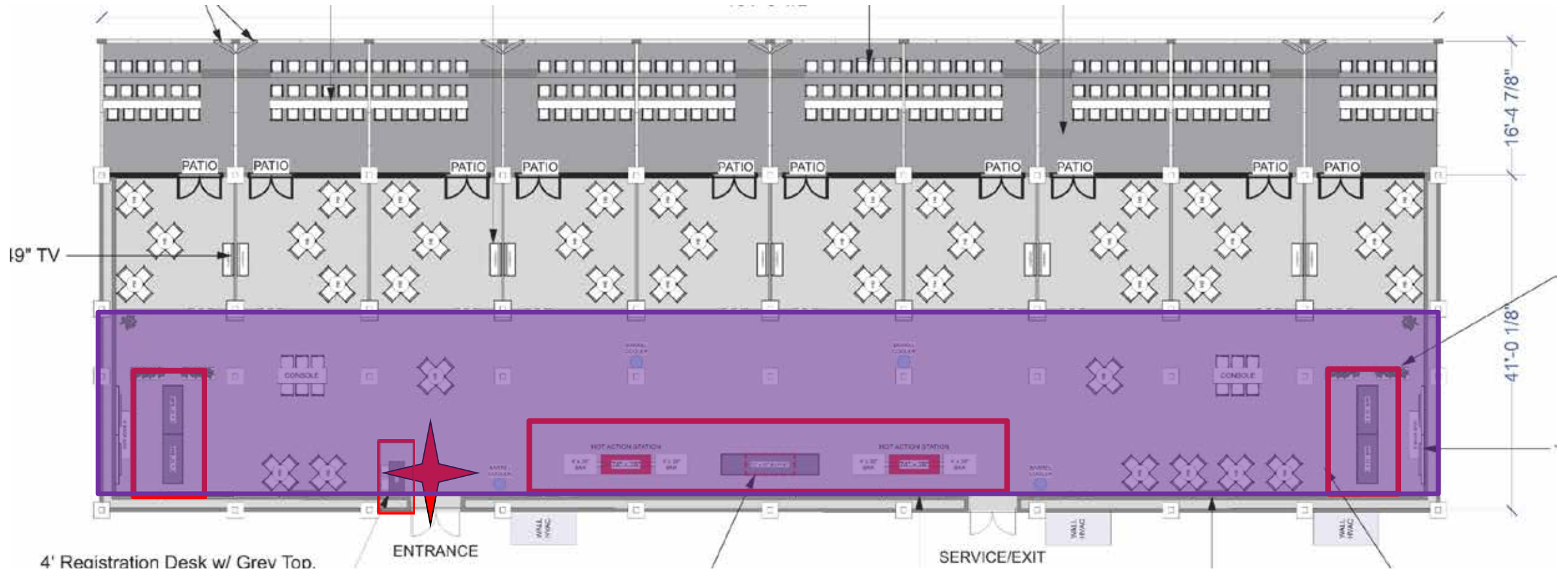
Screening Tent
Outlook 2 & 3
Putter Boy
Cardinal Room

Payne's Pub
Outlook 1

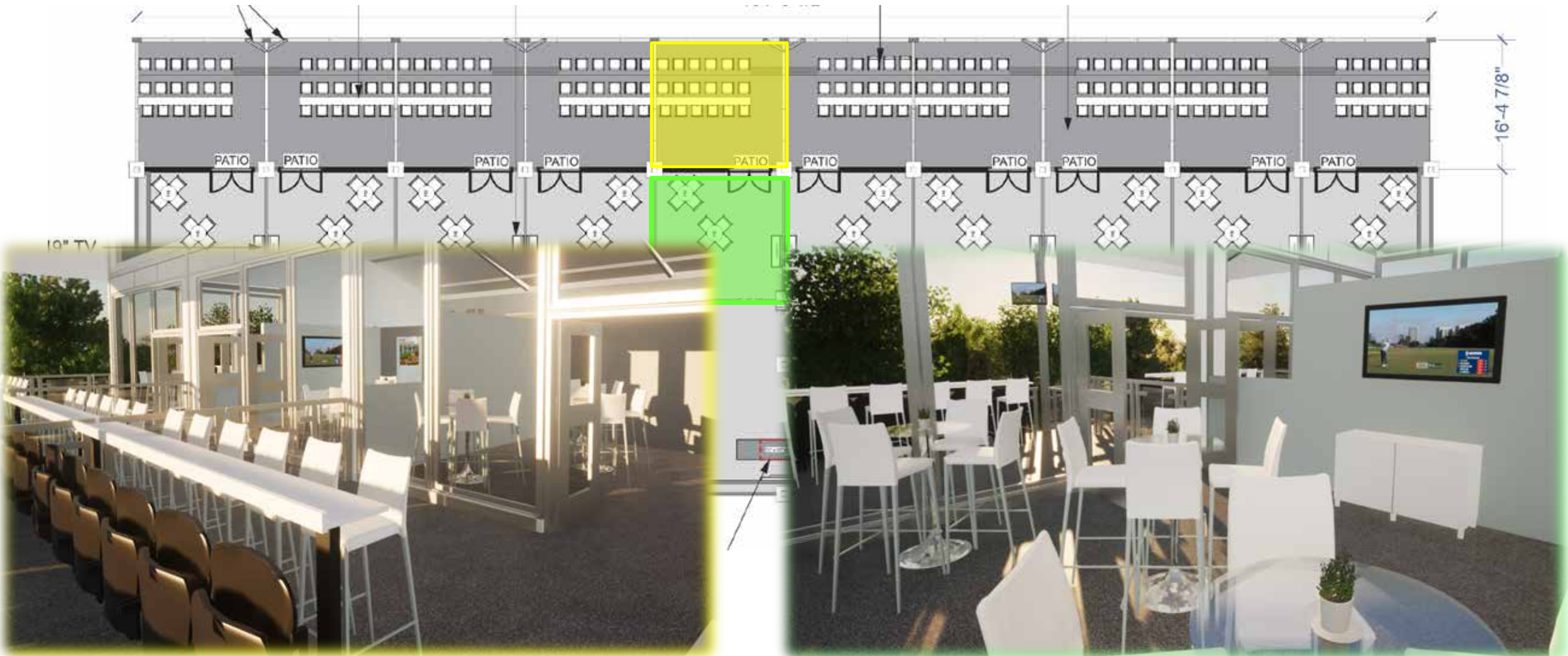
Double-Decker Suites



New Suite Structure



New Suite Structure



Hospitality Entrances



Dedicated
aisleways for
entry and
re-entry

Hospitality Entrances



Access into the
hospitality
areas will be
STRICTLY
enforced

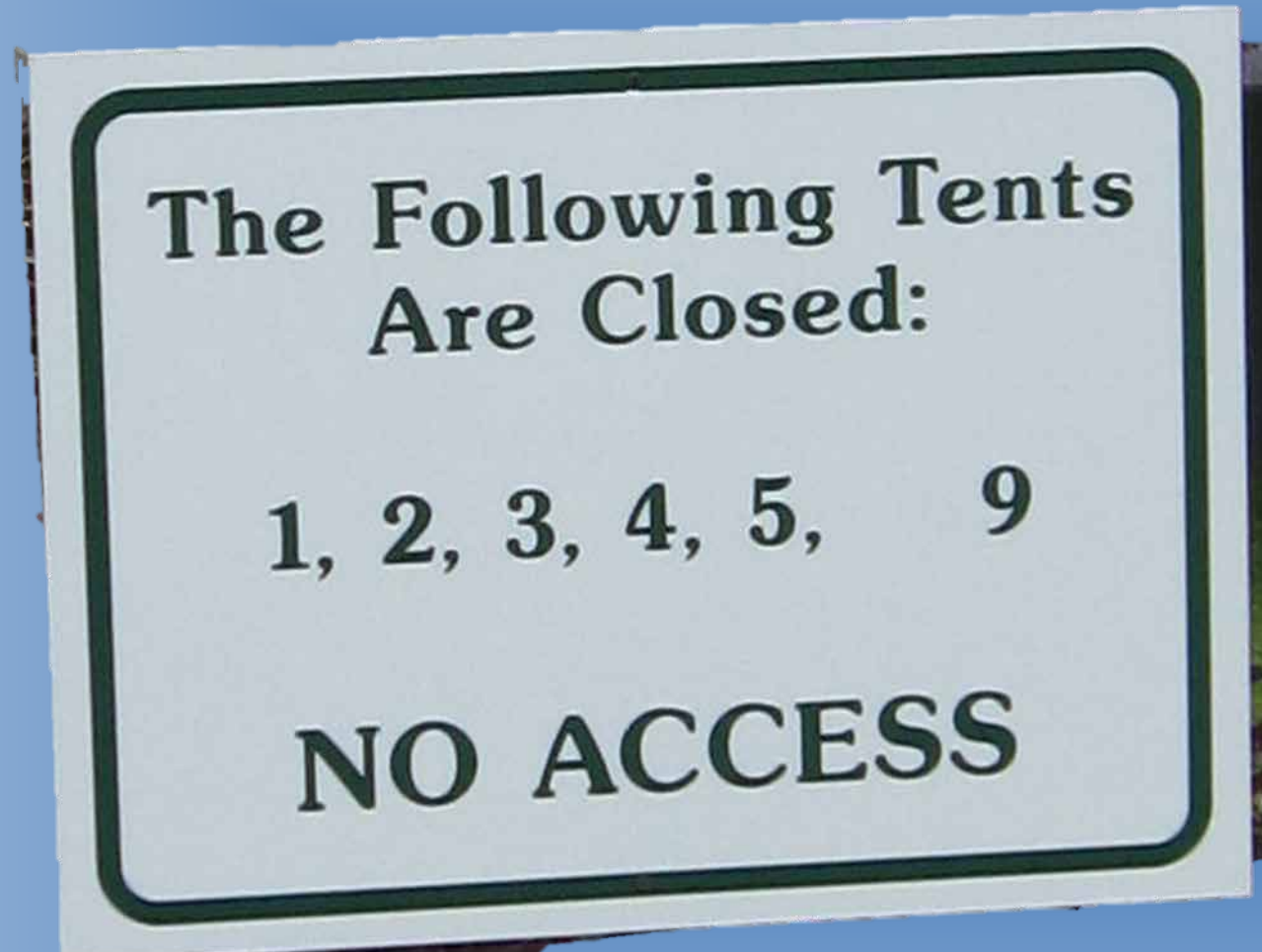
Hospitality Entrances



Managed By A
Dedicated Staff

- MSG staff
- Area Captains
- MSG Interns
- Volunteers

Hospitality Entrances



If your tent/room isn't open on specific days, your guests will not gain access to the village/clubhouse

Hospitality Entrances

Tickets are scanned



Hospitality Entrances



Wristbands
are applied

Hospitality Entrances



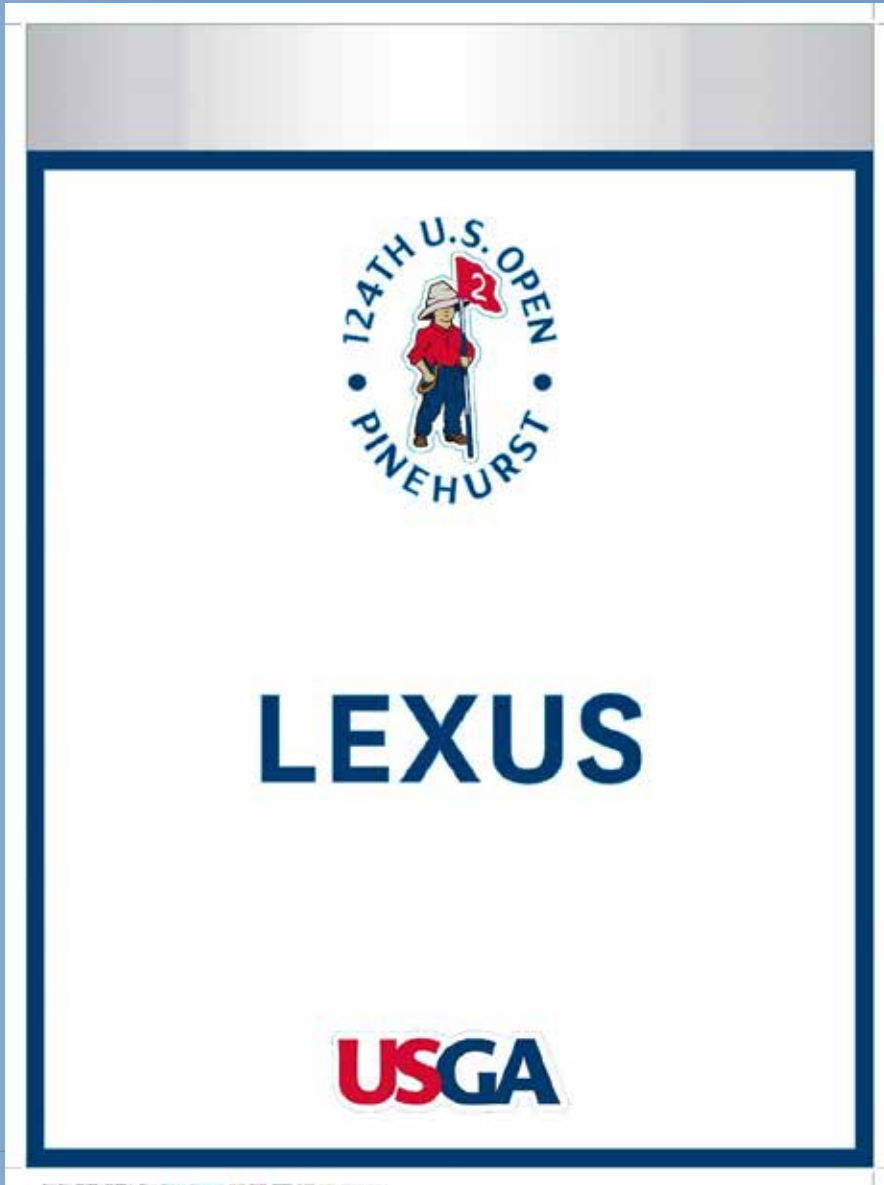
Wristbands
are scanned
by RFID
reader

Hospitality Services

- ❖ Located in each Hospitality Area
- ❖ Business Services – Photocopy, Print
- ❖ Troubleshooting
- ❖ Sign paperwork for Additional Access Wristbands (Clubhouse & Tents Only)



Corporate Signs – Clubhouse & Tents



Corporate Signs - Suites



SUITES ON 10

USGA

MAIN ENTRANCE

U.S. OPEN ERIN HILLS 117TH

YOU ARE HERE

EMERGENCY EXIT

EXIT TO PREP

EXIT TO RESTROOMS

BUSINESS CENTER

CHARGING STATION

CHARGING STATION

BAR

DESSERT

COFFEE

HOSPITALITY SERVICES DESK

HOSPITALITY SERVICES

BUFFET

9 8 7 6 5 4 3 2 1

| COMPANY NAME | SUITE # | COMPANY NAME | SUITE # | COMPANY NAME | SUITE # |
|-----------------------|---------------|----------------------|---------|--------------|---------------|
| CARGURUS | 5 (SUN) | HUSCH BLACKWELL | 4 (FRI) | RITE-HITE | 8 |
| CDW | 2 (FRI & SAT) | IBM | 2 (FRI) | TRANSCANADA | 3 (THU) |
| CHARLES SCHWAB MEQUON | 4 (SAT) | IQMS | 2 (THU) | TWIN EAGLE | 4 (THU) |
| INDEPENDENT BRANCH | | IRGENS | 9 | U.S. BANK | 4 (FRI) |
| DELL | 5 (SAT) | JPMORGAN CHASE & CO. | 6 | VERIZON | 3 (SAT) |
| EMC | 5 (SAT) | MGIC | 3 (FRI) | WE ENERGIES | 5 (THU & FRI) |
| | | PEPSICO FOODSERVICE | 7 | | |

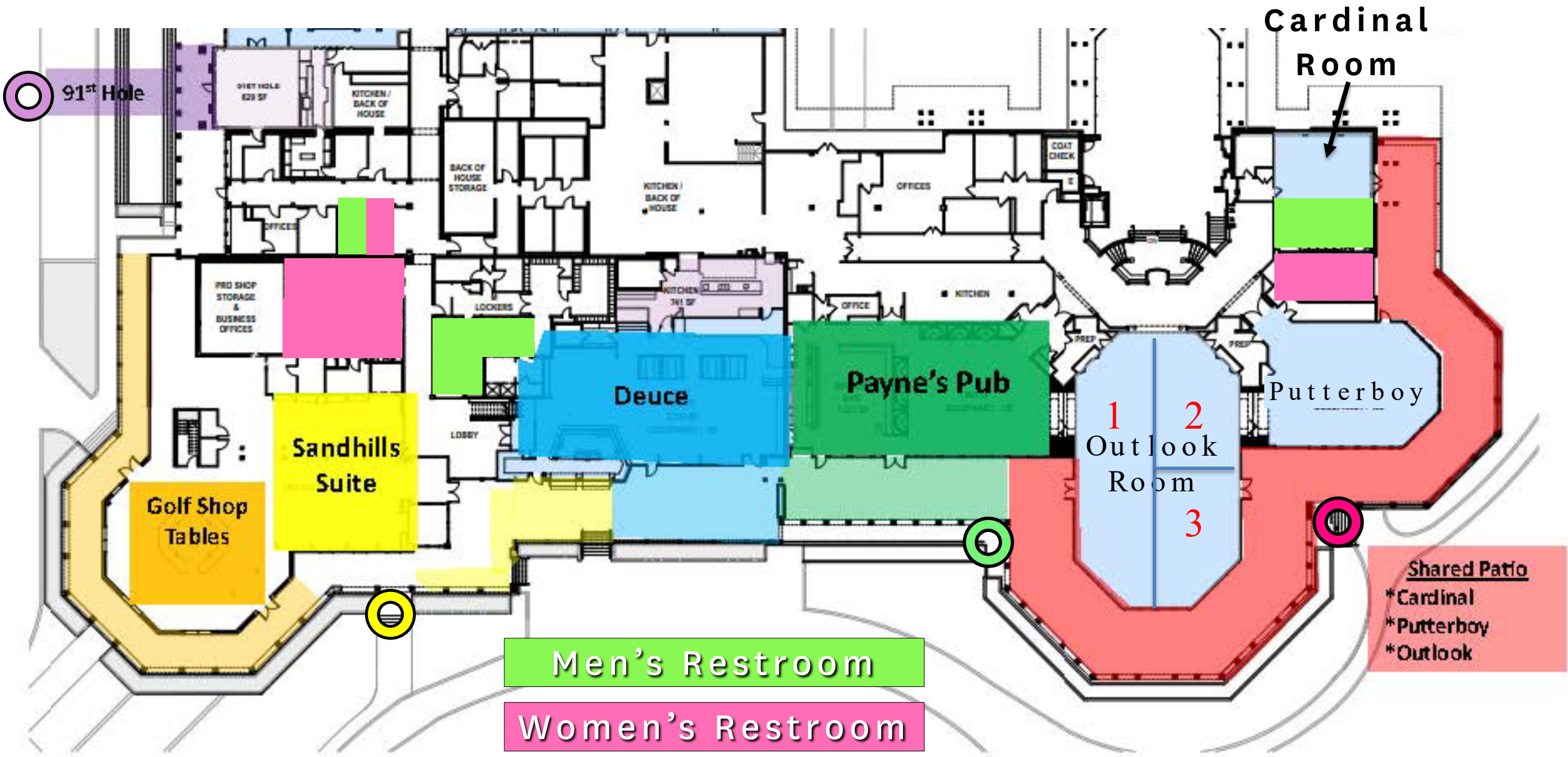
Restrooms



Restrooms

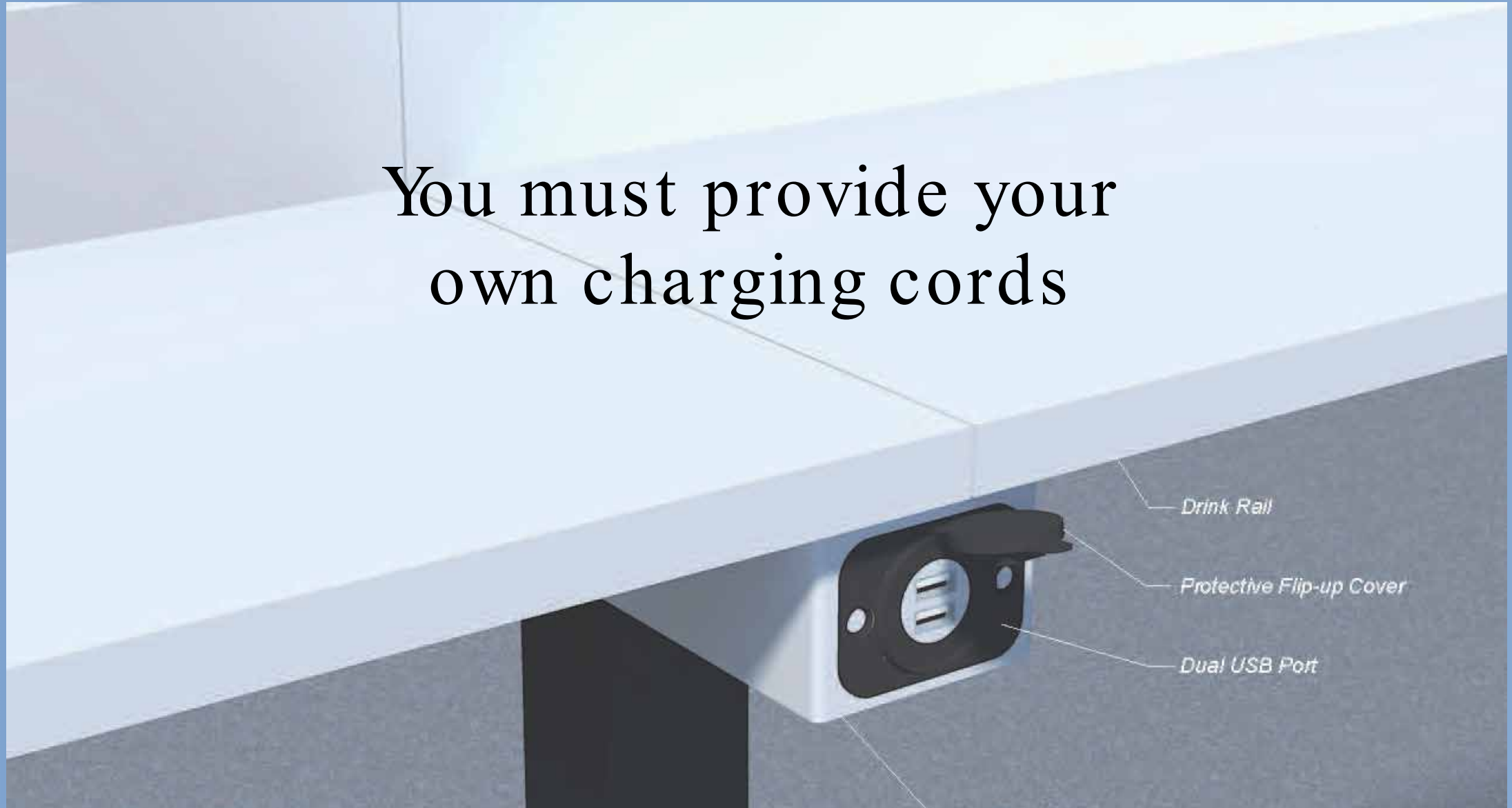


Clubhouse Restrooms



Cell Phone Chargers in Drink Rails - Tents

You must provide your
own charging cords



Cell Phone Chargers in Suites





FIDELITY
INVESTMENTS

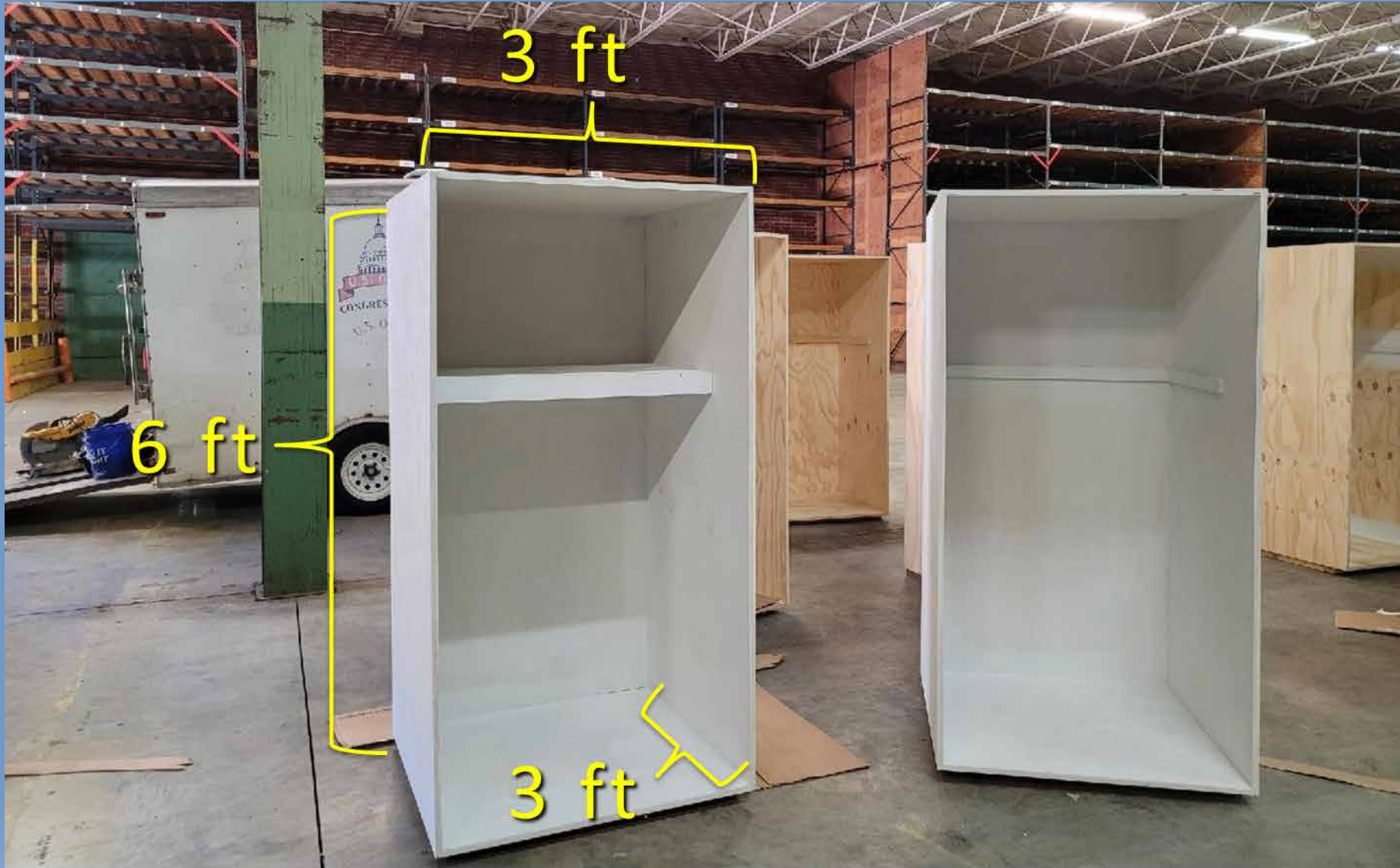
USGA

7

Storage for Tents



Storage for Tents



Storage for Suites



Load-In and Load-Out

**** TENT & WEEKLY SUITE PATRONS ONLY****

- June 5th through June 8th
- Assigned times will be communicated to you via email
- It is CRITICAL that you arrive at your scheduled time
- We will need to know in advance:
 - Number of people attending inspection
 - Make, model & color of the vehicle you will be driving
 - Size and number of boxes you will be loading in
- You will need to provide your own manpower if you are loading in any heavy equipment or displays

Accessibility



Double-Decker Suites



Double-Decker Suites



Championship Wi-Fi – powered by Cisco



Once you launch an wireless network you will automatically connect to any of the open areas as you walk through the security areas. grandstand seats, concessions areas, entrance, merchandise to provide an ongoing large gathering areas.

No Smoking Policy

There will be a NO SMOKING policy enforced in all hospitality areas, including patios and along the common walkdeck



An aerial photograph of a golf course. In the background, a large, white clubhouse with a red roof and a long, covered porch is visible. The foreground shows a green fairway, a sand trap, and a small pond. The sky is clear and blue.

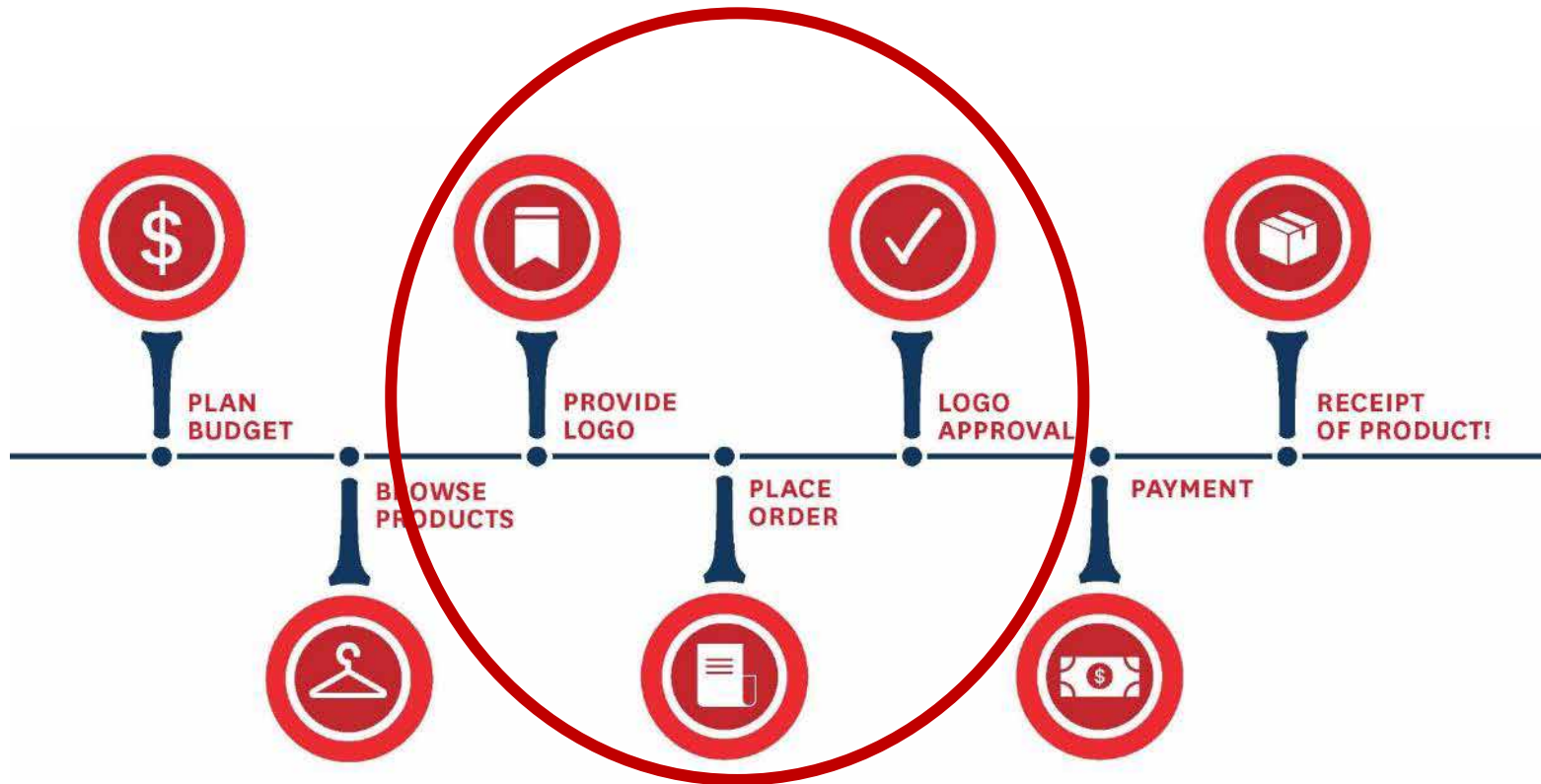
CORPORATE MERCHANDISE

DREW REGINO & ALEX DOWNS

USGA

FOR THE GOOD OF THE GAME

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/or 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!

Deadline: April 15, 2024

corporatemerch.usga.org

Your cart

[Continue shopping](#)

| PRODUCT | PRICE | QUANTITY | TOTAL |
|---|---------|----------|----------|
|  <p>U.S. Open Classic Cotton Cap (8 Colors) Color: Blue Ridge Remove</p> | \$32.00 | 18 | \$576.00 |
|  <p>Micro-Scrubber Towel (4 Colors) Championship: U.S. Open Color: Silver Remove</p> | \$29.00 | 24 | \$696.00 |

Removed (50) [24 oz. Wrap Tumbler - U.S. Open](#) from your cart.

In-Hand Date:*

04/01/2024

Please select your order's latest required delivery date. If your order is not needed until the U.S. Open, U.S. Women's Open, or U.S. Senior Open, please enter May 1, 2024 as your in-hand date so your order will deliver before each Championship.

Add a note to your order

USGA logo in all-white on the caps. USGA logo in full color on the towels

Subtotal \$1,272.00 USD

CHECK OUT

U.S. Open Gift Cards

Gift cards are available for purchase through the USGA Corporate Merchandise Program

- Redeemable **ONLY** on-site at the U.S. Open Main Merchandise Pavilion or Satellite Merchandise Pavilion through Sunday, June 16, 2024
- Gift cards value up to \$500
- Includes heavy card stock holding card and matching envelope
- Gift cards *cannot* be co-branded





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



USGA®

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

- 91st Hole
- Padgett Pavilion
- Village on 15
- Village on 16
- Village on 17
- Golf Shop Tables
- Champions Pavilion (Clients A-J)

Please contact Alex Downs, adowns@usga.org

- Putter Boy
- Outlook
- Cardinal Room
- Suites on 10
- Champions Pavilion (Clients K-Z)



USGA

FOR THE GOOD OF THE GAME.®

FOCUS

Co-Branded Merchandise

Exclusive to
Corporate Clients



Corporate Cup - Clubhouse & Tent Clients



Finalize Your Menu



Culinary Selections

U.S. OPEN CHAMPIONSHIP

PINEHURST NO. 2
PINEHURST, NORTH CAROLINA

2024

ridgewells
CATERING

Guests With Special Needs



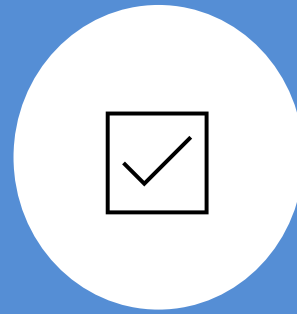
Talamore/MidSouth Condos





Rooming Lists Due
April 1st

Pre-Assigned Key
Codes



Check-In Time
3:00 pm

Check-Out Time
11:00 am



Contact Telephone
Numbers for 24/7
Service.

Accommodations – Talamore/MidSouth



Accommodations – Talamore/MidSouth



To enter:

Press the 4 digits on the key pad.

In the house icon a blue checkmark will appear and you'll hear the lock mechanism unlock.

To lock:

From the inside, turn the deadbolt lock counterclockwise.

From the outside, press the lock icon on the keypad (lower right with the X)



Know Your Numbers

- Number of tickets
- Number of option tickets
- Number of on-site tickets
- Number of parking passes
- Number of shuttle passes
- Number of hotel/condo rooms

Invitation Process

- ❖ Final Follow-Up with All A-Listers
 - Hold tickets for priority A-listers
- ❖ All B List Invitations Should Be Sent
 - Allow 4 week window for RSVP's
- ❖ Finalize Transportation Plan–Shuttling?



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





1895 CLUB

ON 18 GREEN

Enjoy a total white-glove experience from the moment you arrive on-site with luxury amenities included such as:

- *An ultra-premium, climate-controlled setting with indoor and outdoor seating on 18*
- *Valet Parking with all eligible orders*
- *VIP entrance into the Championship*
- *Golf cart shuttle service to and from the 1895 Club*
- *All-day gourmet dining options and top-shelf bar service*
- *And more!*



**View of the 18th Green
from the 1895 Club patio**

18th Green

Whether you are entertaining clients or enjoying an unforgettable day with friends and family, you can expect VIP treatment as you witness all the heart-pounding action on the 18th Green from the 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
- One (1) on-site Valet parking pass will be included with every two (2) tickets purchased on any one day
- VIP entrance into the Championship exclusive to 1895 Club guests with complimentary golf cart shuttle service to and from the 1895 Club
- All-day gourmet dining options included
- Top-shelf, open bar included
- Live television coverage throughout the facility
- Access to executive restroom facilities exclusive to 1895 Club guests
- Additional access to both the Trophy Club and The Garden premium spaces

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

[Click Here To Order](#)

Limit 12 tickets per day/per order. All orders are subject to 7% North Carolina state tax and processing fees.

