



2024 U.S. OPEN

Table Client Update Session

March 5, 2024



AGENDA

10:00 Welcome

10:05 Review of the Hospitality Program

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

11:30 Final Q&A



The background image shows a large, dense crowd of spectators at a golf tournament. In the foreground, many people are wearing white and blue caps. In the background, a white clubhouse with a gabled roof is visible, with "USOPEN" and "VILLAGE ON 18" written on it. A scoreboard in the distance shows "2022".

Corporate 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
Golf Shop –
6 Ticket Tables



KELLY SEGIN
SUITES ON 10



DANIELLE BONDER
Golf Shop –
12 Ticket Tables



SHELLEY BERLIN
CHAMPIONS PAVILION

Corporate Update Sessions

Session 2

MAR. 5

10:00am –
12:00pm



**Review & New
Information**

Session 3

May 1

2:00pm –
4:00pm

Corporate Update Sessions

Session 2

MAR. 5

10:00am –
12:00pm



**Review & New
Information**

Session 3

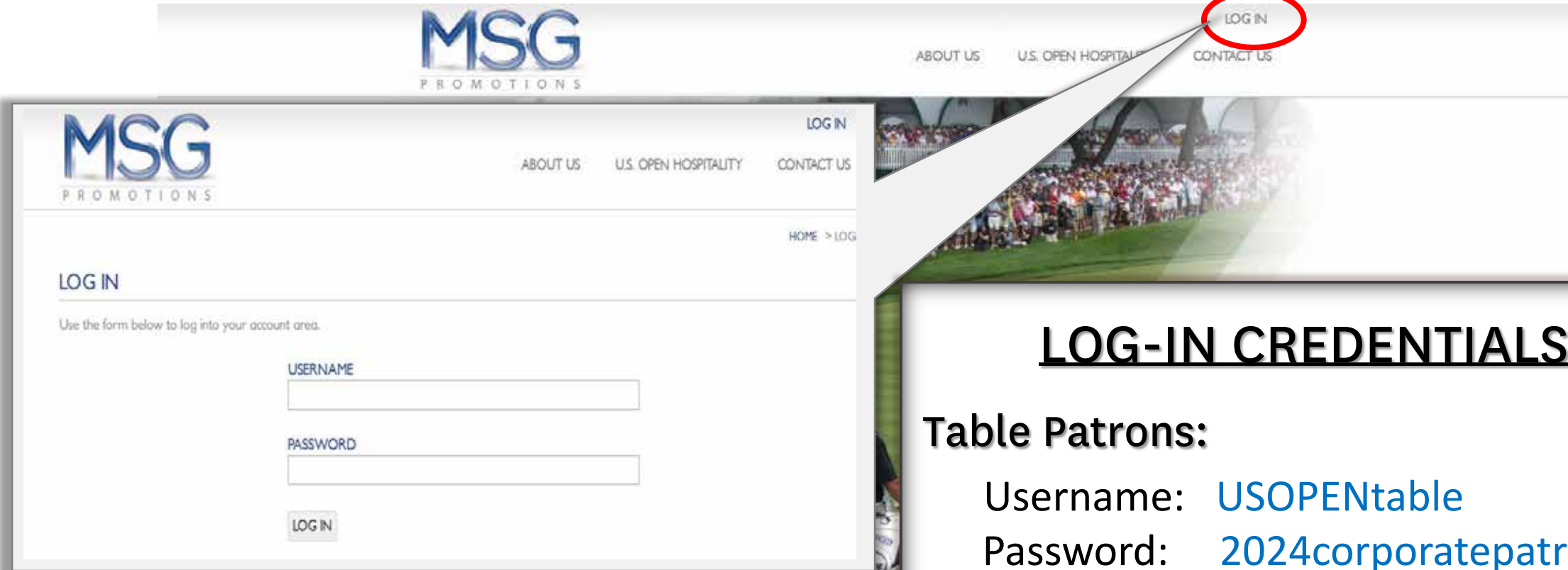
May 1

2:00pm –
4:00pm



**Final
Session**

MSG Website-www.msgpromotions.com



The image shows a screenshot of the MSG Promotions website. At the top, the MSG Promotions logo is on the left, and navigation links for 'ABOUT US', 'U.S. OPEN HOSPITALITY', and 'CONTACT US' are on the right. A 'LOG IN' link is circled in red in the top right corner. Below the navigation bar, there is a large banner image of a golf course. On the left side of the page, there is a 'LOG IN' section with the following text: 'Use the form below to log into your account area.' Below this text are two input fields: 'USERNAME' and 'PASSWORD'. Below the 'PASSWORD' field is a 'LOG IN' button. At the bottom of the page, there is a logo for the '2024 U.S. OPEN HOSPITALITY' featuring a golfer and the text '124TH U.S. OPEN PINEHURST'.

MSG PROMOTIONS

ABOUT US U.S. OPEN HOSPITALITY CONTACT US

LOG IN

LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

LOG IN

2024 U.S. OPEN HOSPITALITY

124TH U.S. OPEN PINEHURST

LOG-IN CREDENTIALS

Table Patrons:

Username: [USOPENtable](#)

Password: [2024corporatepatron](#)

MSG Website-www.msgpromotions.com

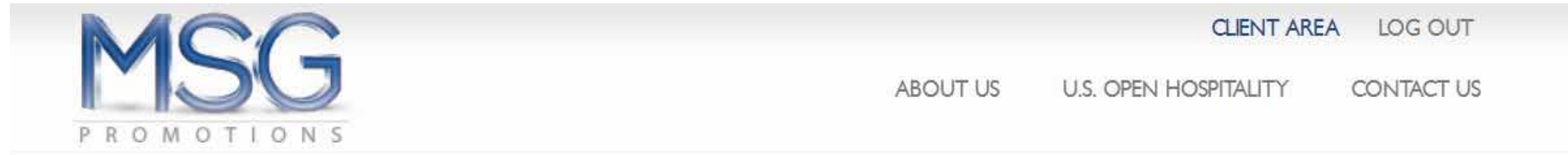


TABLE PATRONS – GOLF SHOP & CHAMPIONS PAVILION

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.

HOME > EVENT & SPECIALTY OPTION PATRONS

Update Sessions & Webinars

Forms

Corporate Hospitality Manual

Maps

Corporate Merchandise

2024 U.S. OPEN
HOSPITALITY



MSG Website-www.msgpromotions.com



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

[ABOUT US](#)

[U.S. OPEN HOSPITALITY](#)

[CONTACT US](#)

[HOME](#) > [TABLE PATRONS – GOLF SHOP & CHAMPIONS PAVILION](#) > [FORMS](#)

FORMS

Due December 15, 2023:

- [Corporate Identification/Sign Form](#)

Due February 1, 2024:

- [Ticket Distribution & Parking Pass Shipment Form](#)

Due April 1, 2024:

- [Additional Champions Pavilion Ticket Order Form](#)

[Update Sessions & Webinars](#)

[Forms](#)

[Corporate Identification/Sign Form](#)

[Ticket Distribution & Parking Pass
Shipment Form](#)

[Option Ticket Order Form –
CHAMPIONS PAVILION ONLY](#)

[Corporate Hospitality Manual](#)

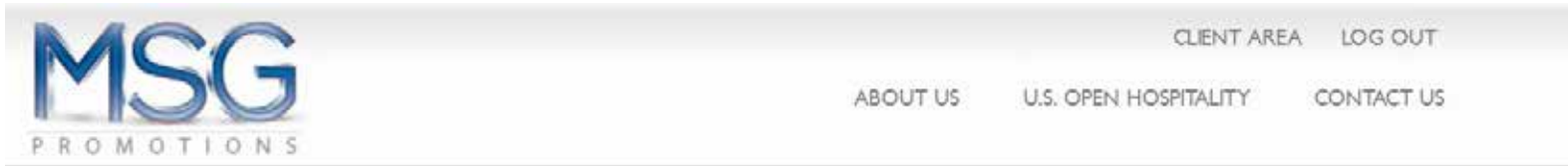
[Corporate Merchandise](#)

[Maps](#)

2024 U.S. OPEN
HOSPITALITY



MSG Website - www.msgpromotions.com



HOME > TABLE PATRONS – GOLF SHOP & CHAMPIONS PAVILION > FORMS > OPTION TICKET ORDER FORM – CHAMPIONS PAVILION ONLY

Additional Champions Pavilion Ticket Order Form

1 Select Option Tickets 2 Contact information

All table patrons may purchase up to two (2) option tickets. Option tickets can be purchased on a daily basis or as a 5-day package. All prices listed below include food and beverage as well as 7% sales tax.

5-Day Ticket Package (\$4,708/Package)

☐ Yes, I'd like to order 5-Day Ticket Packages

Wednesday Ticket (\$963/Ticket)

☐ Yes, I'd like to order Wednesday tickets

Thursday Ticket (\$1,177/Ticket)

☐ Yes, I'd like to order Thursday tickets

Friday Ticket (\$1,337.50/Ticket)

☐ Yes, I'd like to order Friday tickets

Saturday Ticket (\$1,391/Ticket)

☐ Yes, I'd like to order Saturday tickets

Sunday Ticket (\$1,784/Ticket)

Update Sessions & Webinars

Forms

Corporate Identification/Sign Form

Ticket Distribution & Parking Pass
Shipment Form

Option Ticket Order Form –
CHAMPIONS PAVILION ONLY

Corporate Hospitality Manual

Corporate Merchandise

Maps

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 1

Clients Receive
Championship Catering
Menu
Ridgewells – Carrie Coffee



March 5

Update Session



APRIL



April 1

Deadline to Order Additional
Champions Pavilion Tickets Inclusive
of VIP Parking (1 VIP Parking for
every 4 Tickets ordered on any 1
day)

MSG Promotions – Emily Gillard



April 15

Deadline To Order Co-Branded
Merchandise

USGA – Drew Regino & Alex Downs

MAY



May 1

Update Session

JUNE



June 10 to 16

U.S. Open Championship

HOSPITALITY MANUAL



Add the manual as a tile on the Home screen of your mobile device or tablet for easy access

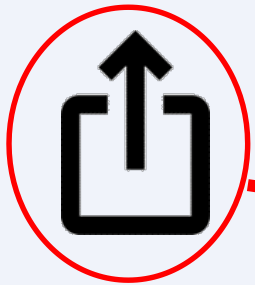
Step 1: Open the link to the manual from your phone or tablet.

On Apple Devices:

Click the arrow at the bottom of the page.

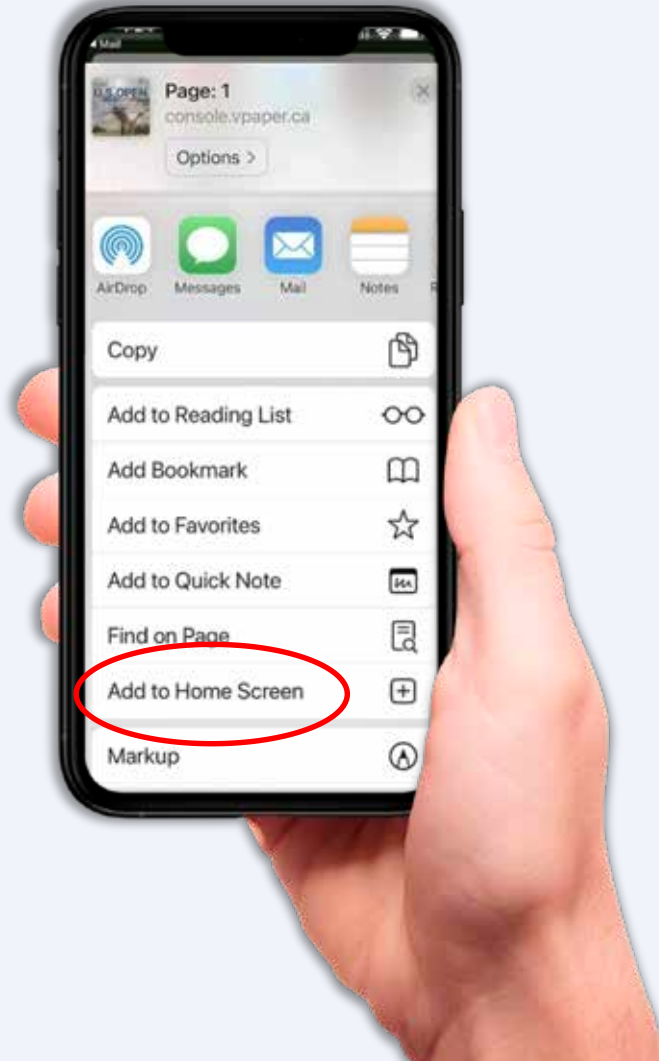
On Android Devices:

Click the three dots at the top of the page.

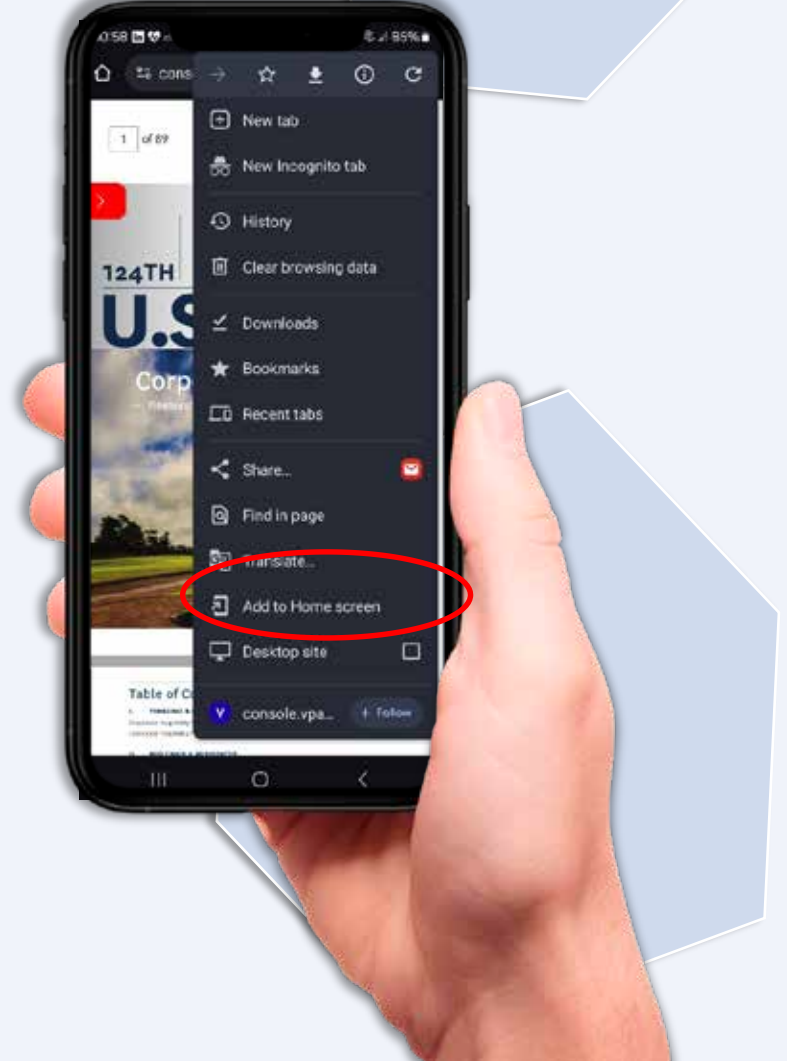


Step 2: Select “Add to Home Screen” from the list options.

On Apple Devices:

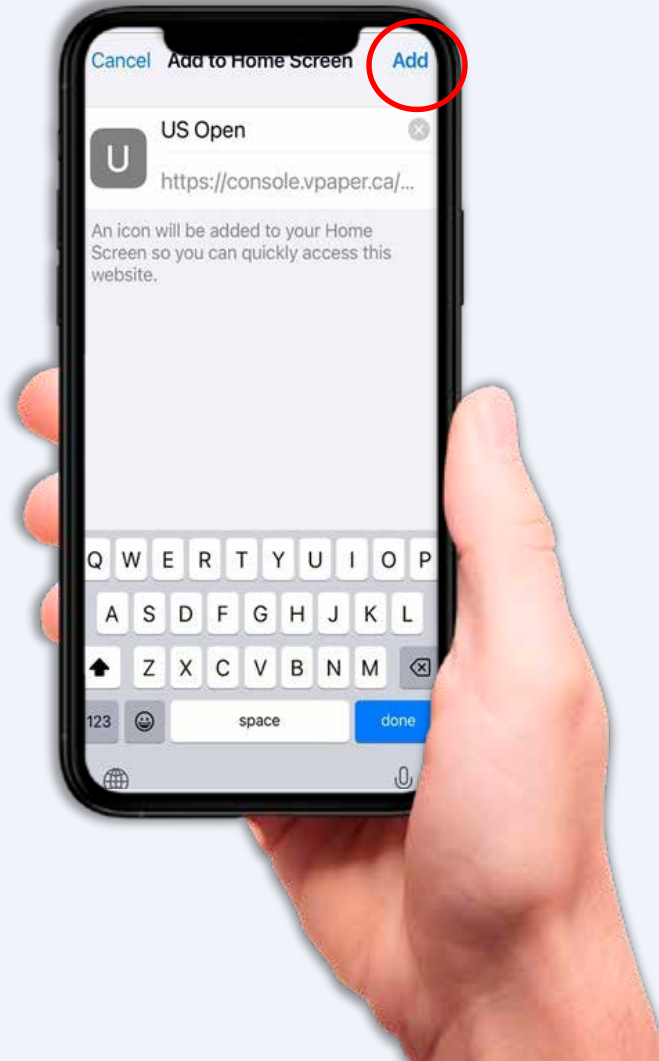


On Android Devices:

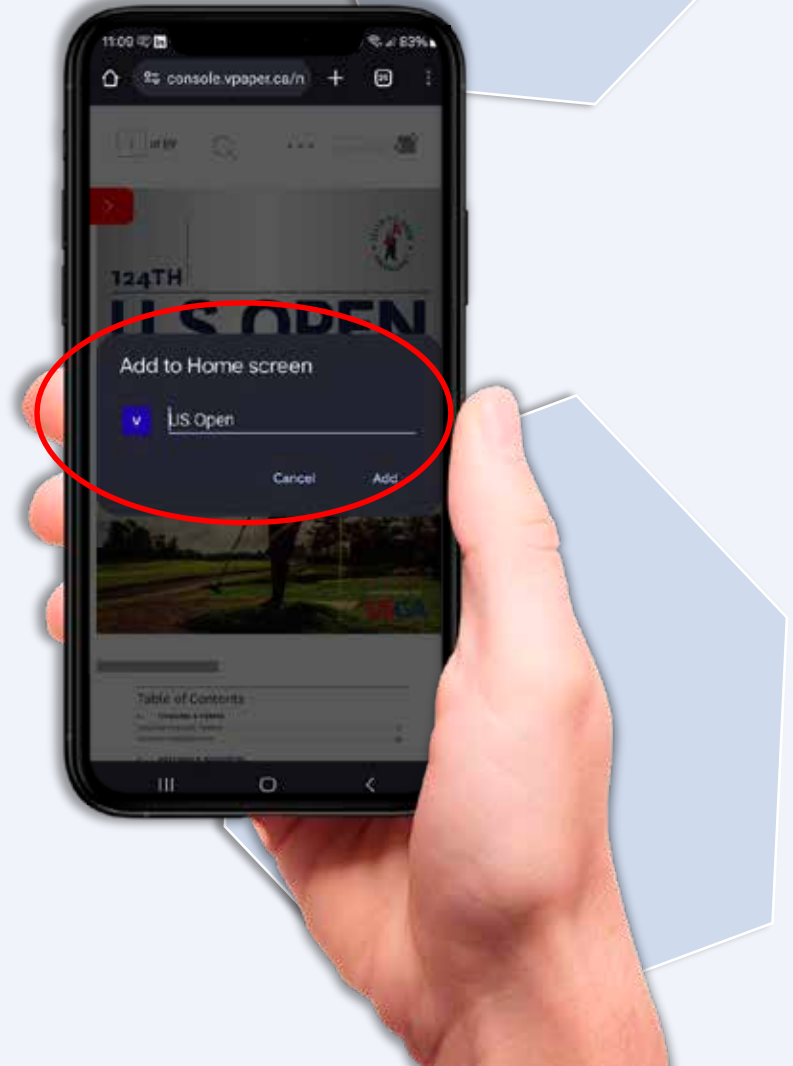


Step 3: Select “Add”

On Apple Devices:



On Android Devices:



The Manual will now appear as a tile on your Home screen.

On Apple Devices:




On Android Devices:








PINEHURST, SOUTHERN PINES, ABERDEEN CVB


← ↻ 🏠 🔒 <https://www.homeofgolf.com/usopen2024/> 🔍 A 📖 ☆ ⚙️ | 📄 ☆ 📁 🌱 ...



**PINEHURST
SOUTHERN PINES
ABERDEEN AREA**
Home of American Golf

[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-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

USGA

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77 Liberty Center Road, Liberty Corner, NJ, 07938

Powered by Turnspoke

Quest Paid Ticket Requests - Champions Pavilion Only

- 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-UQZ4IBH
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-UQZ4IBH
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 * USA Zip *

Street Address * City *

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

Tickets Included in Your Package

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

Individual Champions Pavilion Tickets

	Weekly Tickets	Wednesday	Thursday	Friday	Saturday	Sunday
Champions Pavilion	\$4,708.00	\$963.00	\$1,177.00	\$1,337.50	\$1,391.00	\$1,284.00

- Limit of 4 tickets per day.
- For all orders received before April 1, one (1) VIP parking pass for every four (4) tickets purchased on the same day.
- All Champions Pavilion clients will be sent order form this week.

Special Group Sales Ticket Offer

✦ Exclusive to the USGA's Corporate Clients ✦
Contact Your MSG Representative for Details

Junior Tickets



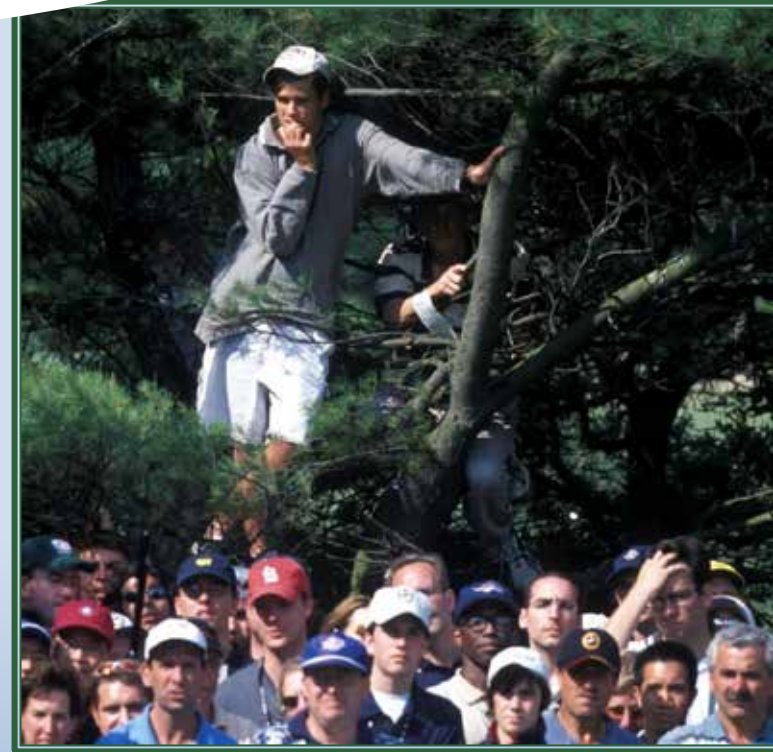
Junior Ticket Policy



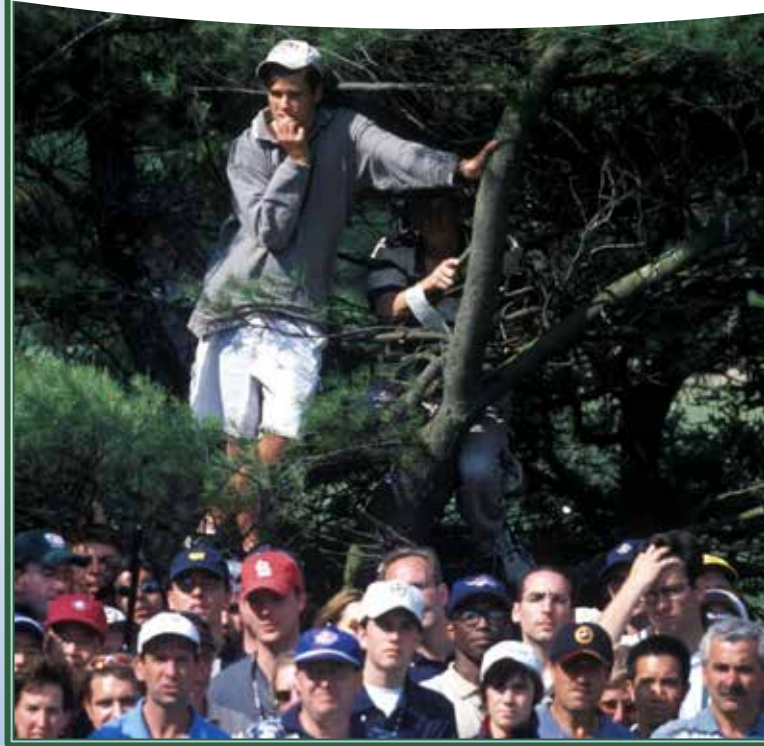
Juniors 12 and under are free



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



Practice Rounds



Cameras are permitted and encouraged

Practice Rounds



Great days to visit the Merchandise Tent

Practice Rounds



Players will interact with the gallery

Practice Rounds



Great days to get autographs

Practice Rounds



Great days to get autographs

Practice Rounds



Great days to get autographs

Practice Rounds



Great days to observe players' strategy

Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



Championship Rounds



PLAYOFF

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.

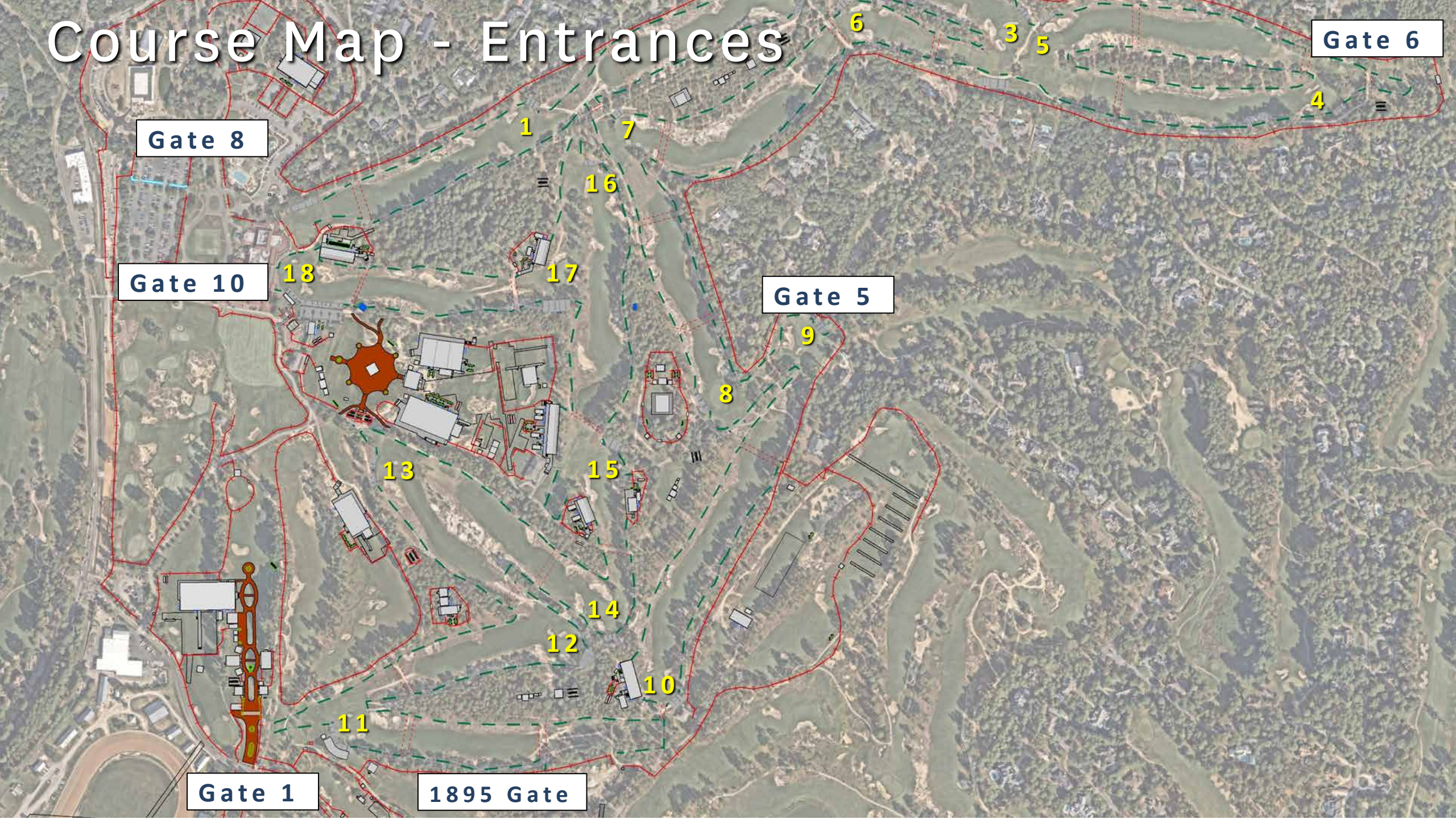
If players are still tied after the two-hole playoff, the extra-holes session will then move to sudden death.



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

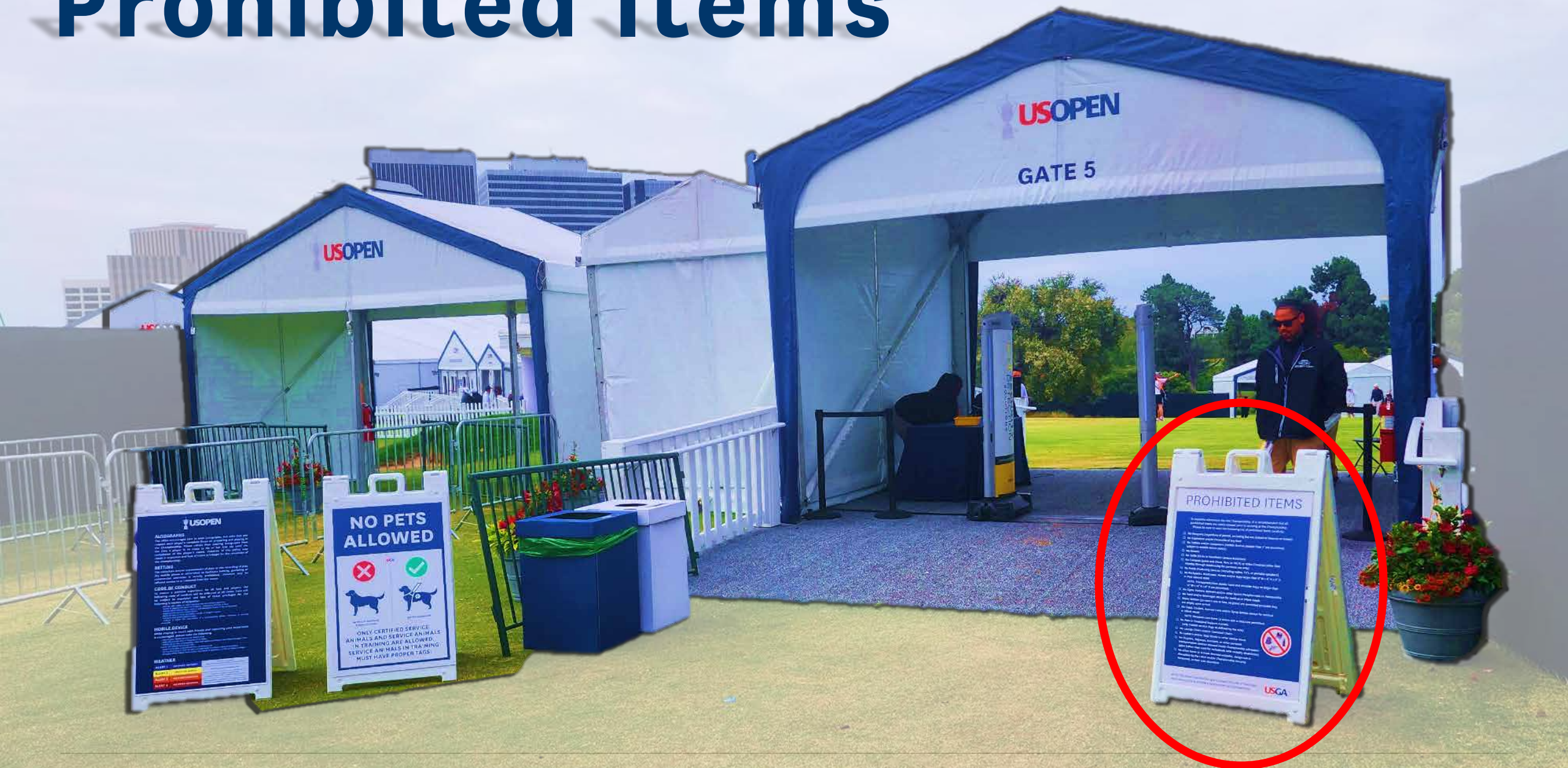
LIST OF PROHIBITED ITEMS

To expedite admission into the Championship, it is recommended that all prohibited items are safely stowed prior to arriving at the Championship. Please be sure to read the following list of prohibited items carefully:

- No Weapons (regardless of permit, including but not limited to firearms or knives)
- No Explosives and/or Fireworks of any kind
- No Tablets and/or Computers (mobile devices smaller than 7" are permitted, subject to mobile device policy)
- No Drones
- No Selfie Sticks or Handheld Camera Stabilizers
- No Cameras (point and shoot, film, or DSLR) or Video Cameras (other than Monday through Wednesday for personal use only)
- No Noise-Producing Devices (including radios, TV's, or portable speakers)
- No Backpacks, Briefcases, Purses and/or Bags larger than 6" W x 6" H x 6" D in their natural state
NOTE: Transparent/clear plastic hand and shoulder bags no larger than 12" W x 12" H x 6" D are permitted.
- No Signs, Posters, Banners and/or other Sports Paraphernalia or Memorabilia
- No Food and/or Beverages except for medical or infant needs
- Water Bottles (32-ounce size or less, no glass) are permitted provided they are empty upon arrival
- No Glass and/or Coolers except for medical or infant needs
NOTE: Aerosol Cans, Spray Bottles, and/or Personal-care items (3.4 ounces or less) are permitted.
- No Pets or Emotional Support Animals (only trained service dogs as defined by the ADA)
- No Lounge Chairs and/or Oversized Chairs
- No Ladders and/or Step Stools or other similar items
- No Bicycles, Segways, Scooters, or other personal transportation devices allowed inside Championship admission gates (other than used for individuals with mobility disabilities)
- No other items or actions deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

The USGA reserves the right to amend the List of Prohibited Items at any time to provide a safe and secure Championship.

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.org/en/USGA/home.html) and on the U.S. Open app.



Prohibited Items

Chairs

Coolers



Computers



Prohibited Items

Computers

Chairs



Coolers



Prohibited Items

Coolers

Computers



Chairs



Prohibited Items

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



Prohibited Items

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



Prohibited Items

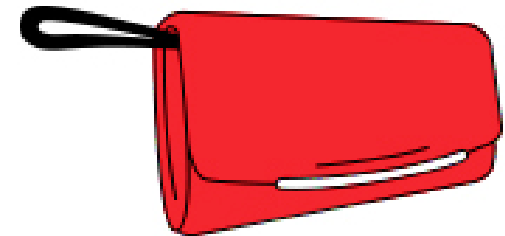
CLEAR BAGS

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



Corporate Bag Tags

Allows Corporate Planners To Bring One Oversized Bag

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- 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



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



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



Accessibility



Weather Warning System



Weather Warning System



Weather Warning System



Weather Warning System



Weather Advisory, Watch & Warning

Weather Advisory

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

Weather Watch

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

Weather Warning

A Weather Warning may be posted to alert spectators that dangerous weather is approaching, and they should 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. Golf Shop Tables

- Clubhouse
- Village of Pinehurst

2. Champions Pavilion

- Polo Fields at One Mile Harness Track

VIP Parking Allocation – Golf Shop Tables

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

VIP Clubhouse Parking – Golf Shop Tables





VIP Parking - Village of Pinehurst - Golf Shop Tables

Wicker
Park

Cannon
Park



VIP Parking - Village of Pinehurst - Golf Shop Tables

Murdocksville

First Health
Moore Regional
Hospital

Cannon & Wicker Parks

15

211

Beulah Hill Rd.-N



2

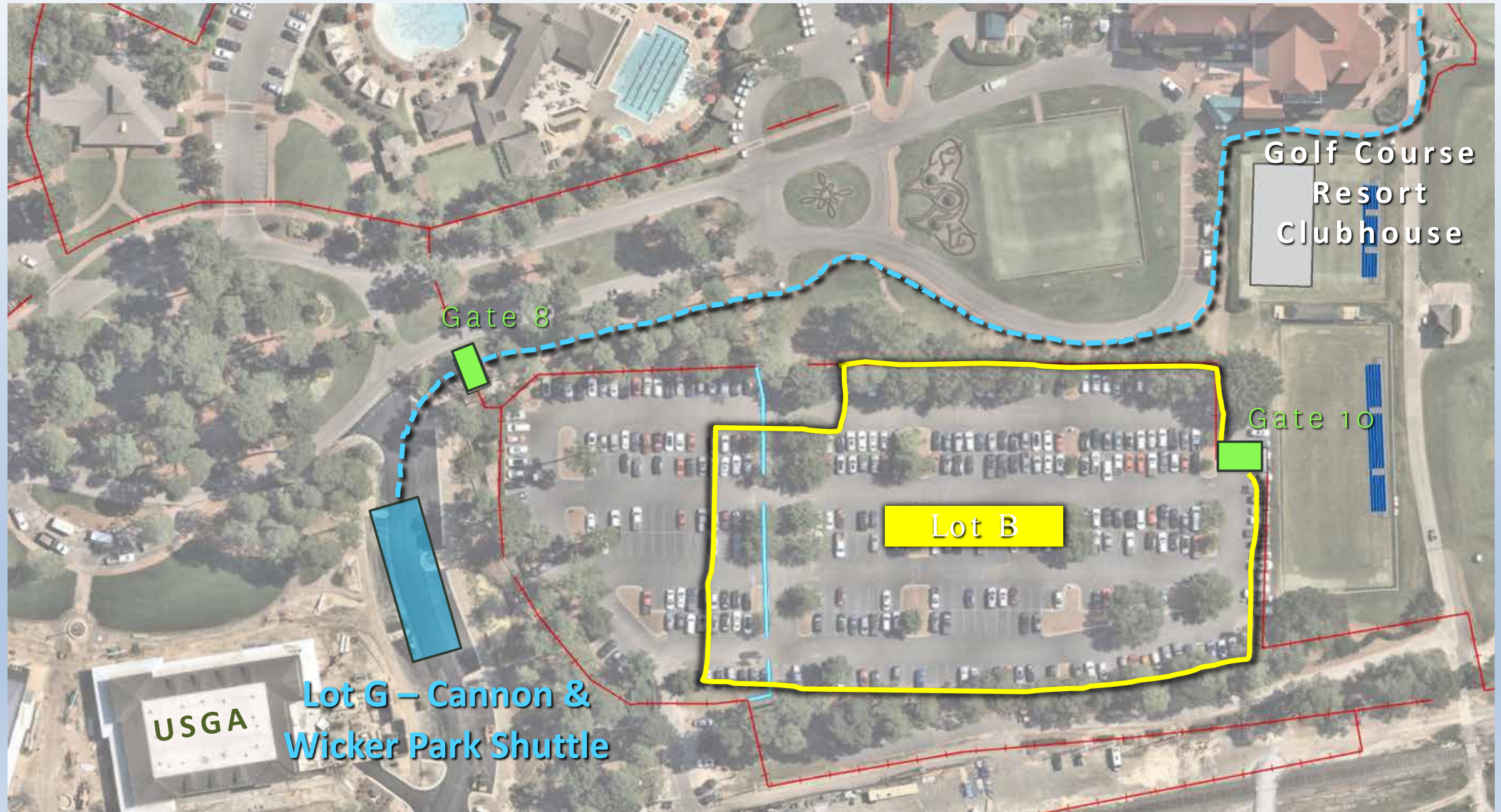
Linden Rd.

Pinehurst

Pinehurst

VIP Parking Drop-Off

VIP Clubhouse Parking – Golf Shop Tables



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

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

Beulah Hill Rd. S

Morganton Rd.

Walking Path

Shuttle Path

Polo Fields

BLUE Lot Fan Parking

124TH U.S. OPEN CHAMPIONSHIP

Pinehurst Resort & Country Club

(Course No. 2)

**BLUE
Lot**



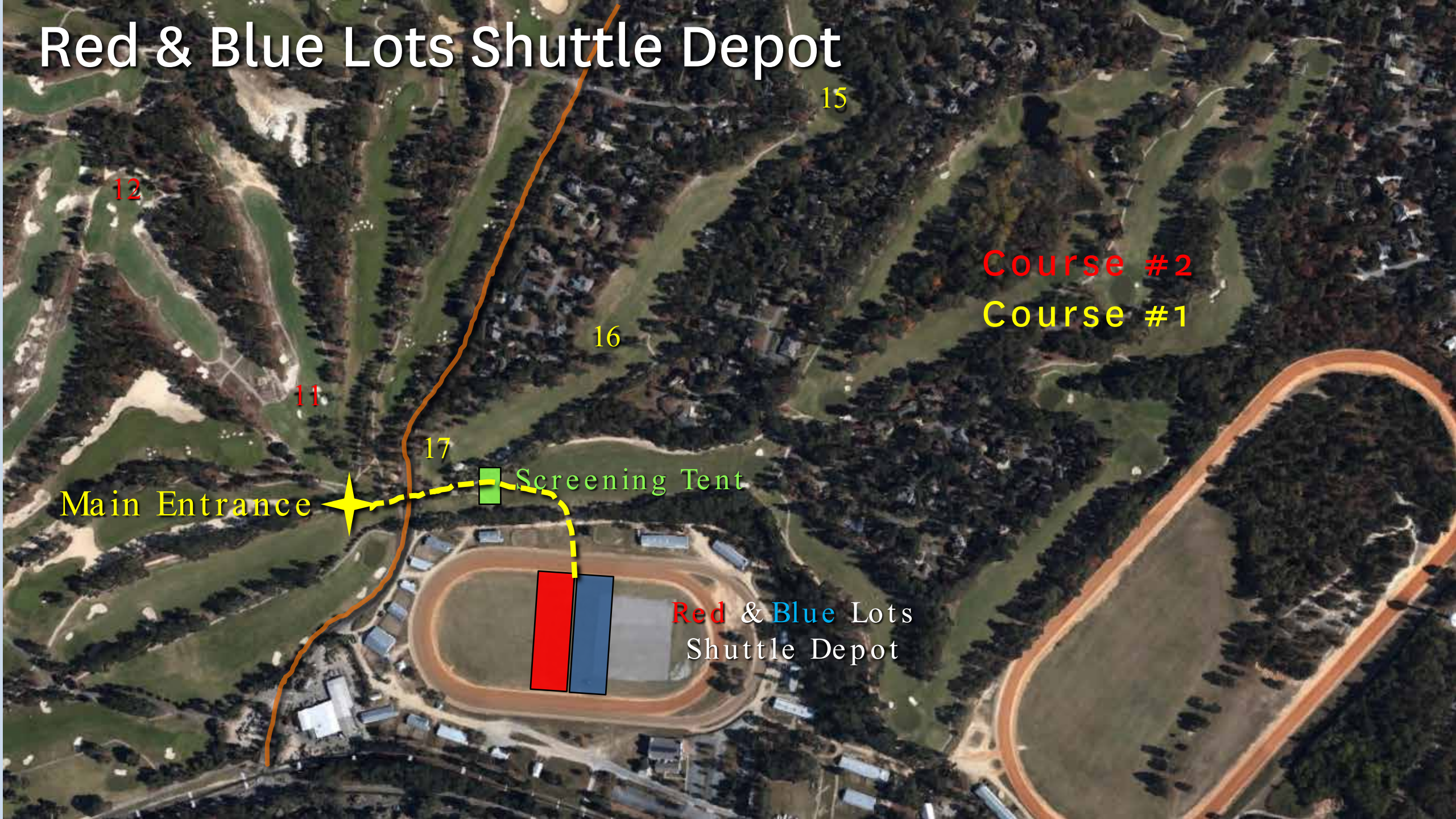
RED Lot Fan Parking

124TH U.S. OPEN CHAMPIONSHIP

Pinehurst Resort & Country Club (Course No. 2)



Red & Blue Lots Shuttle Depot



12

15

Course #2
Course #1

16

11

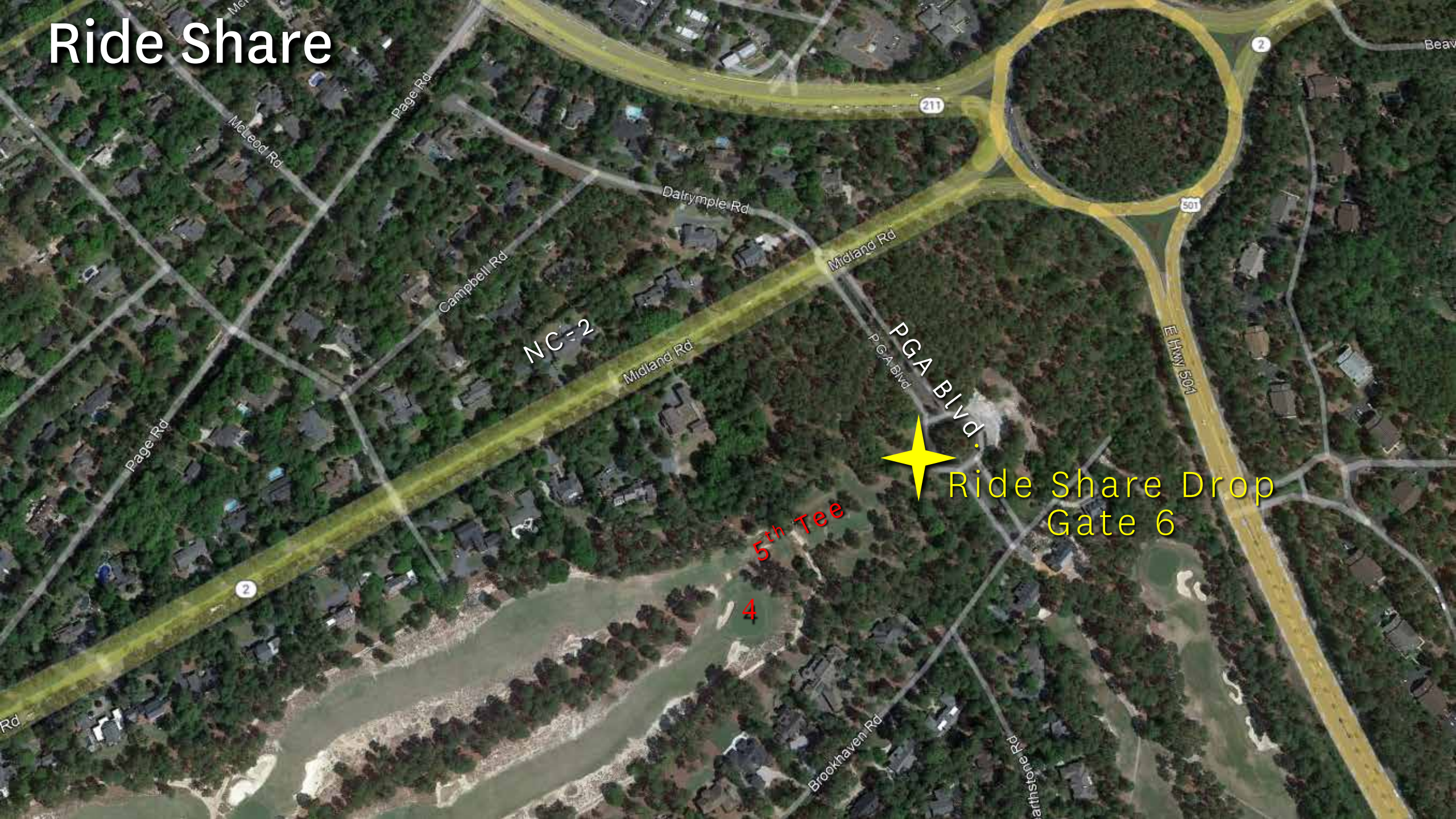
17

Main Entrance

Screening Tent

Red & Blue Lots
Shuttle Depot

Ride Share



NC-2

Midland Rd

Midland Rd

PGA Blvd.

Ride Share Drop
Gate 6

5th Tee

4

Road Closures/ Restrictions



NC-5

Morganton Road

Doral Road

Pinetree
Road

Road Closures/ Restrictions



Muster Branch
Road

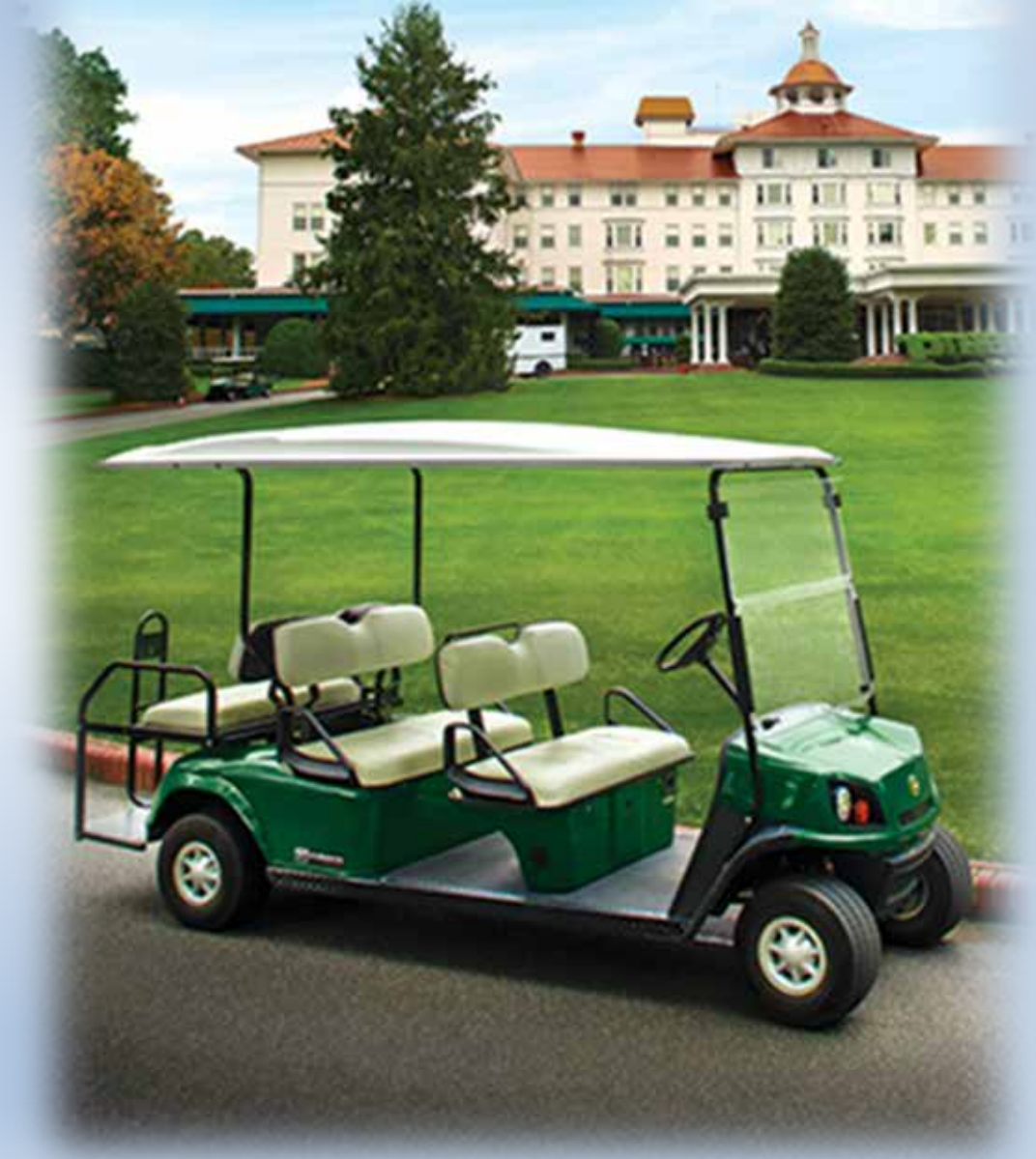
NC-2

Village
Green West

Palmetto
Road

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 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	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

Does not exceed 19 feet in length



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

CONVERSION VAN

Transportation

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



SUV

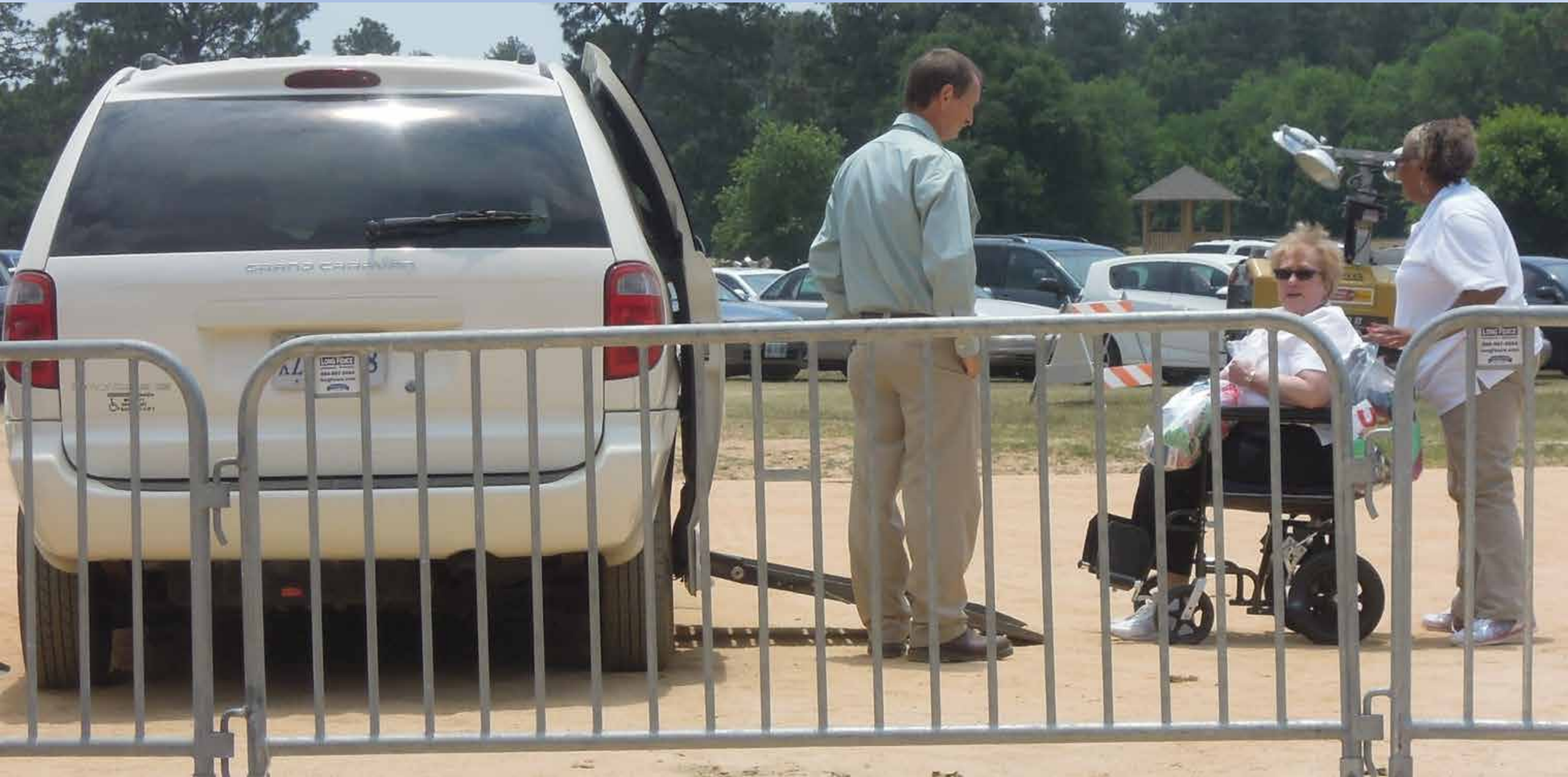
Transportation

- ✓ 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
 - If any of your guests require lift-equipped transportation, please should contact MSG Promotions

Hospitality

Operations



USOPEN

CHAMPIONS PAVILION

USOPEN

USGA

2 SCHEFFLER

1 HADWIN



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

Hospitality Entrances



First Visit
Check-In

Hospitality Entrances



First Visit
Check-In

Hospitality Entrances

Tickets are
scanned



Hospitality Entrances



Wristbands
are applied

Hospitality Entrances



Wristbands
are scanned
by RFID
reader

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

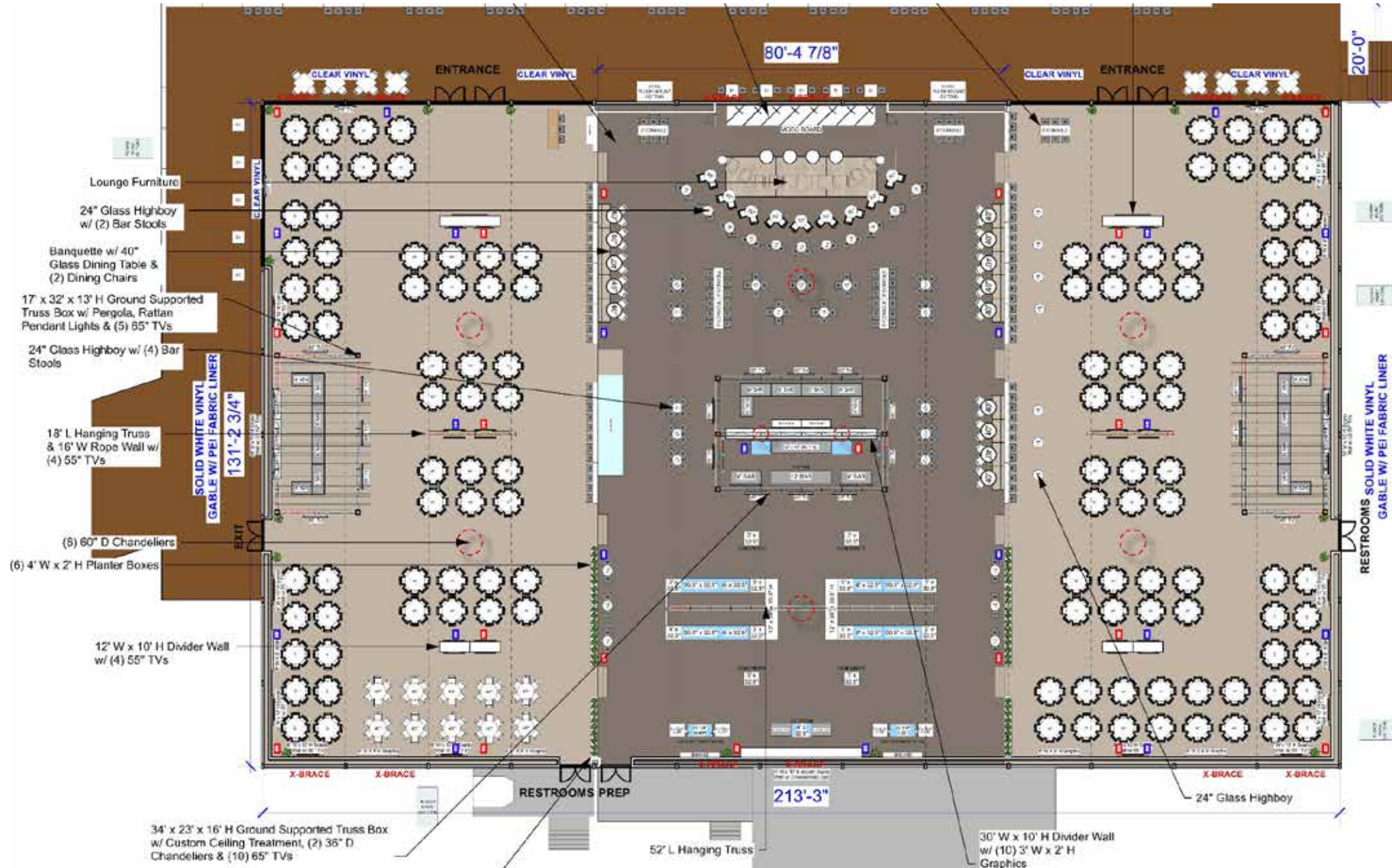
- MSG staff
- Area Captains
- MSG Interns
- Volunteers

Champions Pavilion Entrance



- Scanning on the way out

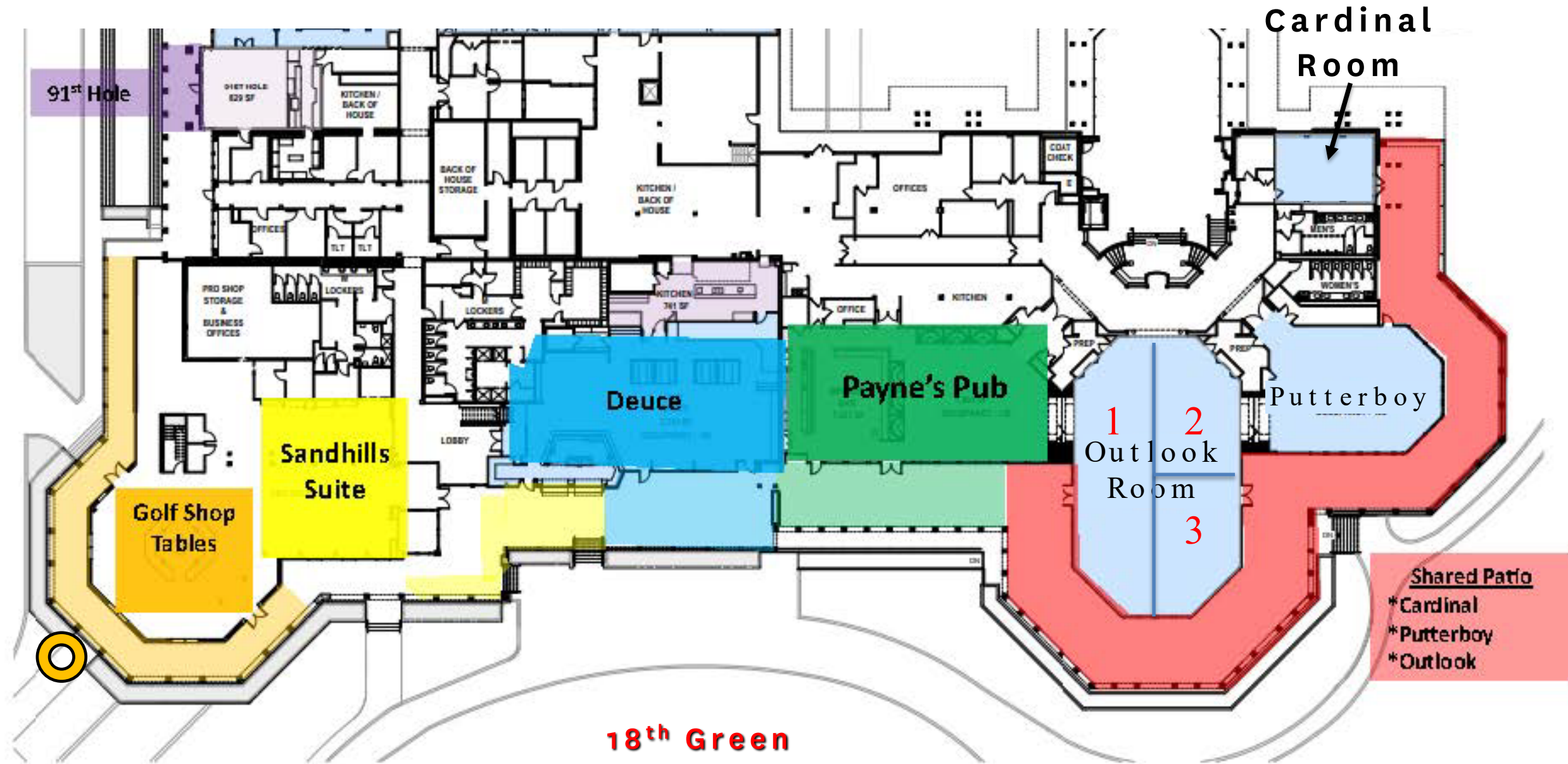
Champions Pavilion Floorplan



Golf Shop Tables



Clubhouse Layout



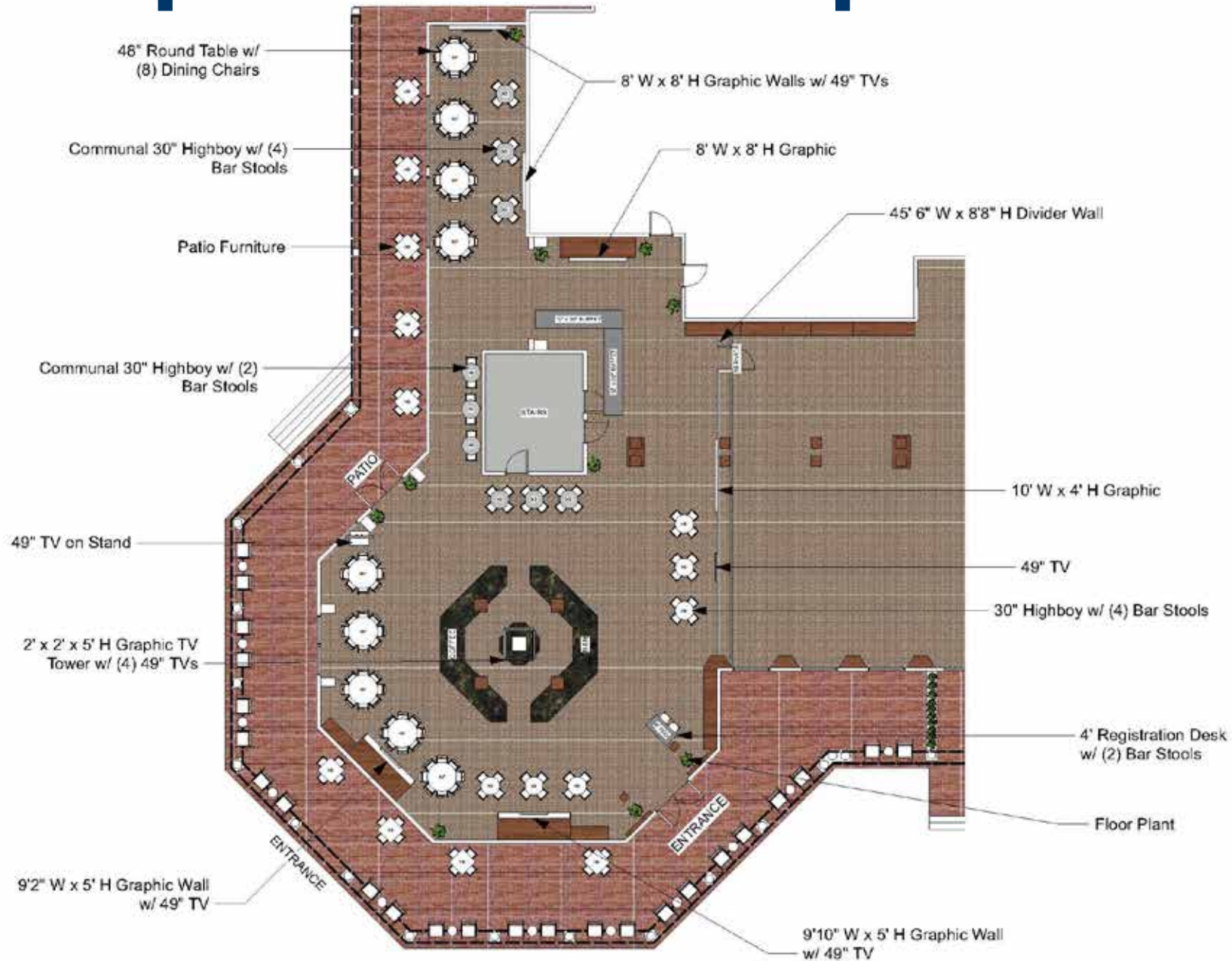
Golf Shop Table Entrance



Golf Shop Table Entrance

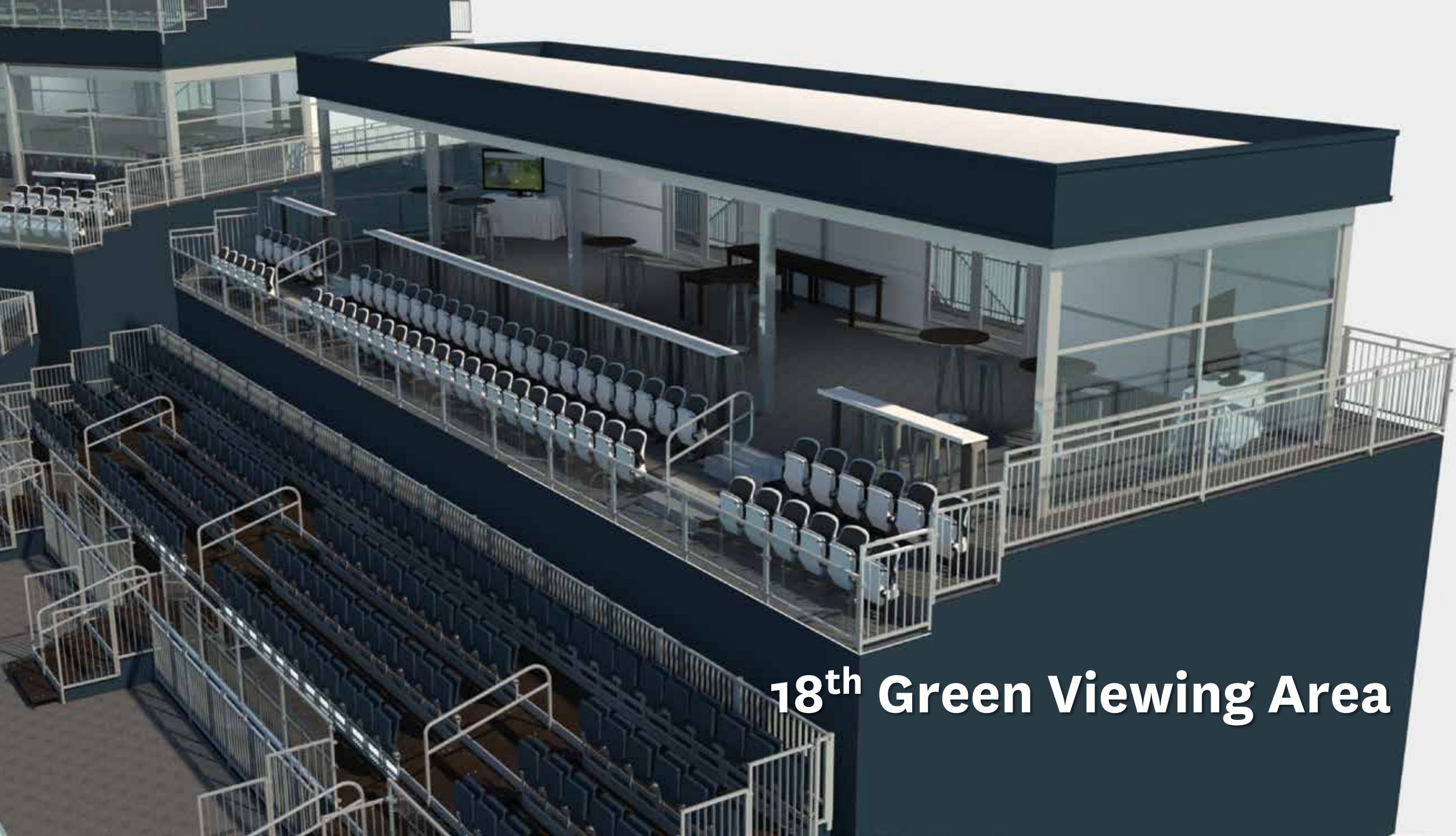


Golf Shop Table Floorplan



18th Green Viewing Area





18th Green Viewing Area

Hospitality Services



Hospitality Services



- ❖ Located in each Hospitality Area
- ❖ Business Services – Photocopy, Printing
- ❖ Troubleshooting

Corporate Table Signs



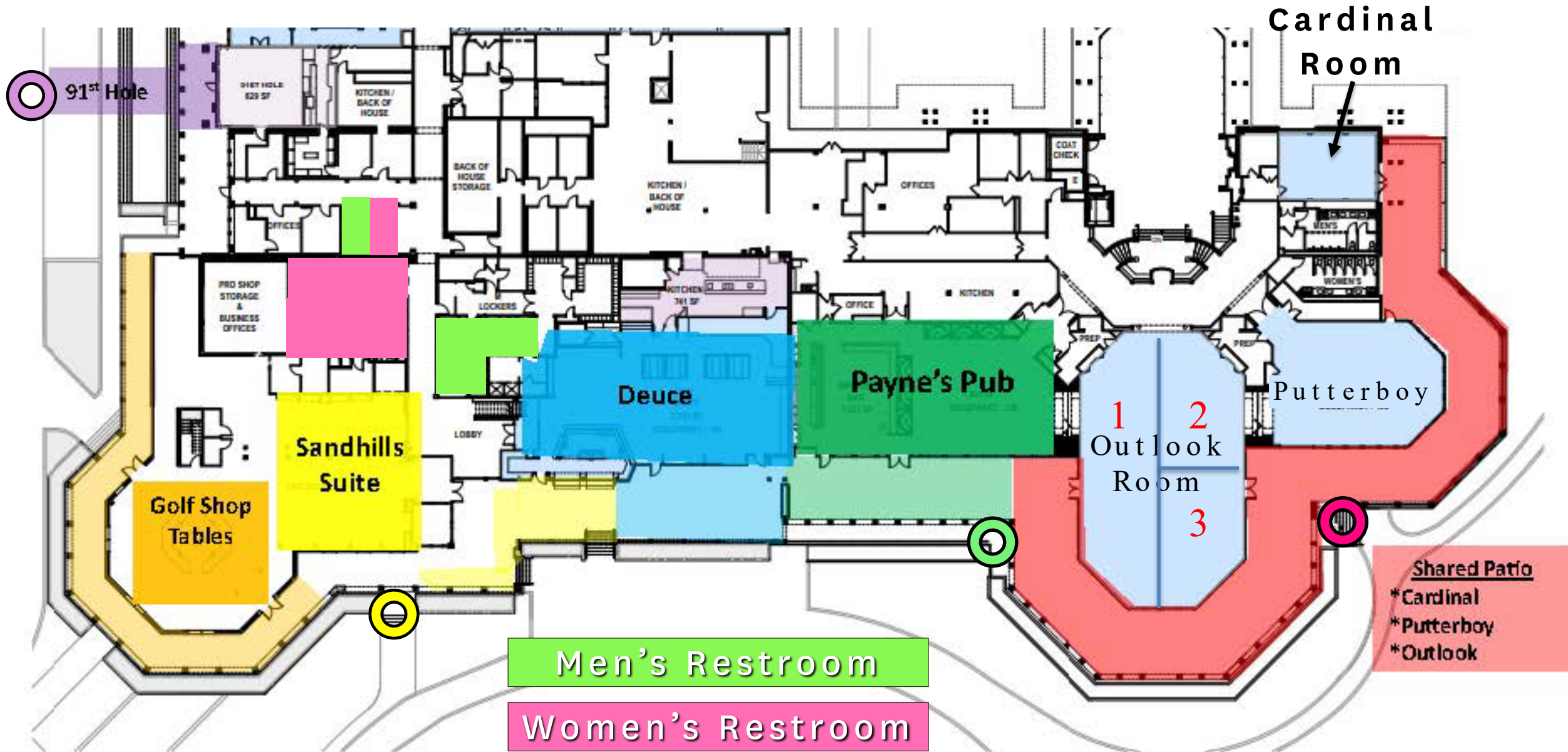
Champions Pavilion Restrooms



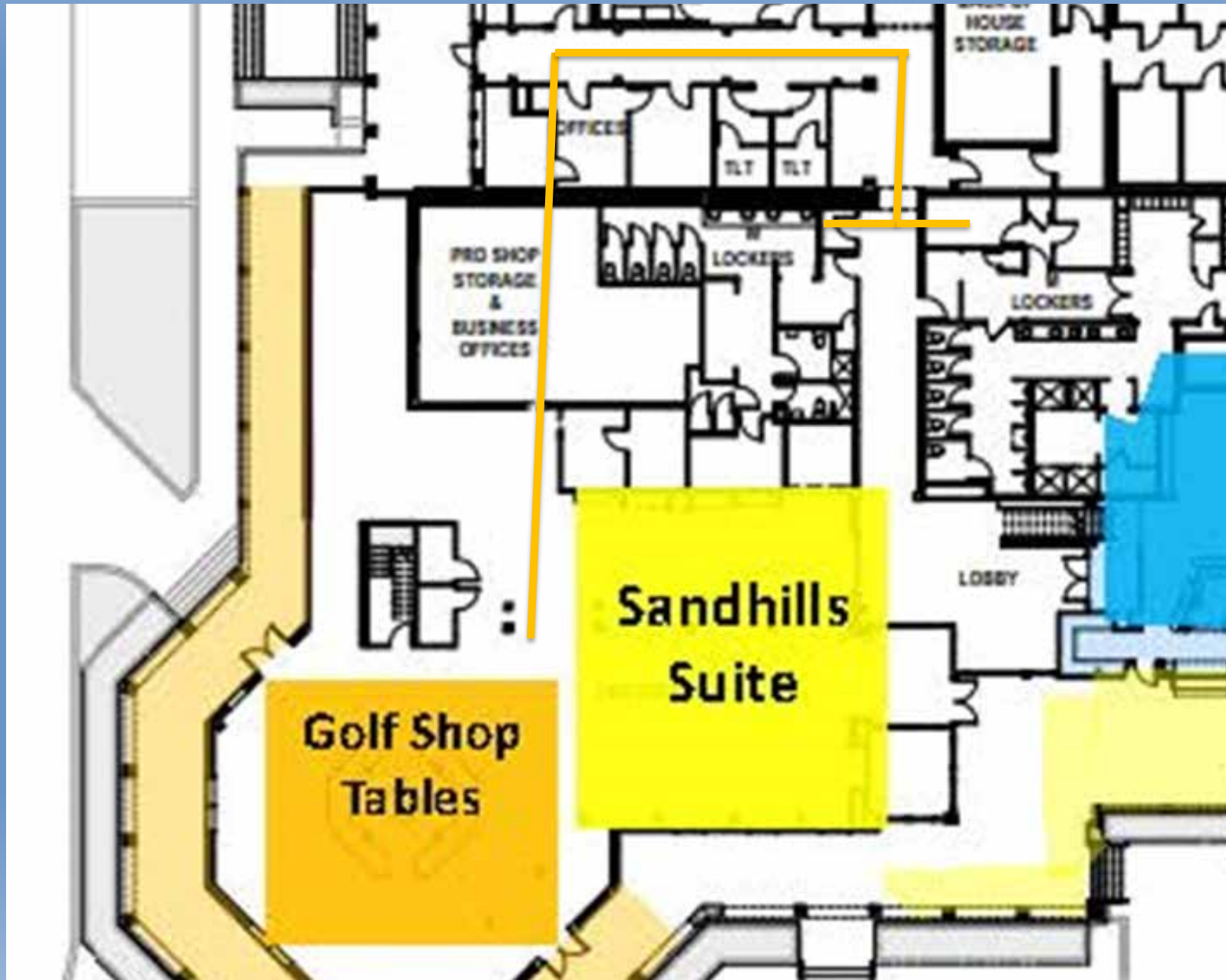
Restrooms



Golf Shop Restrooms



Golf Shop Restrooms



Cell Phone Chargers



Cell Phone Chargers



Accessibility



Championship Wi-Fi – powered by Cisco



Once you are on the network you will automatically connect to any of the popular areas as you walk the circuit areas. grandstands, concession areas, entrance merchandise to pavilion and other large fan gathering areas.

No Smoking Policy

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





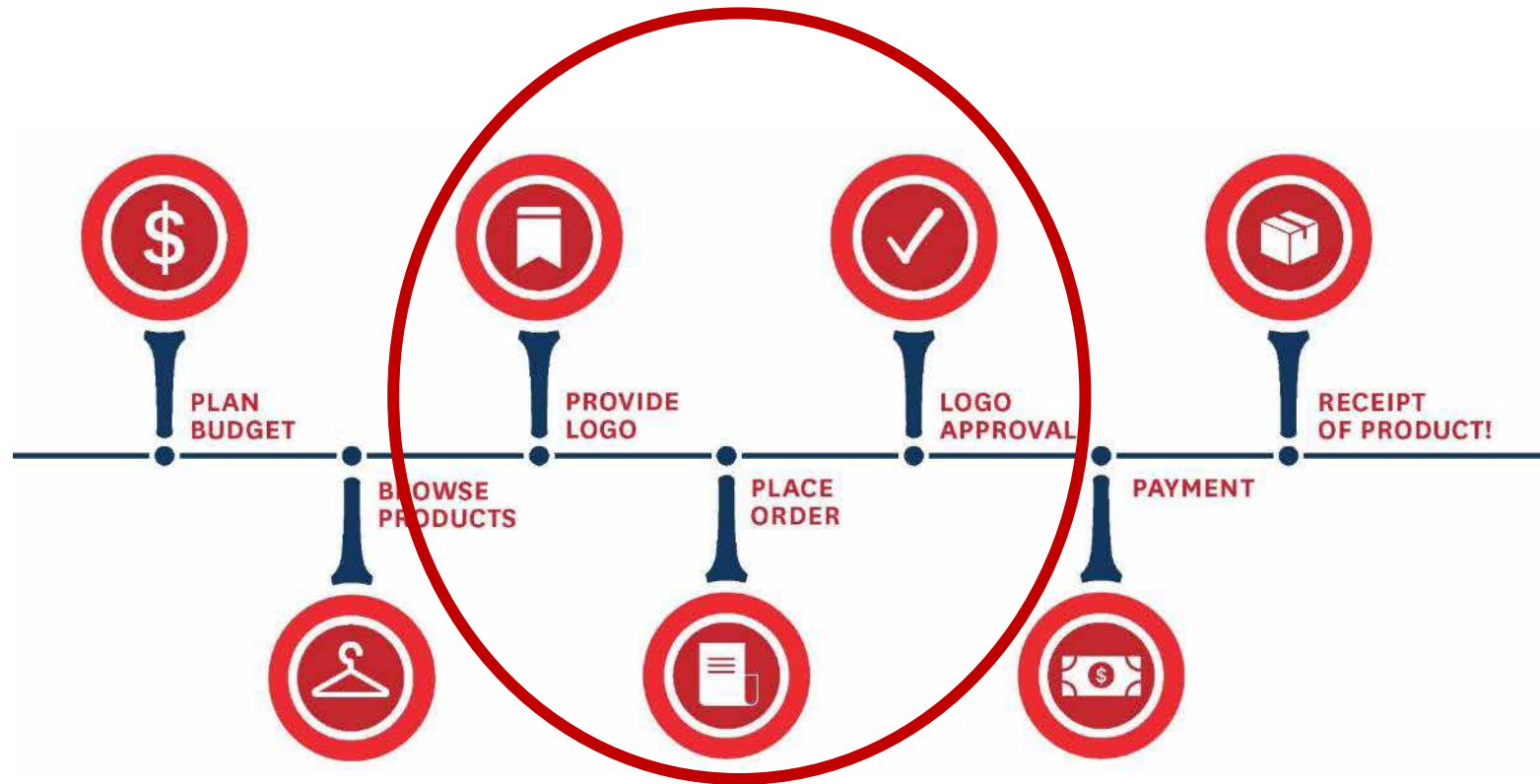
CORPORATE MERCHANDISE

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

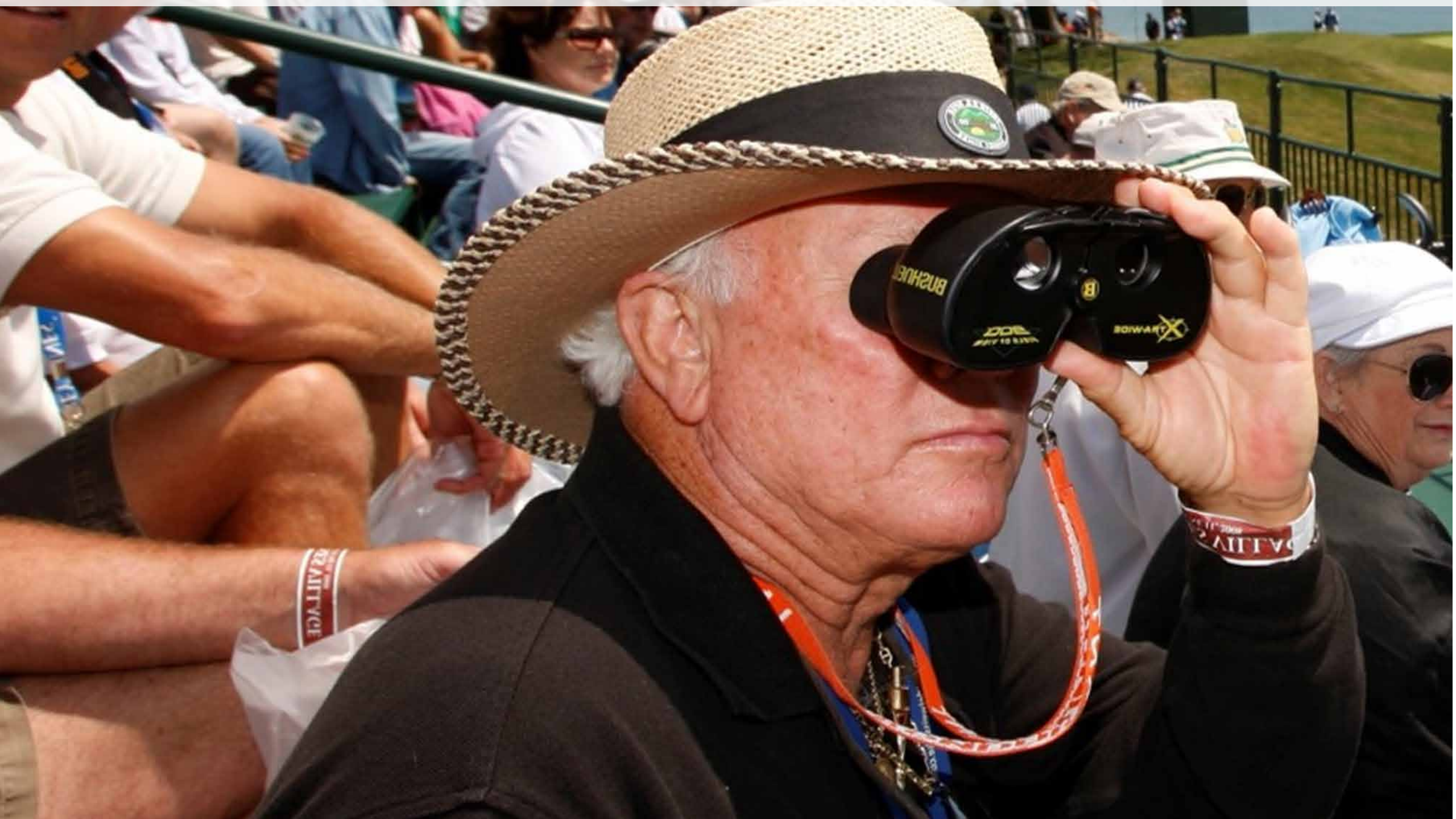
- Putter Boy
- Outlook
- Cardinal Room
- Suites on 10
- Champions Pavilion (Clients K-Z)

The USGA logo features the letters "USGA" in a bold, sans-serif font. The "US" is red and the "GA" is dark blue.

USGA

FOR THE GOOD OF THE GAME®

FOCUS

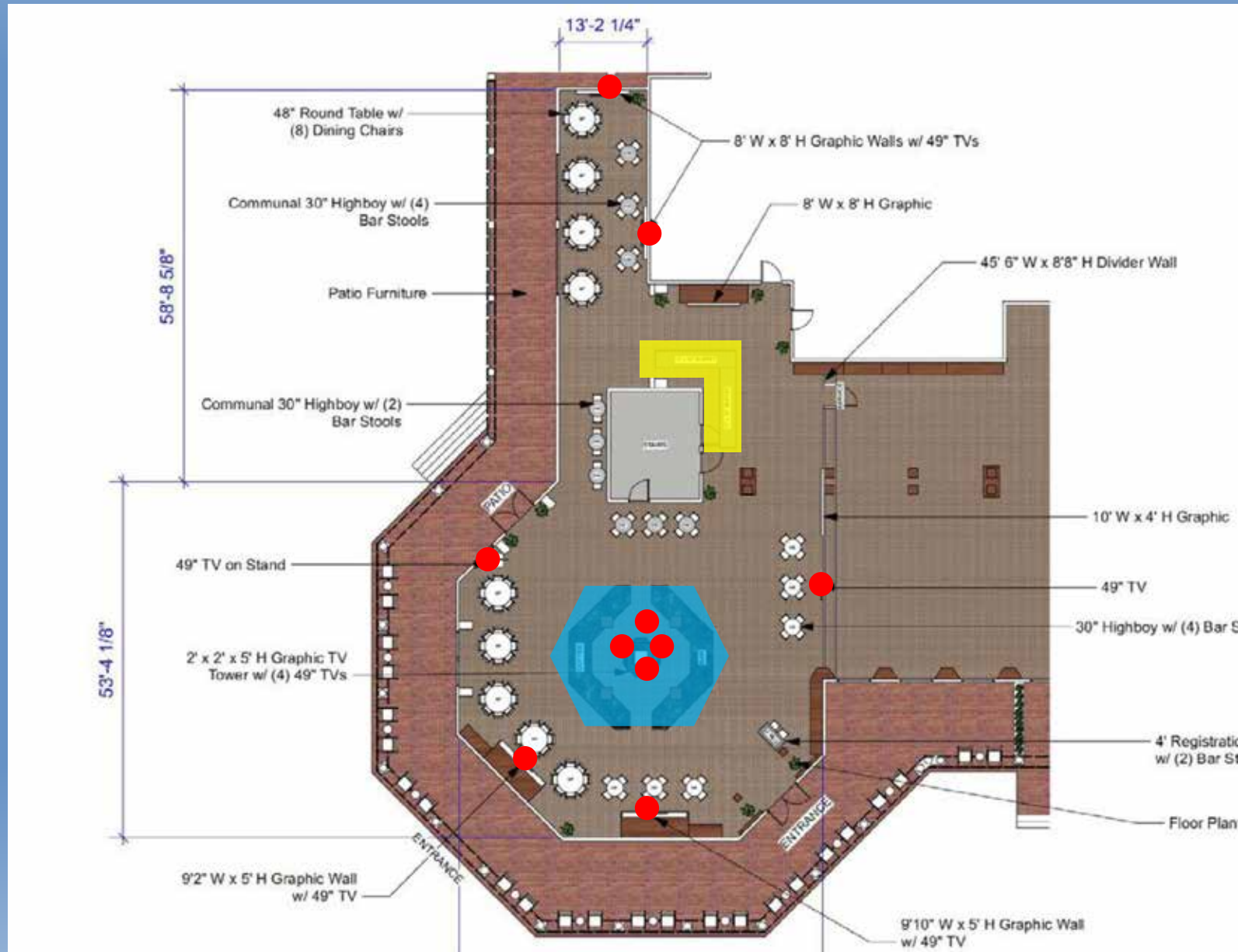


Co-Branded Merchandise

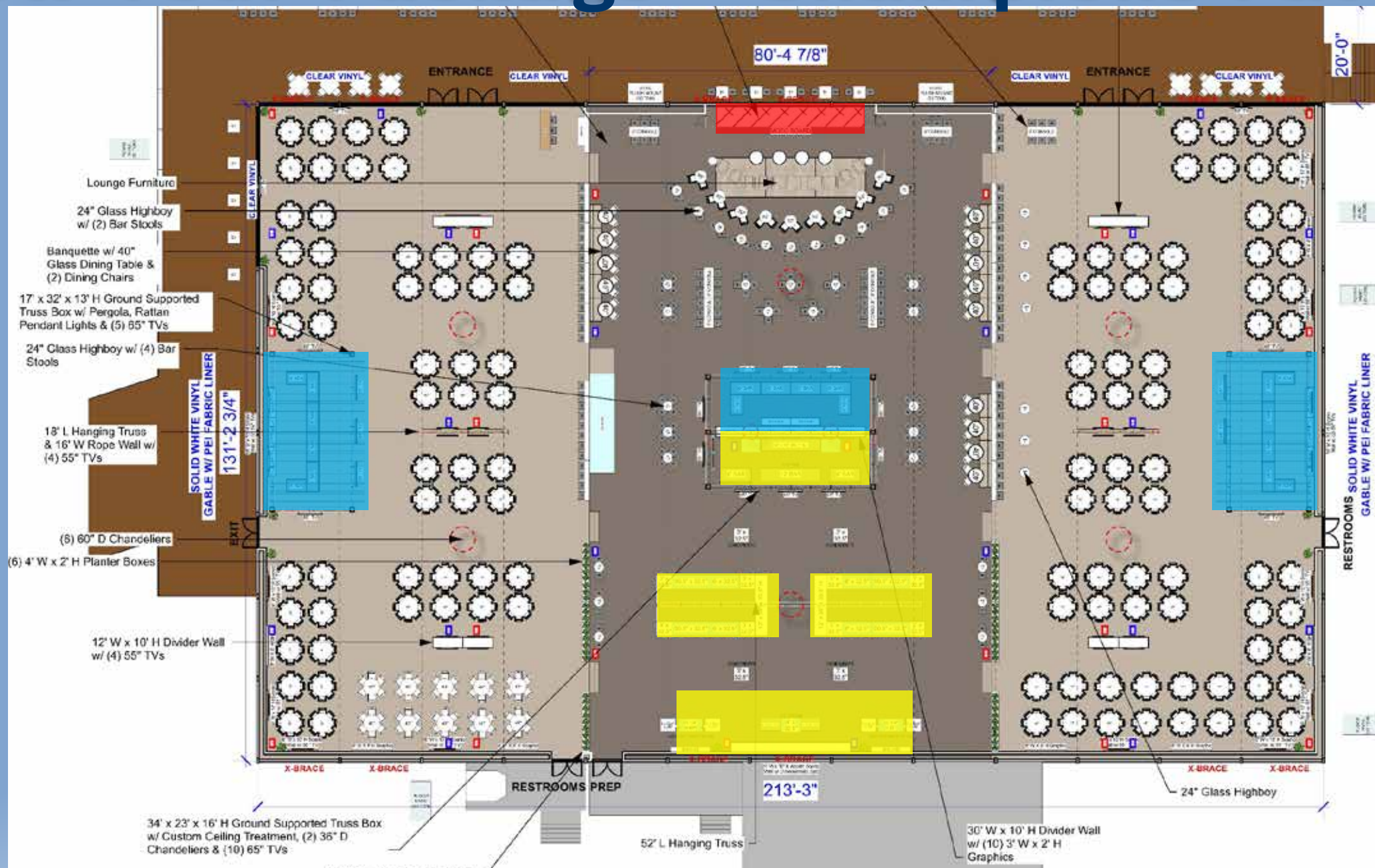
Exclusive to
Corporate Clients



Know Your Package – Golf Shop Tables



Know Your Package – Champions Pavilion





CHAMPIONS DAY

Know Your Numbers

- Number of tickets
- Number of staff tickets
- Number of parking passes



The background of the slide features a large, modern building with a blue roof and glass walls. On the building, there is a large sign that reads "US OPEN" in red and blue letters, with a trophy icon to the left. Below it, the word "CHAMPIONS" is partially visible in blue. In the foreground, a large crowd of spectators is gathered on a grassy area, watching a golf event. A golfer is visible in the lower right, in the middle of a swing. The overall scene is a vibrant depiction of a major golf tournament.

Tickets & Parking Passes

- **Golf Shop – 12 Tickets**

- ❖ Mon. & Tues. tickets are to Trophy Club
- ❖ Wed. through Sunday – Golf Shop
- ❖ 1 Staff Ticket
- ❖ 8 VIP Parking Passes

- **Golf Shop – 6 Tickets**

- ❖ Mon. & Tues. tickets are to Trophy Club
- ❖ Wed. through Sunday – Golf Shop
- ❖ 4 VIP Parking Passes

The background of the slide is a photograph of the US Open Champions Pavilion. The building has large glass windows with the 'US OPEN' logo and 'CHAMPIONS PAVILION' text. In the foreground, a golfer is in the middle of a swing on a green, with a large crowd of spectators watching from behind a white railing. The scene is set outdoors with trees in the background.

Tickets & Parking Passes

- **Champions Pavilion**

- ❖ 12 Tickets Wednesday through Sunday
- ❖ 4 Additional Tickets to purchase
- ❖ 5 VIP Parking Passes



Champions Pavilion Ticket Prices

- Wednesday – \$963.00
- Thursday – \$1,177.00
- Friday – \$1,337.50
- Saturday – \$1,391.00
- Sunday – \$1,284.00
- Weekly - \$4,708.00

Guests With Special Needs



Invitation Process & Transportation Plan

- ❖ 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



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





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DAYS
TO GO