

Meeting Minutes

Below is a summary of what was discussed at the Corporate Update Sessions. Any new information discussed during the Update Session on March 5th is in green, so it is easily distinguished.

I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc. (Webinar time 0:00 – 1:45)

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 1:46 – 11:40)

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. Final Update Session

1. May 1, 2024; 2:00pm – 4:00pm

a. **The May session is the last opportunity to meet as a group before the championship; attendance at this session is highly recommended.**

b. A reminder email will be sent at least four weeks prior to the session.

c. A webinar option will be available for those who are unable to attend in person.

The webinar recording will be posted to the password-protected client section of the MSG website following the meeting.

C. MSG Promotions Website - www.msgpromotions.com

1. The password-protected section of the MSG Promotions website is accessible to corporate patrons only and includes links to a variety of reference materials including the corporate hospitality manual, all necessary forms, webinar recordings of update session presentations, and maps.

a. Login credentials:

i. Username: USOPENtable

ii. Password: 2024corporatepatron

D. Corporate Hospitality Manual

1. 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.

2. **We recommend adding the manual as a tile on the home screen of your mobile device or tablet for easy access. Instructions for adding the manual to your Apple or Android device can be found through the following link: [Adding Manual to Home Screen](#)**

E. Upcoming Dates & Deadlines

1. **December 15** – Corporate Identification/Sign Form was 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 was due to the USGA

- a. The USGA's accounting team will be sending invoices later this month.
 3. **February 1** – Catering Payment was due to Ridgewells
 4. **February 1** – Ticket Distribution & Parking Pass Shipment Form was 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.
 5. **March 1** – Clients Received Championship Menu
 6. **March 5** – Update Session
 7. **April 1** – Deadline to Order [Additional Champions Pavilion Tickets Inclusive of VIP Parking \(1 VIP Parking pass with every 4 tickets ordered per day\)](#)
 8. **April 15** – Deadline to Order Co-Branded Merchandise
- F. Local Area Information
1. The Pinehurst, Southern Pines, Aberdeen Convention & Visitors Bureau is a tremendous resource for all fans and includes information on accommodations, local golf courses, shopping, and things to do in the surrounding area.
 2. Visit <https://www.homeofgolf.com/usopen2024/> for more information.

III. TICKETS (Webinar time 11:41 – 26:45)

- 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 additional 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 process by creating a new AXS account or linking an existing AXS account.
 - b. CHAMPIONS PAVILION ONLY - For any additional 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](#)
- B. Tickets Included in your Package

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

**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.*

C. Individual Champions Pavilion Tickets

5-DAY PACKAGE	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
\$4,708.00	\$963.00	\$1,177.00	\$1,337.50	\$1,391.00	\$1,284.00

**Pricing includes 7% North Carolina Sales Tax*

1. Limit of (4) tickets per day
 2. All orders received before April 1, will include one (1) VIP parking pass with every four (4) tickets purchased per day.
- D. Special Group Sales Ticket Offer
1. The USGA is offering a discounted price for our corporate clients interested in purchasing 20+ gallery tickets on any day.
 2. Contact Michele Ziobro (mziobro@usga.org) for additional details.

E. Junior Tickets

1. Tickets for juniors aged 17 and under will be available during Championship week at the Ticket Office located on-site at the U.S Open. Junior tickets cannot be obtained in advance of the day they are needed.
 - i. Junior Tickets (12 and younger) – FREE every day, Monday - Sunday
 - ii. Junior Tickets (13-17)
 - Monday – Wednesday – FREE
 - Thursday – Sunday - \$50
2. A maximum of four (4) Junior tickets can be requested per ticketed adult.
3. Junior tickets DO NOT ALLOW access into any of the corporate areas.
 - a. EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
 - b. You must provide one of your hospitality tickets to any guest who plans to bring their child in order for them to gain access to your hospitality area.
 - c. We advise you to notify your guests of the Junior Ticket policy.

VI. CHAMPIONSHIP INFORMATION (Webinar time 26:46 – 49:19)

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.

E. Admission Gates & Screening

1. Championship Entrances

- a. Gate 1 – Main Admission Gate off of Morganton Road
 - i. General Fan Parking
 - ii. VIP Parking for Champions Pavilion clients
- b. Gate 5 – Walk-up gate for anyone renting homes on Course No. 7
- c. Gate 6 – Ride Share Drop-Off (near 4th Green/5th Tee)
- d. Gate 8 – Shuttle Drop for VIP Parking in the Village of Pinehurst (Cannon & Wicker Parks) for Golf Shop clients
- e. Gate 10 – VIP Parking in the Clubhouse Parking Lot for Golf Shop clients
- f. 1895 Gate – Valet Parking for 1895 Club Ticket Holders (Hole 17 on Course No. 4)

2. Prohibited Items

- a. A complete list of items prohibited at the U.S. Open is available in the [Championship Information](#) section of the Corporate Hospitality Manual and will be available on the [U.S. Open website](#) as well as on the U.S. Open Mobile App.
- b. Spectators arriving with a prohibited item will be asked to return the item to their vehicle or check the item in the Prohibited Items trailer.
 - i. The Prohibited Items trailer locations will be communicated at the May Update Session.
- c. Bag Size Restrictions
 - i. No backpacks, briefcases or bags larger than 6”W x 6”H x 6”D in their natural state are allowed into the championship.
 - ii. Transparent/clear plastic hand and shoulder bags no larger than 12”W x 12”H x 6”D are permitted. These can be purchased through the USGA’s Corporate Merchandise Program.

3. Corporate Bag Tag

- a. Each company will receive one Bag Tag and corresponding ID tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
- b. The Bag Tag and ID tag will be included in your parking pass shipment.
- c. The ID tag must be labeled with your name and company and must be affixed to the bag at all times.

- d. The bag is still subject to search and prohibited items are not permitted even with a bag tag.
- 4. Approved Device Stickers
 - a. Intended for the staff hosting your hospitality table who are bringing a laptop or tablet to the championship each day.
 - i. The sticker must be affixed to the device at all times.
 - ii. The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.
 - iii. As a reminder, there is no storage inside the Golf Shop or Champions Pavilion. The USGA, Pinehurst, and MSG Promotions are not responsible for any items unattended in the table facilities.
 - b. The sticker will be included in your parking pass shipment.
 - c. Each client will receive (1) approved device sticker.
- F. Ticket Resolution Office
 - 1. There will be a ticket resolution office at all entrance gates to help any fans experiencing issues with their mobile tickets.
- G. Admission Gate Hours
 - 1. Practice Rounds (MON – WED): 6:00 a.m. – 7:00 p.m.
 - 2. Championship Rounds 1 & 2 (THU & FRI): 6:00 a.m. – conclusion of play
 - 3. Championship Rounds 3 & 4 (SAT & SUN): One (1) hour before first tee time – conclusion of play
- H. Championship Re-Entry Policy
 - 1. The USGA will be utilizing facial recognition software for any fans who wish to leave the Championship and return in the same day. Fans can come and go as many times as they'd like throughout the day.
- I. Getting Around the Course
 - 1. Several large maps will be placed throughout the course with a “You Are Here” indication to help fans navigate their way around the course.
 - 2. There will also be smaller directional signage directing you to important venues around the course, including the hospitality areas.
- F. U.S. Open Mobile App – Built by Deloitte
 - 1. The mobile app will provide fans with live scoring, shot-by-shot data, inside-the-ropes action, tee times, player highlights and on-site fan notifications. The app will also feature an interactive course map, designed to help users locate players and course amenities.
 - 2. The U.S. Open App is compatible with both iOS and Android devices and can be downloaded from the iTunes Store or Google Play.
 - 3. The U.S. Open Mobile App is available internationally.

G. Weather Advisory, Watch & Warning

1. Meteorology staff will be on-site monitoring weather conditions at all times. The USGA will communicate important safety information to fans through special alerts that will appear on all leaderboards as well as the on U.S. Open Mobile App.
 - a. **Weather Advisory** – A Weather Advisory may be posted to alert spectators of specific weather conditions that will require certain precautions.
 - b. **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.
 - c. **Weather Warning** – An orange 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.
 - d. **Weather Warning** – A red 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.
 - i. A suspension in play due to dangerous conditions will be indicated by one prolonged air-horn blast. In the event of a suspension of play, grandstands will be cleared immediately.
2. If weather conditions become a public safety issue, all enclosed facilities, including the hospitality facilities, will be opened for spectators to seek shelter. More details will be shared during the May Update Session.

VII. PARKING (Webinar time 49:20 – 1:18:15)

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)

C. VIP Parking

1. Golf Shop Tables
 - a. Location #1: Pinehurst Clubhouse Parking Lot (Lot B)
 - i. Guests will walk through Gate 10 located between the parking lot and the Resort Clubhouse.
 - b. Location #2: Cannon Park & Wicker Park in the Village of Pinehurst (Lot G)
 - i. Guests will ride complimentary shuttles from the Village of Pinehurst and will be dropped off in the Clubhouse parking lot. Guests will enter the Championship

through Gate 8, located between the parking lot and the Member Clubhouse.
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 ([Gate 1](#)).
 3. Extra VIP Parking Available For Purchase – **Order Deadline April 1st**
 - a. Additional VIP Parking Passes are available for purchase on a first-come, first-served basis.
 - i. Additional VIP Parking Passes for the Golf Shop will have access to Holes 15, 16 and 17 on Course #1.
 - ii. Additional VIP Parking Passes for the Champions Pavilion will have access to the One Mile Track (Polo Fields).
 - b. Pricing will be \$50 per daily parking pass and \$150 per weekly parking pass.
 - c. Golf Shop - [Additional VIP Parking Pass Order Form](#)
 - d. Champions Pavilion - [Additional VIP Parking Pass Order Form](#)
- D. General Parking
1. Accessible to anyone attending the U.S. Open and there is no fee or special credential, pass or ticket required to gain access.
 2. Guests parking in general parking will board a complimentary U.S. Open shuttle bus and be dropped off at the Pinehurst Harness Track near the Main Admission Gate ([Gate 1](#)).
 3. There will be two General Parking lots.
 - a. The **BLUE** lot will be located at 925 Sand Pit Road near the Aberdeen/Pinehurst border, and will be ideal for those coming from south of Pinehurst. The shuttle ride from the Blue lot will be approximately 15 minutes.
 - b. The **RED** lot will be located at Auman Farms along NC-73 in West End, in close proximity to the Dormie Club, and will be ideal for those coming from north of Pinehurst. The shuttle ride from the Red lot will be approximately 12-15 minutes.
- E. Ride Share Drop-Off
1. Ride share services, passenger, taxi or limousine drop-offs will only be allowed at the designated area located off Midland Road (NC-2) near the traffic circle, which is a short walk to Gate 6, near the 4th Green/5th Tee. There is NO parking or staging for vehicles so please coordinate pick-up times accordingly.
 2. Due to restricted space, access is limited to vehicles no larger than a sprinter van (12-15 passengers) or limousine.
- F. [Road Closures/Restrictions Maps](#)

G. Golf Cart Parking

1. Golf Cart Parking will be available in the following locations:
 - a. Village of Pinehurst – The USGA is still identifying the exact location within the Village of Pinehurst, and we will share that information with you at the May Update Session.
 - b. VIP Parking in Clubhouse Parking Lot – Any Golf Shop client can utilize one of their VIP Parking hangtags for golf cart parking in the Clubhouse parking lot.
 - c. Hole 18 on Course No. 5 – Fans will walk from this location through Gate 10.
 - d. Behind the 9th Green of Course No. 7 – Fans will walk from this location to Gate 5.

H. Bicycles

1. Bike racks will be provided in the General Fan Parking areas (Red & Blue lots) as well as the Ride Share Drop-Off.

I. 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	Yes 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

J. Handicap Parking

1. Accessible parking spaces will be available in all parking lots for fans with an HD/DP placard or license plate.

2. The USGA will provide lift-equipped shuttle transportation from all parking lots. If you have a client requiring lift-equipped transportation, please contact your MSG Promotions representative.

VIII. HOSPITALITY OPERATIONS (Webinar time 1:18:16 – 1:30:30)

C. Course Map

1. Champions Pavilion – located on the golfer’s left of the 18th fairway and will include approximately (120) tables
2. Golf Shop – located in the existing Pro Shop in the Resort Clubhouse
 - a. 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.

D. Hospitality Entrances

1. Access into Hospitality Areas will be STRICTLY enforced
 - a. MSG staff, interns and volunteers will monitor the entrances to each hospitality area from 7:00am – 7:00pm to ensure that only those with the proper ticket or credential gain access.
 - i. Signs will be posted at the entrance to each of the hospitality venues indicating which tickets and credentials are permitted access.
2. Entrance Procedure
 - a. The entrance to each of the hospitality areas will include separate queues for first-time and returning guests to facilitate the ease of ingress into each area.
 - b. Upon first entry into each hospitality facility, guests will have their ticket scanned and an RFID wristband affixed to their wrist.
 - i. Only the RFID wristband will be required for re-entry to the hospitality area throughout the day. Guests will be required to tap their wristband on the RFID reader to verify access before re-entry into the hospitality area and will be asked to tap their wristband as they leave the hospitality area throughout the day.

E. Hospitality Services

1. A hospitality services desk will be located in the Golf Shop and Champions Pavilion.
2. Hospitality Services is the headquarters for the MSG staff, interns, and volunteers who are assigned to help manage the hospitality area.

F. Corporate Signs & Locator Boards

1. A corporate identification sign will be posted on your reserved table(s).
2. A locator board including a layout and a list of companies within the venue will be positioned at the entrance to the hospitality areas.

G. Restrooms

1. The Champions Pavilion will have dedicated restroom facilities exclusive to Champions Pavilion guests.
 2. Golf Shop guests will use the existing restrooms in the Resort Clubhouse.
 3. Port-o-let restroom units will also be located throughout the course for all spectators.
- H. Cell Phone Chargers
1. There will be cell phone chargers available to guests within the Golf Shop and Champions Pavilion.
- I. Accessibility
1. All hospitality facilities will be ADA accessible.
 2. A limited supply of motorized scooters will be available at the Mobility Scooter Tent near Gate 1 in Fan Central on a first-come, first served basis, compliments of the USGA and Pride Mobility.
 3. The Disability Services Committee will be onsite to assist fans with disabilities with multi-person golf carts and wheelchair accessible transportation to and from Disabled Services Headquarters and specific grandstand and facility locations throughout the golf course via a fixed transportation route with predetermined stops.
 4. Please let us know if you will have any guests who are wheelchair bound or oxygen dependent so we can make special arrangements for them.
- J. Championship Wi-Fi – Powered by Cisco
1. The USGA will offer complimentary and dedicated Wi-Fi powered by Cisco in all hospitality areas and throughout the course. There will be QR code signs throughout the area to facilitate logging on to the network.
 2. Once you are on the network, you will automatically connect to any of the open fan areas as you walk the course including grandstands, concession areas, entrances, merchandise pavilion, and other large fan gathering areas.
- K. No Smoking Policy
1. The NO SMOKING policy will be enforced in all hospitality areas, including patios. Smoking is permitted on the course.

IX. CORPORATE MERCHANDISE (Webinar time 1:30:31 – 1:37:00)

- A. Benefits of the U.S. Open Corporate Merchandise Program
1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Open corporate clients.
 2. Provides your guests with memorable items from their time at the championship.
 3. Extends your investment in the U.S. Open and generates excitement for your company.
- B. The Process
1. Provide your logo
 - a. A .DST or .EMB file is required for embroidery orders (i.e., apparel, headwear, etc.)

- b. An .EPS or .AI file is required for screen printed orders (i.e., clear bags)
 - c. Please also share your PMS or Pantone colors if possible.
 2. Browse the products: <https://corporatemerch.usga.org/>
 3. Plan your budget
 - a. A number of products are available at a variety of price points.
 - b. Determine the number of gifts needed and how/when you plan to distribute the gifts.
 - i. Sending a gift prior to the championship
 - ii. Gifting in your hospitality space
 - c. Invitations are available in both printed and digital forms.
 - i. Custom Digital Invitations
 - A web-based template with customizable text for a one-time fee of \$400 for all four templates
 1. Each template is also available on an individual basis for \$150 per template.
 - Only way to include the 2024 U.S. Open logo and course imagery in invitations.
 - Includes your company logo at the bottom of each template.
 - ii. Custom Printed Invitations
 - Printed on 100 lb. heavy white cardstock for \$4.00 per card (includes envelope).
 - Customizable interior with your logo and text
 - Only way to include the 2024 U.S Open logo on printed invitations.
- C. U.S. Open Gift Cards
 1. Heavy card stock holding card with a matching envelope
 2. Gift cards can have a value up to \$500
 3. Redeemable ONLY on-site at the Main Merchandise Pavilion or Satellite Merchandise Pavilion through Sunday, June 16th
 4. Gift cards cannot be co-branded.
- D. Deadline to Order Co-Branded Merchandise – **April 15, 2024**
- E. Contact Information
 1. Golf Shop & Champions Pavilion (Clients A-J)
 - a. Drew Regino – dregino@usga.org
 2. Champions Pavilion (Clients K-Z)
 - a. Alex Downs – adowns@usga.org

X. WHAT TO FOCUS ON NOW (Webinar time 1:37:01 – END)

- A. Review Co-Branded Merchandise Opportunities

B. Know Your Package

1. Become very familiar with the amenities associated with your hospitality package including: tickets, staff tickets, and parking passes.
 - a. Golf Shop – 12 Ticket Tables
 - i. Monday & Tuesday tickets have access to the Trophy Club
 - ii. Wednesday – Sunday tickets have access to the Golf Shop & 18th Green Viewing Platform
 - iii. (1) Staff Ticket
 - iv. (8) VIP Parking Passes, Monday - Sunday
 - b. Golf Shop – 6 Ticket Tables
 - i. Monday & Tuesday tickets have access to the Trophy Club
 - ii. Wednesday – Sunday tickets have access to the Golf Shop & 18th Green Viewing Platform
 - iii. (4) VIP Parking Passes, Monday - Sunday
 - c. Champions Pavilion Tables
 - i. 12 Tickets, Wednesday – Sunday, have access to the Champions Pavilion
 - ii. (4) Additional Tickets to Purchase
 - iii. (5) VIP Parking Passes, Wednesday - Sunday

C. 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](#)

D. 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](#)

E. Invitation Process & Transportation Plan

1. Final follow up on all A-List invites
 - a. We recommend holding tickets for any priority A-List invites that have not responded.
2. All B-List invitation should be sent allowing a 4-week window for RSVP's.
3. Finalize Transportation Plan

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

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