

### 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





### TEAM ASSIGNMENTS



SHELLEY BERLIN
CHAMPIONS PAVILION



BRANDON WROBEL
RESORT CLUBHOUSE



ALICE FREEMAN
LINDSAY
RESORT CLUBHOUSE



COLIN O'DONNELL
RESORT CLUBHOUSE



OLIVIA ROSEMAN
RESORT CLUBHOUSE

### MSG Website-www.msgpromotions.com



#### HOSPITALITY MANUAL



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

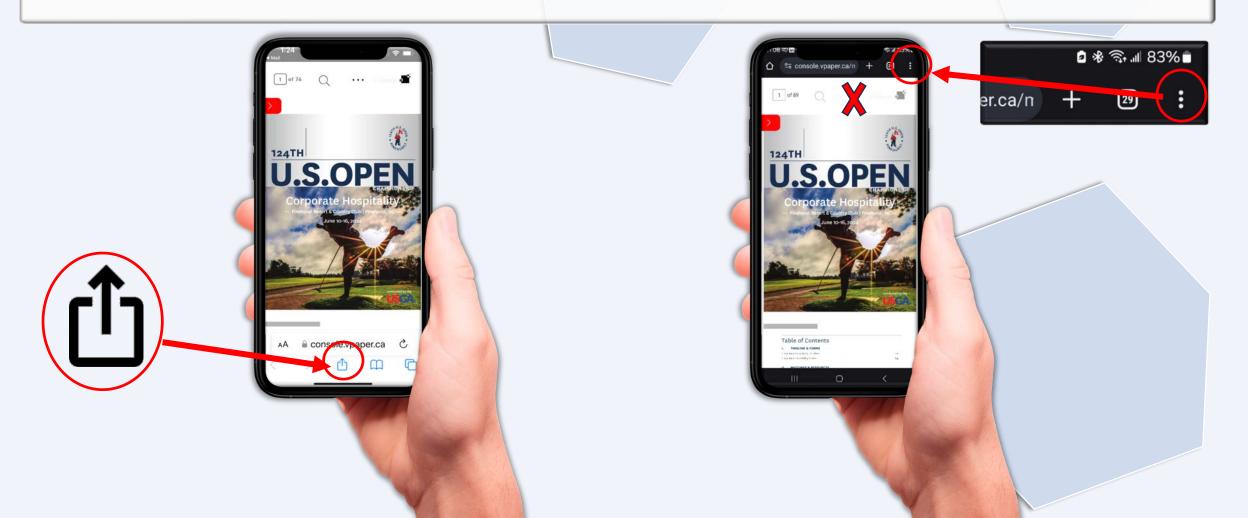
#### **Step 1:** Open the link to the manual from your phone or tablet.

#### On Apple Devices:

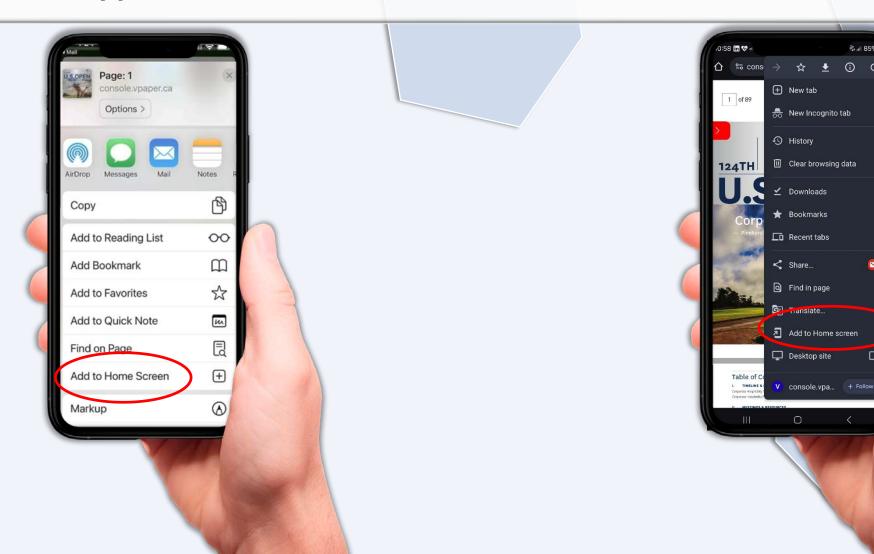
Click the arrow at the bottom of the page.

#### **On Android Devices:**

Click the three dots at the top of the page.



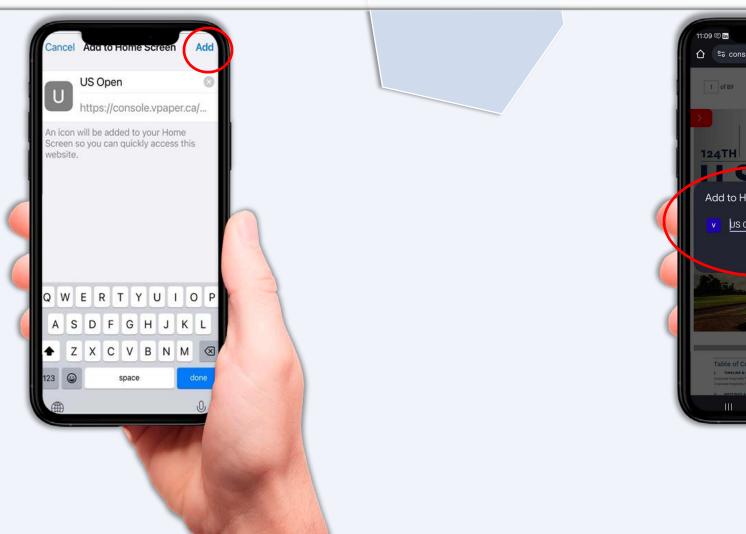
# Step 2: Select "Add to Home Screen" from the list options. On Apple Devices: On Android Devices:

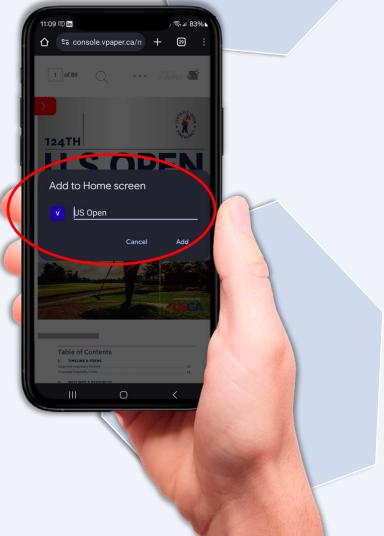


#### Step 3: Select "Add"

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



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

# 

### Admissions and Mobile Ticketing



### AXS Fan Account Manager

Those with large quantities of tickets are encouraged to distribute tickets via the USGA.org Ticket Portal webpage

- Transfer a ticket to a friend via the USGA app
- Transfer tickets to a group via the USGA.org Ticket Portal webpage







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 friends or family
  - Keep track of tickets you have already transferred and remaining ticket in your account
  - Update your account information
- You can also manage your tickets in the AXS app. You can download the USGA 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 create an account within the USGA app.

How do my guests access their digital tickets?

• When you transfer tickets to someone, 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 I print out my tickets at home?

• No. you will not be able to print tickets. Mobile tickets must be scanned from a smartphone for entry. All ticket holders will need have to have their tickets open in the USGA or AXS app when entering the Championship.

### FAQ's Continued



Can I use a screenshot of my tickets?

• No. A mobile ticket must be provided within the USGA or AXS app. The digital ticket will be scanned at the admission gate.

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

 Your tickets are connected to your email address. All you must do is come to the Ticket Office, present your ID, and our team will assist you.

#### Can I reclaim a 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 assist. Please double-checking the email address prior to transferring a ticket. How do I contact someone when I have a ticket issue?

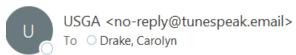
- Please contact AXS directly at support.axs.com when you have an AXS account issue.
- Please contact the Ticketing Department at tickets@usga.org with ticket inquires, admissions policies and mobile ticket assistance.

What if I do not have a smartphone?

• If you do not have a smartphone, you can still attend the Championship. Purchased and transferred tickets must be connected to an AXS account matching the name of the ticket holder. That ticket holder must go to the Ticket Office, present their ID, and provide the email on the AXS account. Those details will allow our team to assist with their admission.

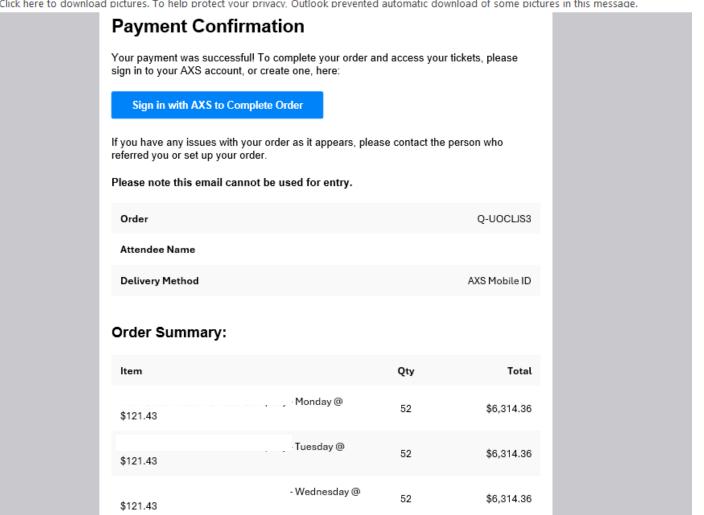
### Ticket Delivery Email

#### [EXTERNAL] Receipt for your US Open 2024 order.



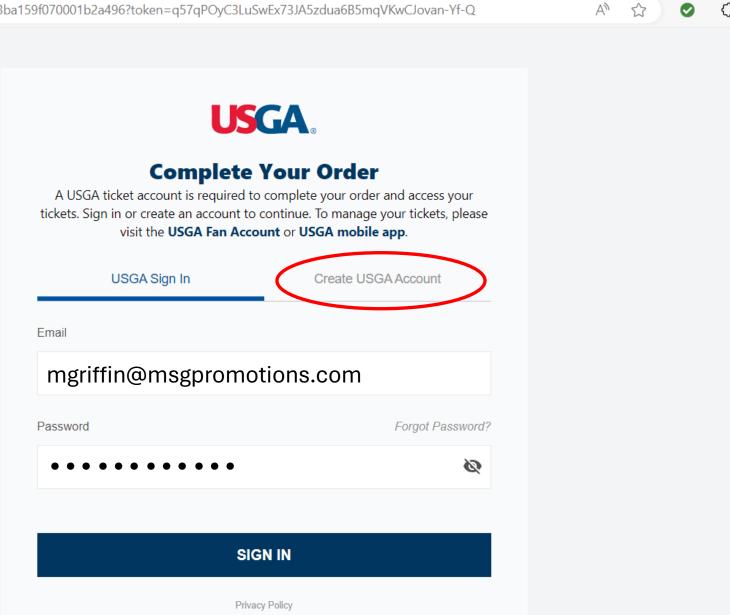
If there are problems with how this message is displayed, click here to view it in a web browser.

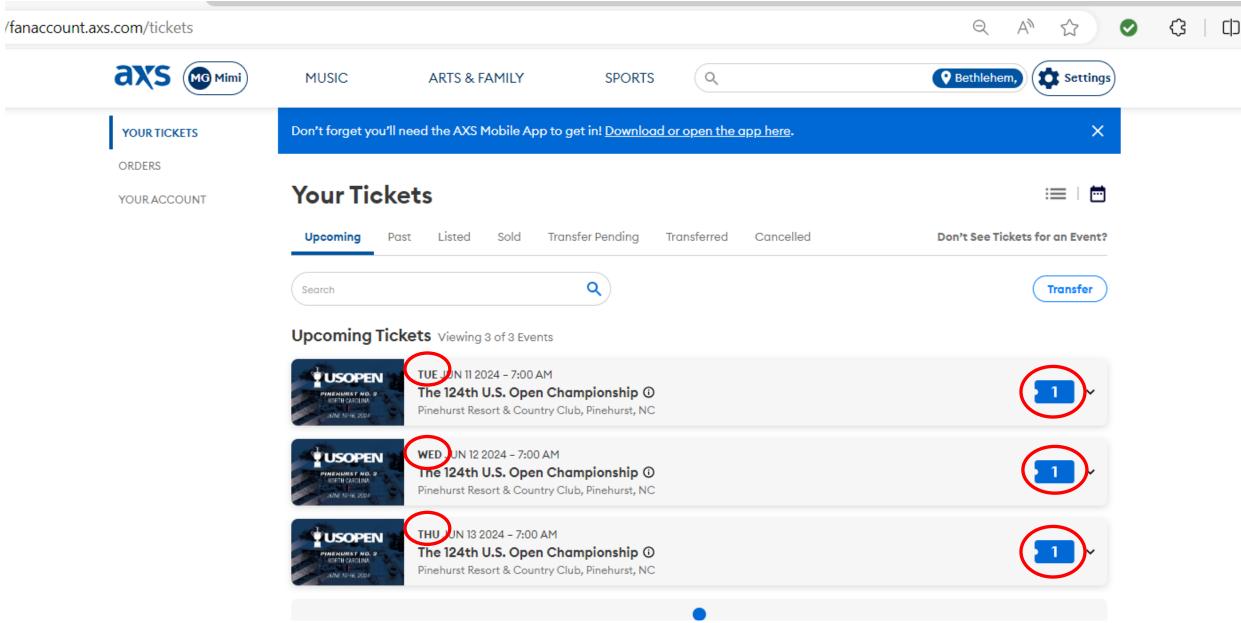
Click here to download pictures. To help protect your privacy. Outlook prevented automatic download of some pictures in this message.

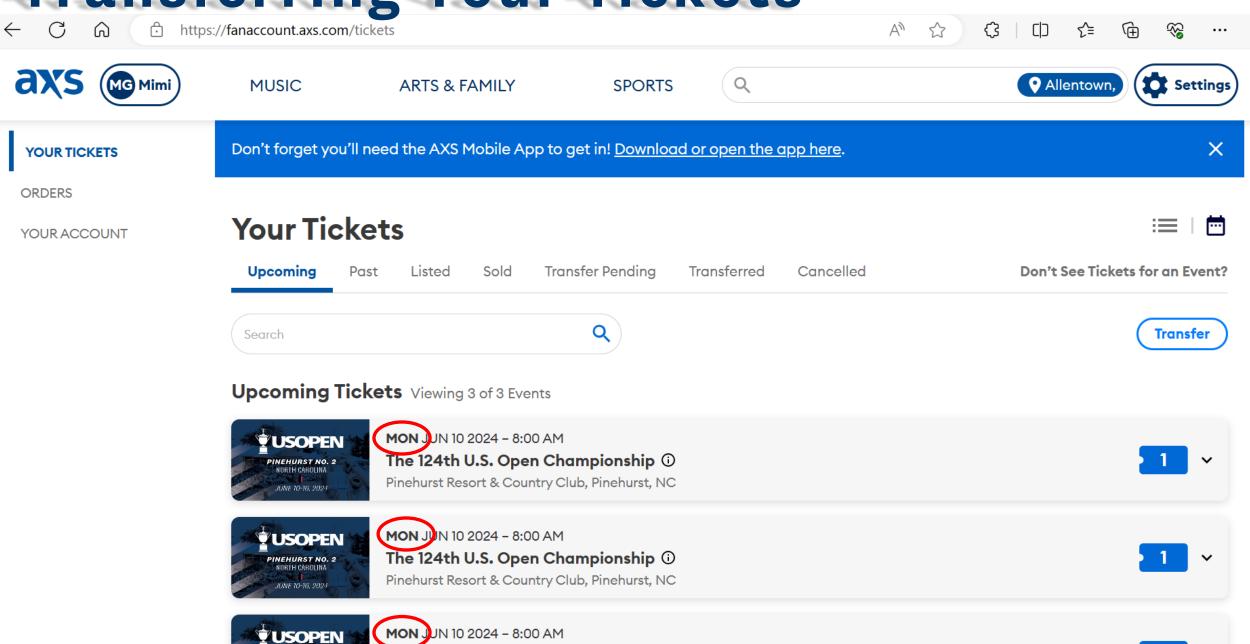


### Ticket Delivery Email

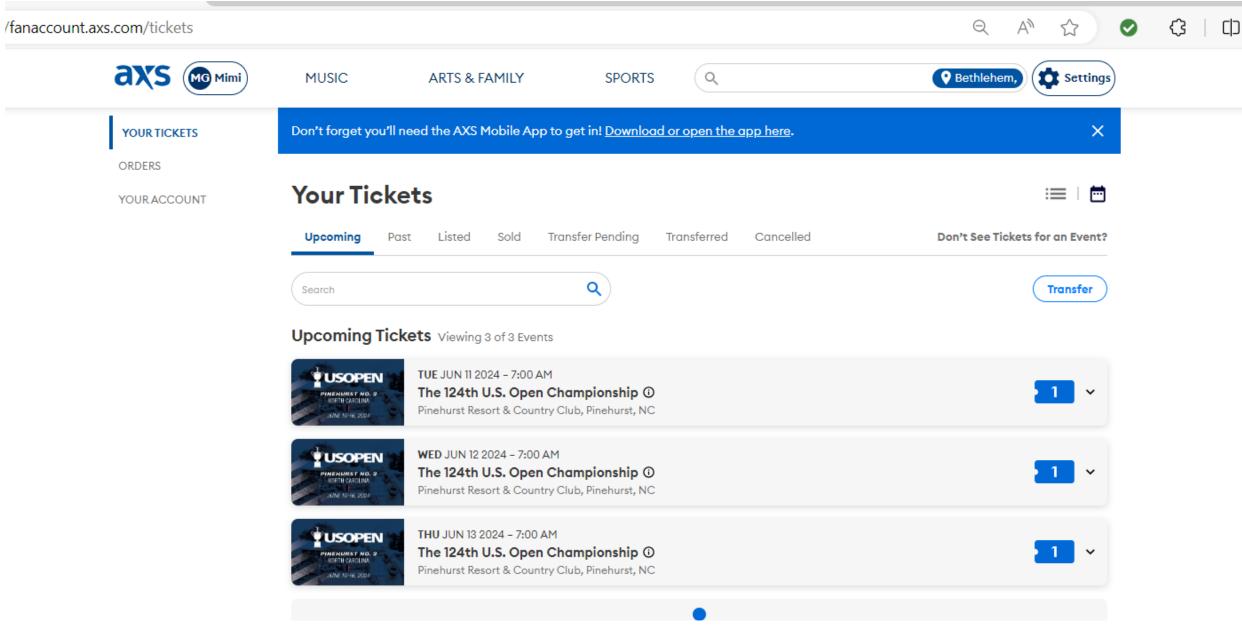
.tunespeak.com/connect-axs/662133ba159f070001b2a496?token=g57gPOyC3LuSwEx73JA5zdua6B5mgVKwCJovan-Yf-Q

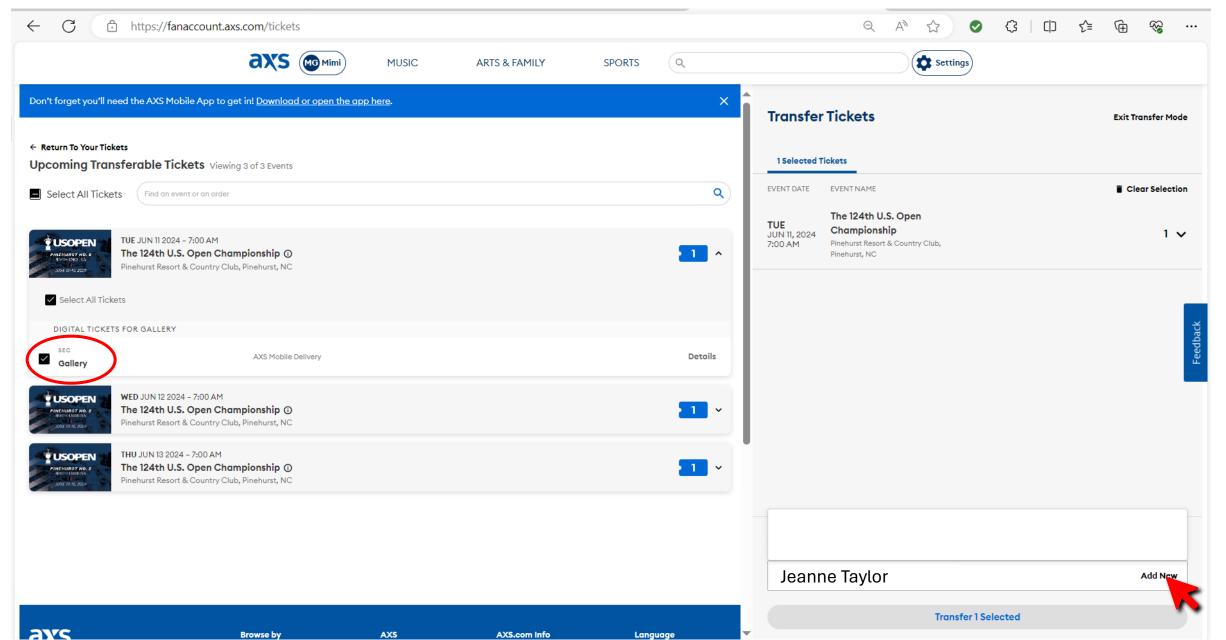




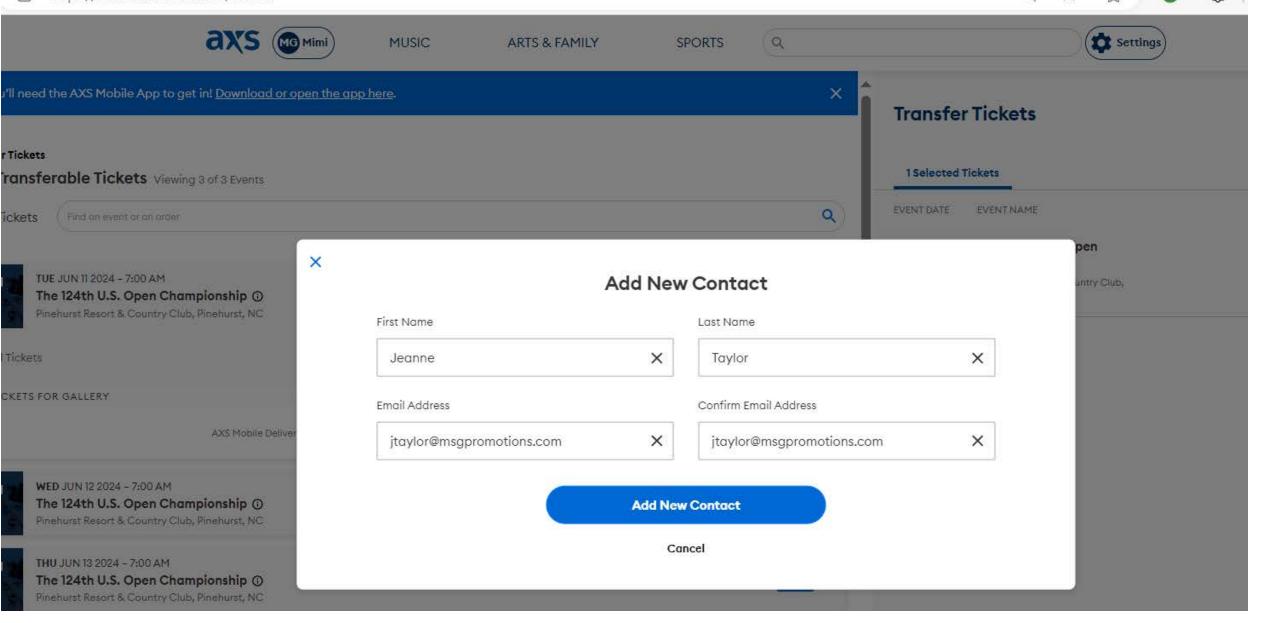


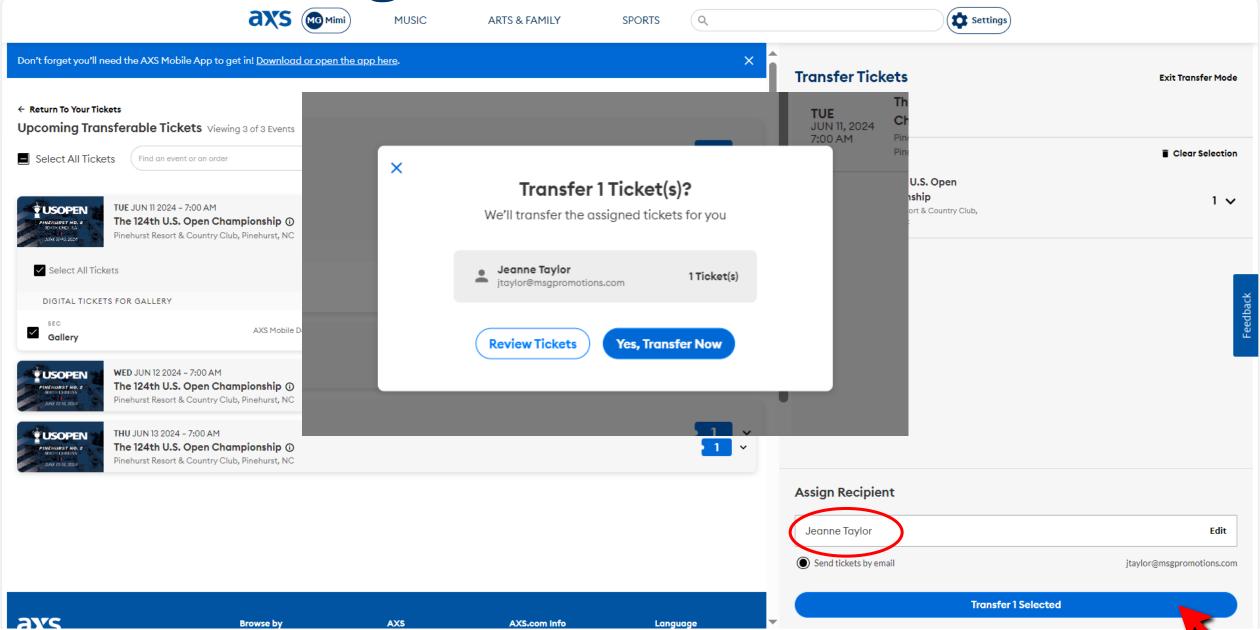
The 124th IIS Open Championship (1)

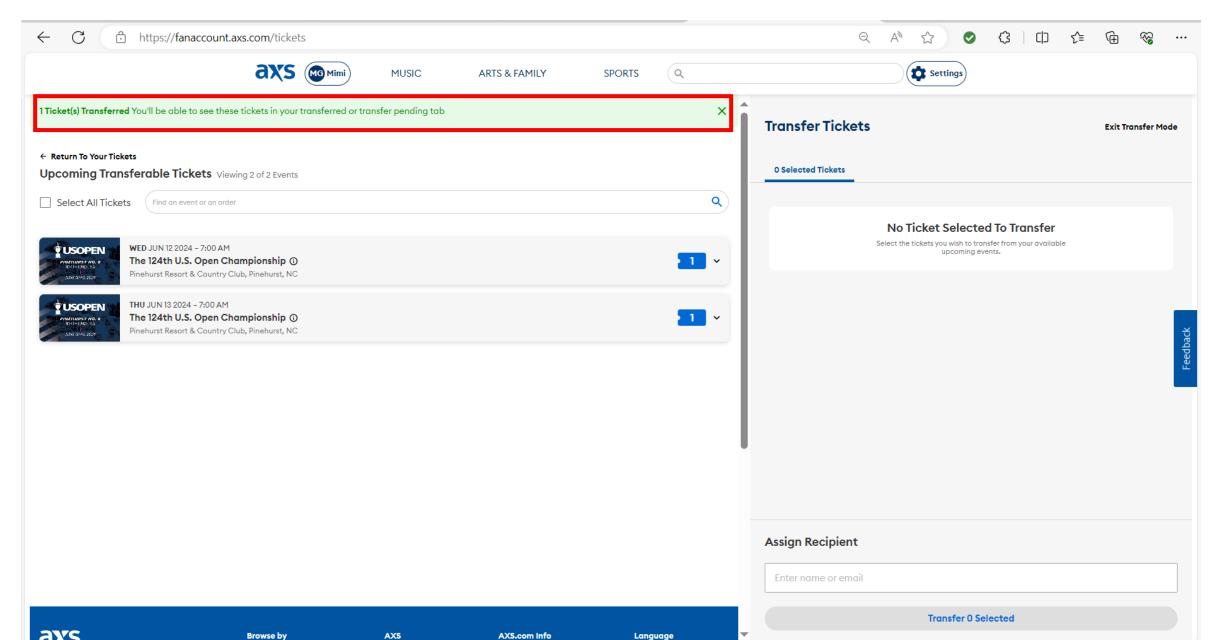




### Transferring Your Tickets https://fanaccount.axs.com/tickets







#### You Successfully Transferred Tickets



AXS Guest Services <guestservices@axs.com>



if there are problems with how this message is displayed, click here to view it in a web browser.



#### **TICKET TRANSFER COMPLETE!**

Hi Mimi.

You successfully transferred 1 ticket to Jeanne Taylor (<u>jtaylor@msqpromotions.com</u>) for:

U.S. Open - Tuesday
Pinehurst Resort & Country Club, Pinehurst, NC



#### Get In With The USGA App

It's easy: get the app, sign in to see your tickets, and

### Ticket Delivery Email

#### FW: You Received Tickets



From: AXS Guest Services <<u>guestservices@axs.com</u>: Sent: Thursday, April 25, 2024 3:01 PM To: Jeanne Taylor <<u>Taylor@msgpromo</u>



#### YOU RECEIVED TICKETS!

Hi Jeanne, YOU RECEIVED TICKETS!

Mimi transferred 1 ticket to you for the following event:

Tue June 11, 2024

#### U.S. Open - Tuesday

Pinehurst Resort & Country Club, Pinehurst, NC

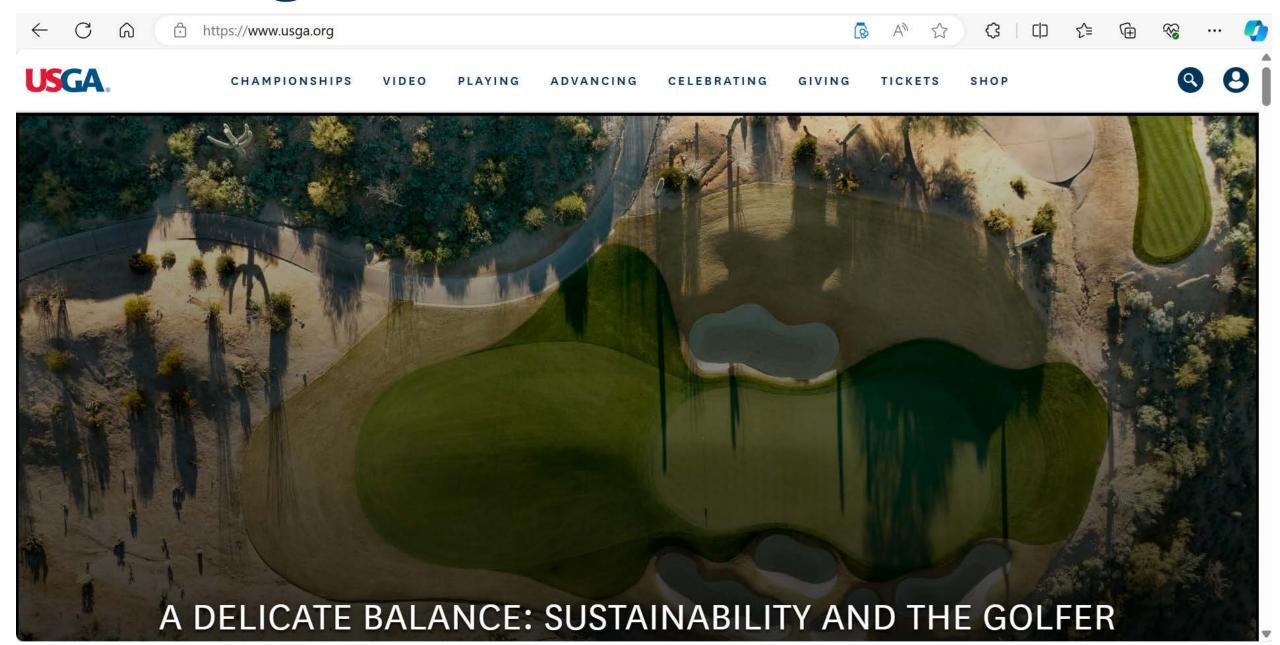
Here's how to use your tickets:

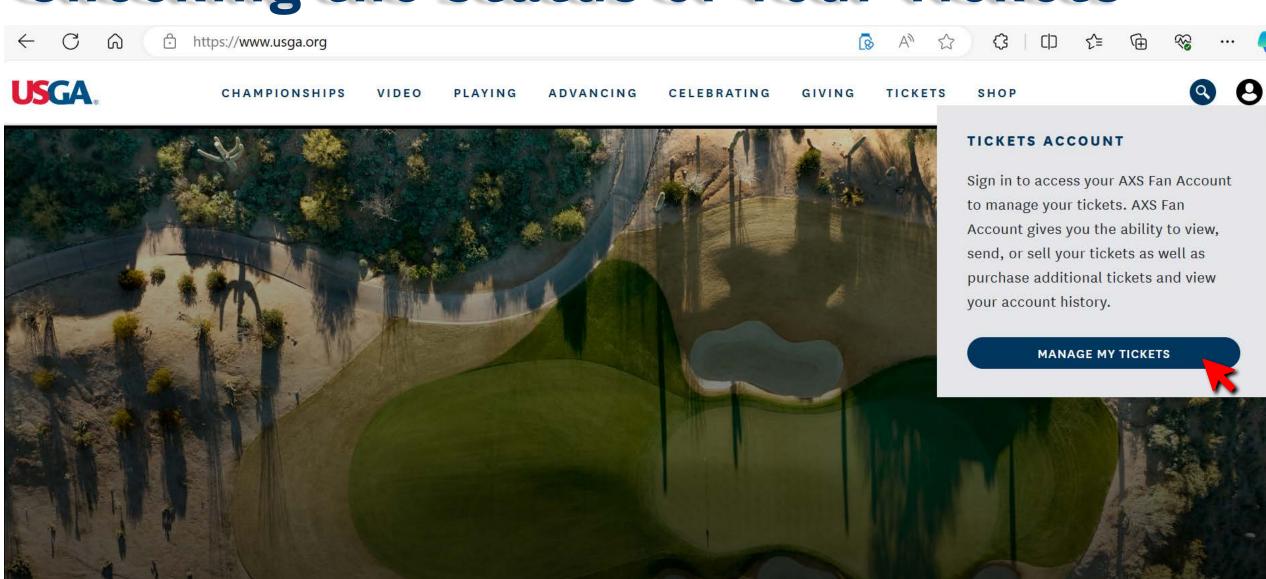
- Get the USGA mobile app if you haven't already.
- Click My Tickets to sign into the app to view your AXS Mobile ID, the secure digital code for your tickets.
- 3. Show your AXS Mobile ID in the app at the venue entrance and enter.





Please Note: Each ticket in your AXS Mobile ID is an individual ticket for a single use. Each person entering the Championship will require a ticket to gain entry. If you have a ticket for a specific venue, your AXS Mobile ID will grant entry into the event grounds and the specific venue and will be scanned upon arrival at each location for a one-time use. Use of tickets is subject to the





A DELICATE BALANCE: SUSTAINABILITY AND THE GOLFER

https://fanaccount.axs.com/login









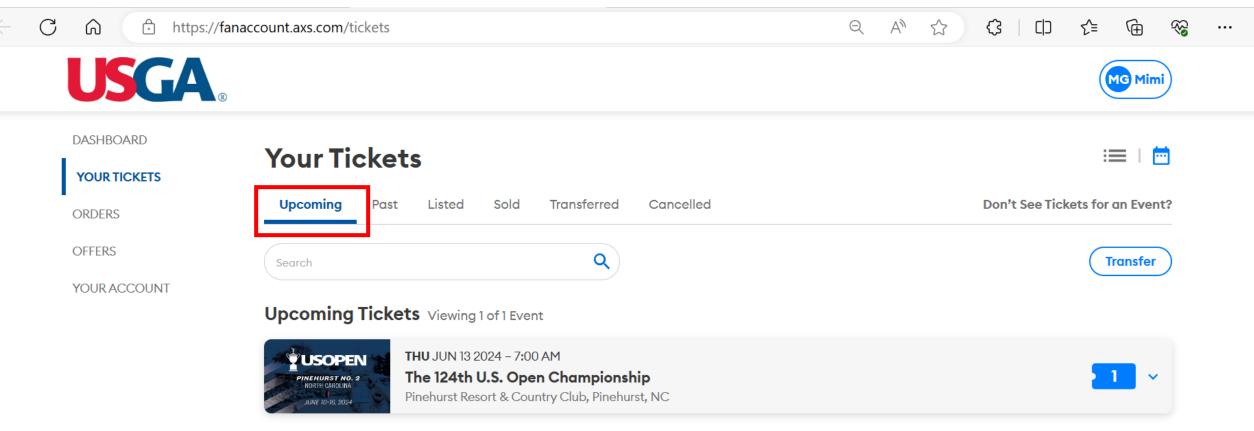


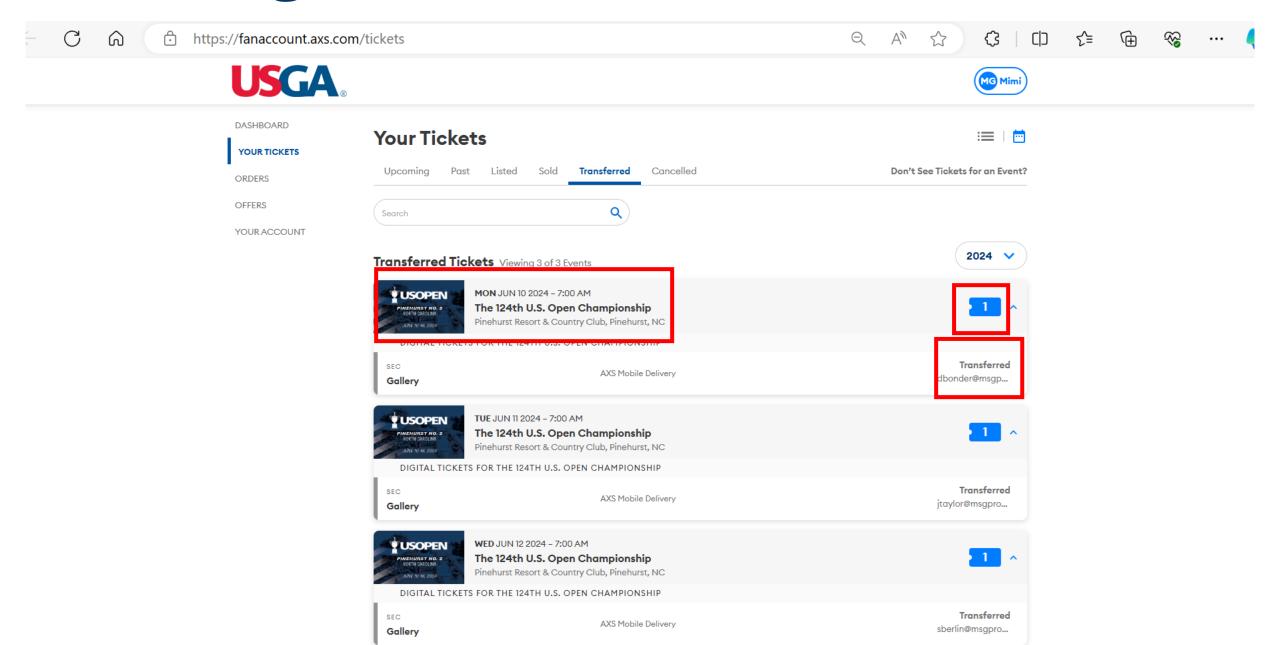


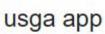
#### Sign In

Sign In	Create Account
Email	
mgriffin@msgpromotions.com	
Password	Forgot Password?
•••••	<b>©</b>
Sign In	

Privacy Policy



















Google

https://apps.apple.com > app > usga

#### USGA on the App Store

Favorite unlimited players to build eastomized leader boards. Watch every televised shot of the U.S. Open, U.S. Women's Open, U.S. Senior Open, and U.S. Senior ...

★★★★ Rating: 4.7 · 6,429 reviews · Free · iOS · Sports



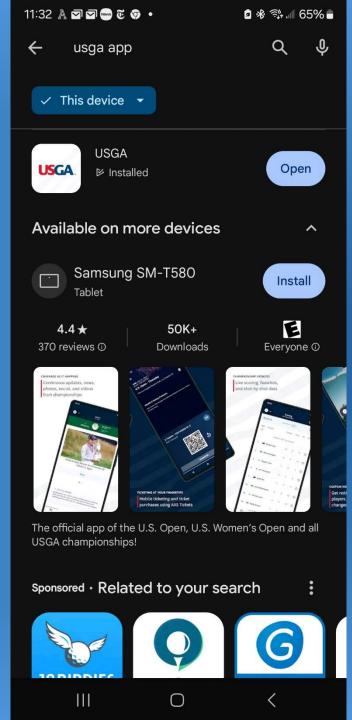
#### **Google Play**

https://play.google.com > store > apps > details > id=org....

#### USGA - Apps on Google Play

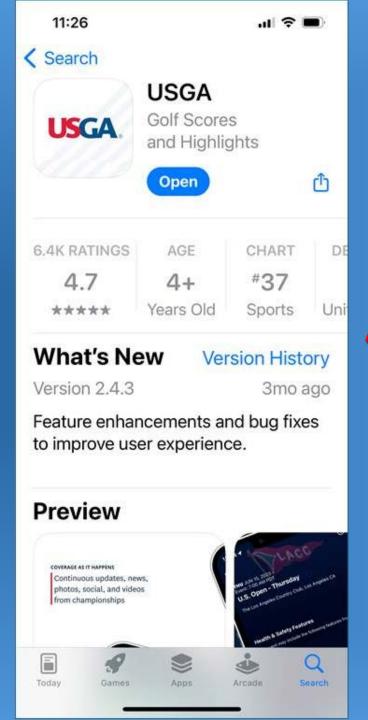
Dec 19, 2023 – The official app of the U.S. Open, U.S. Women's Open and all USGA championships!

★★★★ Rating: 4.5 · 383 votes · Free · Android · Sports



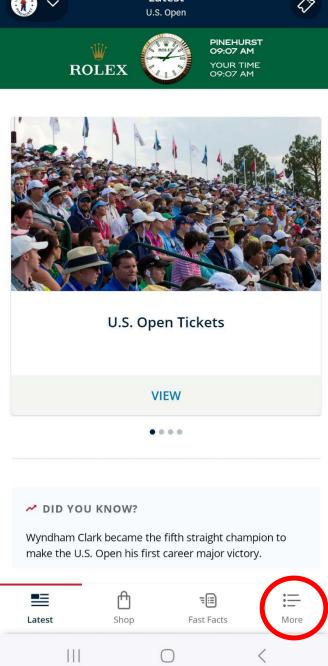
**Android** 

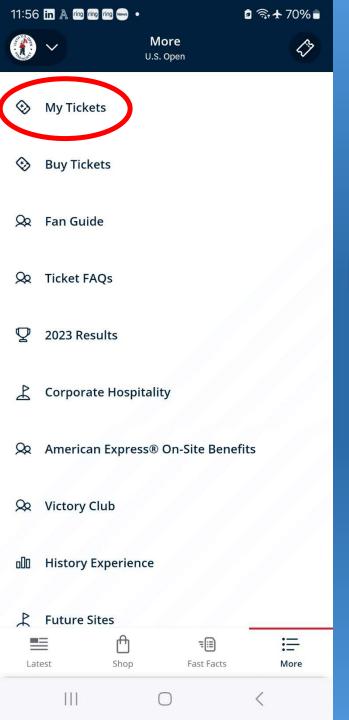




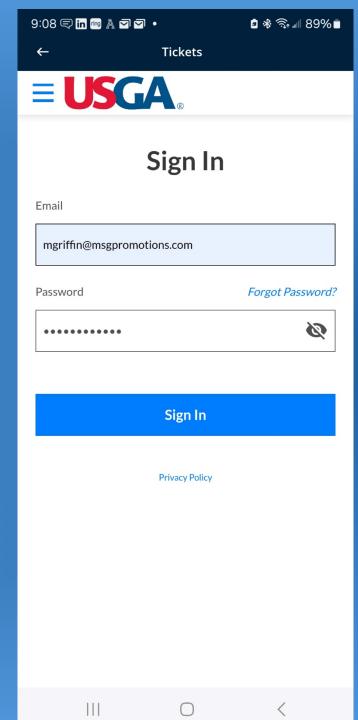


# Home Screen

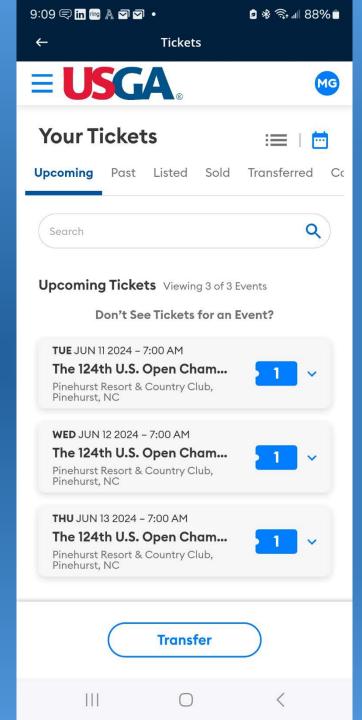




# More Options Screen



Sign-In Screen



### Your Tickets Screen

### 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

- Daily Champions Pavilion tickets are still available for purchase
  - Table numbers will not be included on the tickets
- Let Shelley Berlin know if you want to purchase additional Champions Pavilion tickets

### Special Group Sales Ticket Offer



Exclusive to the USGA's Corporate Clients

Contact Your MSG Representative for Details



### Juniors 12 and under are free



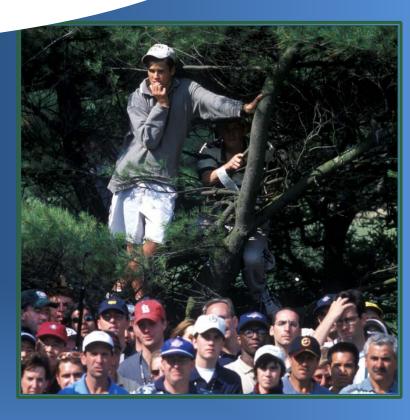




# Juniors 13 to 18 are free on Practice Rounds

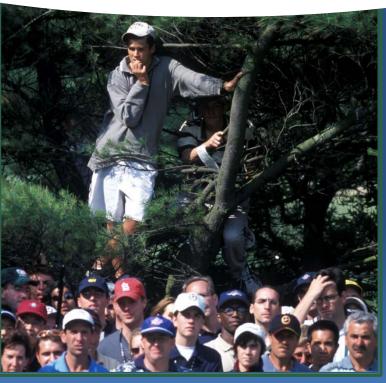






### Juniors 13 to 18 pay \$50 for Championship Round Tickets















# Championship Info



# Championship Info



#### Thursday and Friday

- Players tee-off in threesomes from 1<sup>st</sup> and 10<sup>th</sup>
   tee
- 1st tee time is approximately 6:45 a.m. and last groups go off at 2:42 p.m.

#### Saturday and Sunday

- Players tee-off in twosomes from 1st tee only
- Start times are determined by the size of the field but should be between 8:00 a.m. and 9:00 a.m. and last group tees off at approximately 2:30 p.m.



### **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.





# Championship Info



#### USGA App Built By Deloitte

- Available via Google Play Store or Apple Store
  - Access to Tickets, Course Map, Pairings,
     Player Information, Statistics, Photos,
     Scoring, What's Trending etc.
- U.S. Open Fan Guide Know Before You Go
  - o Parking, Prohibited Items, Policies, etc.

# Championship Info & Format



# Championship Info & Format



# Championship Info & Format



# Championship Info





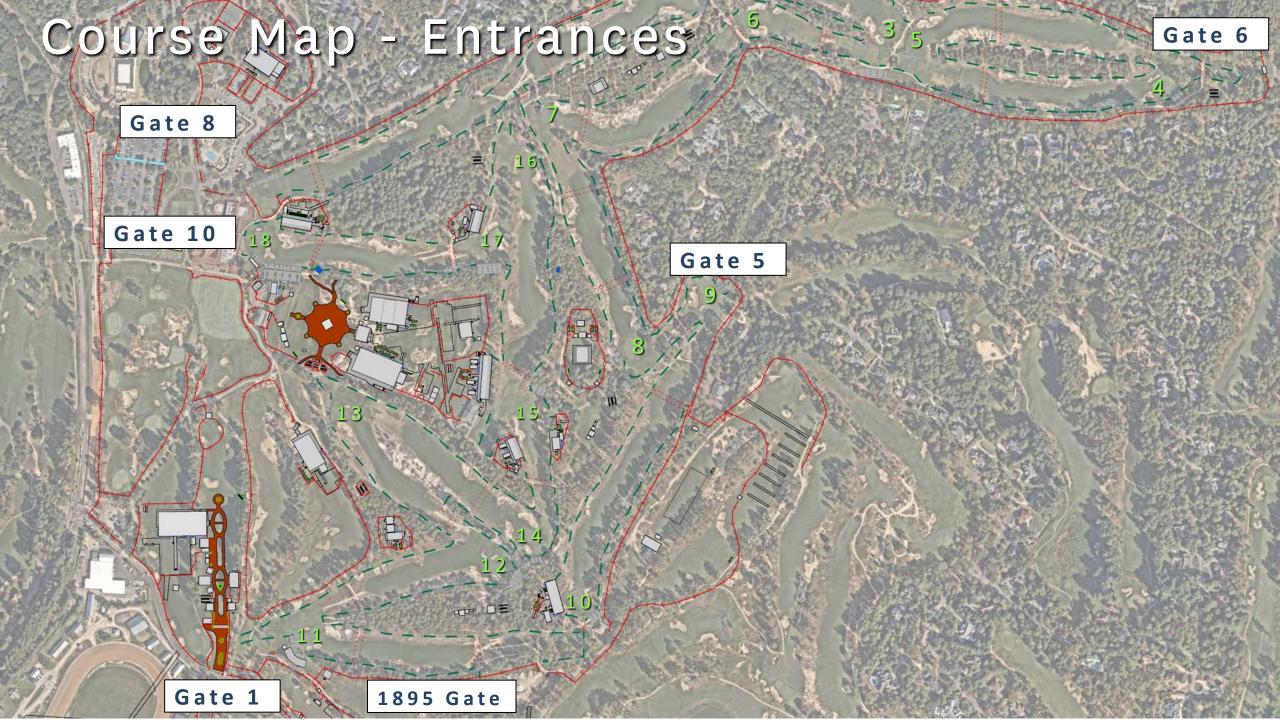


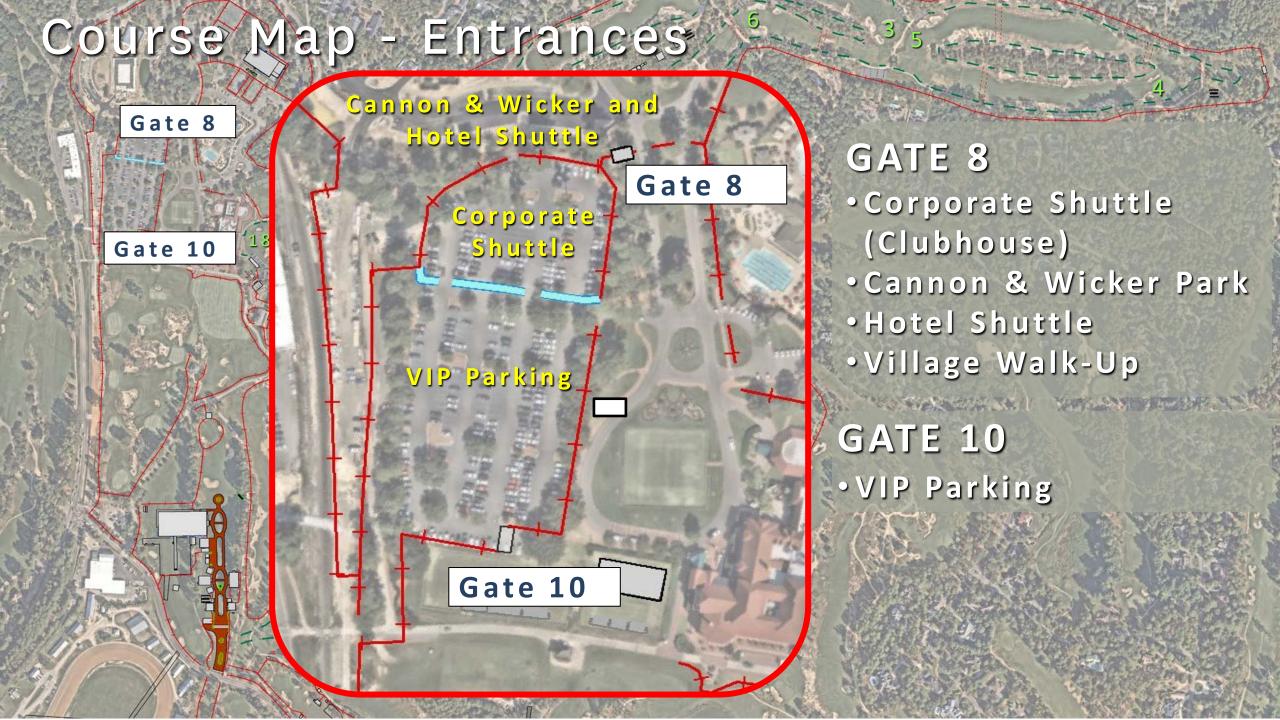
### **Screening Tents**

Non-Divest Security
Screening

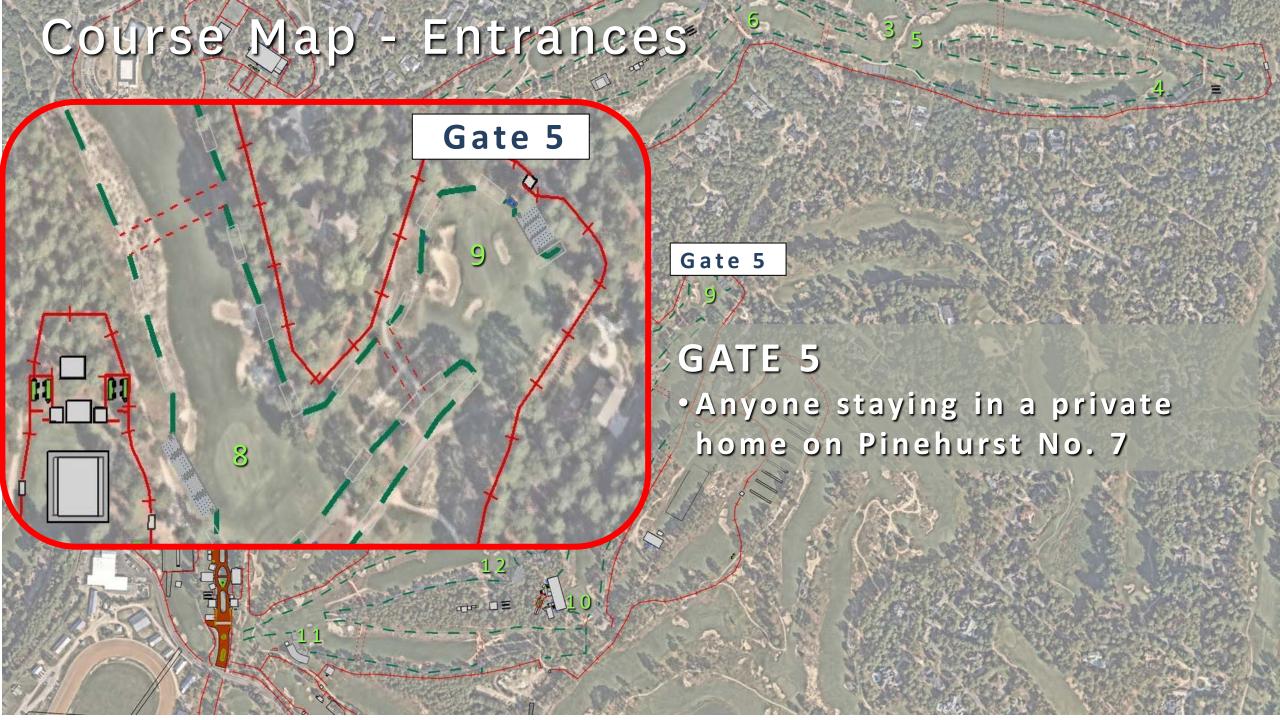


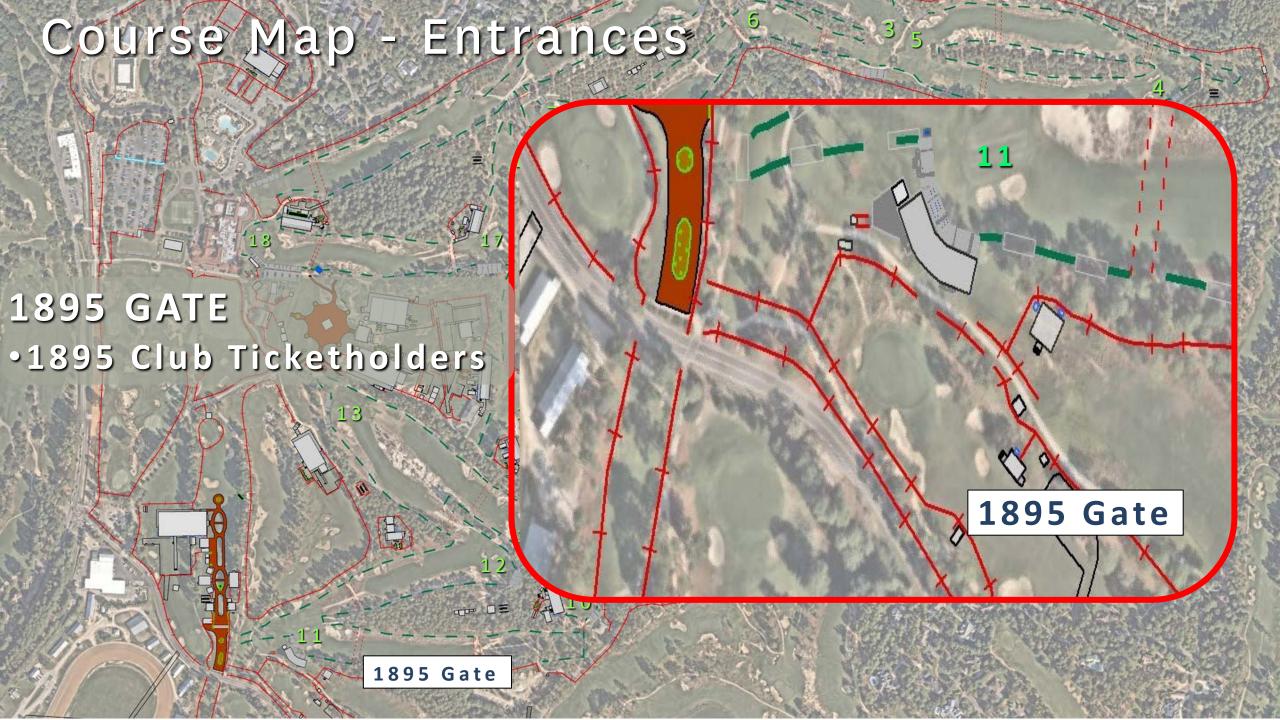


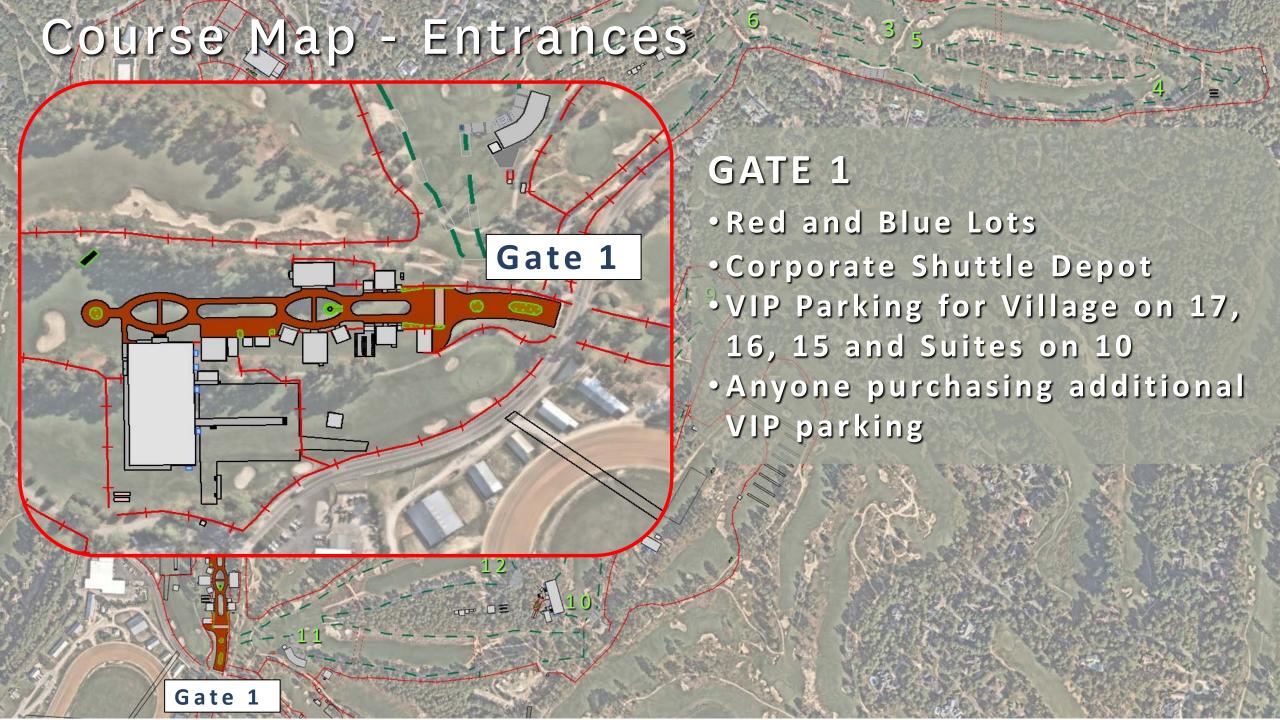
















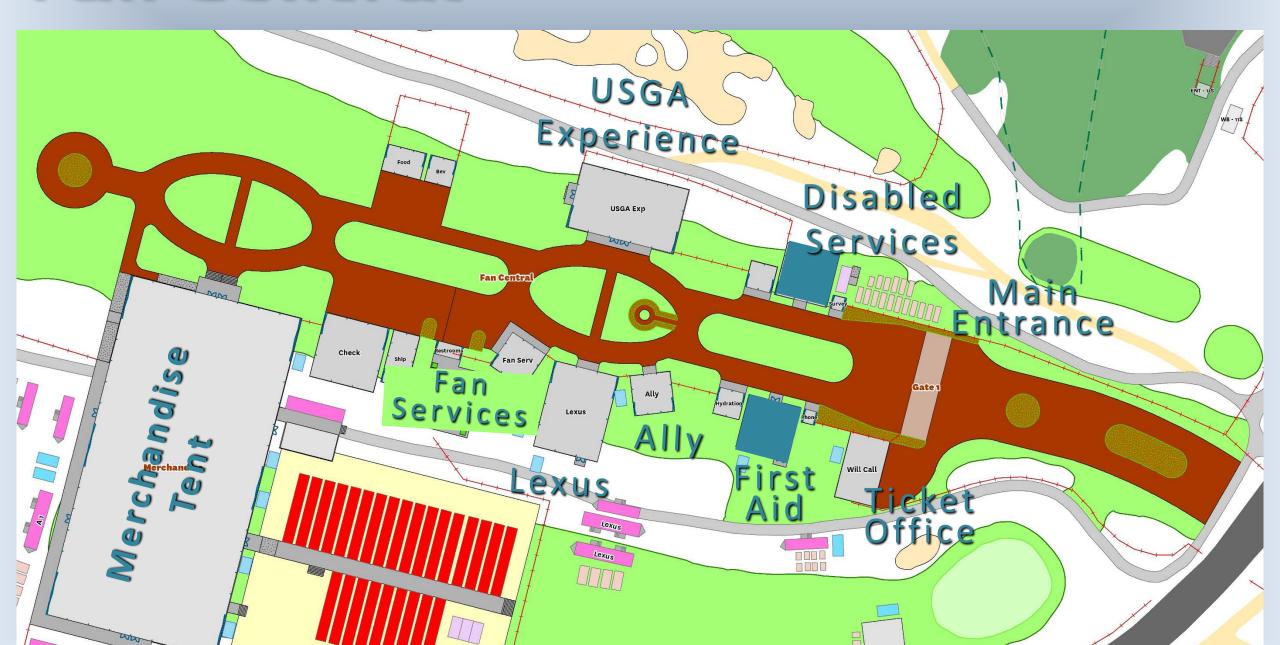




# Ticket Resolution Office



# Fan Central



# **Mobility Scooters**

Complimentary mobility scooters are available to all fans on a first-

come, first-served basis.

Can not be reserved in advance

Must be reserved by the person who will be using the scooter

Mobility Scooter Tent Locations:



# Disabled Services



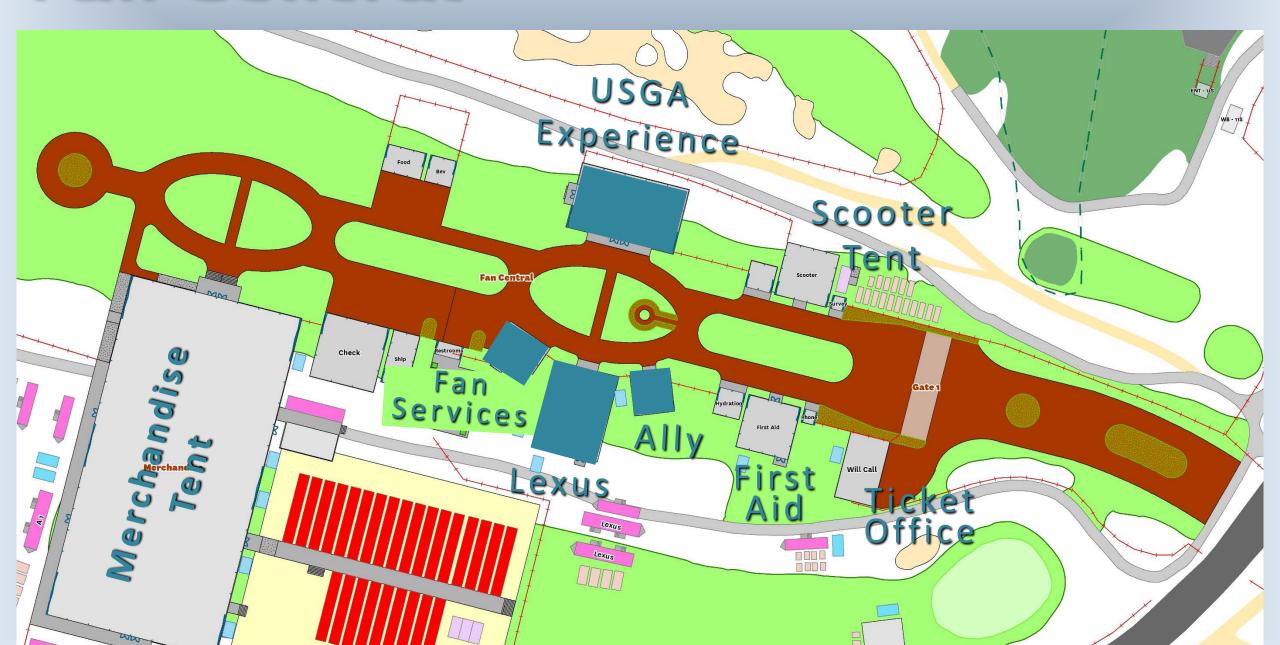
Volunteers with multi-passenger golf carts will transport fans with disabilities to and from...

# Disabled Services





# Fan Central



#### **USOPEN**

#### **USGA EXPERIENCE**



JOIN US! USGA.ORG

FOR THE GOOD OF THE GAME



JOIN CONNECT ENJOY

Whether you're playing your home track or a Championship course, experience a better round with the GHIN app.



DOWNLOAD 口部口 THE GHIN APP

























# Charging Station



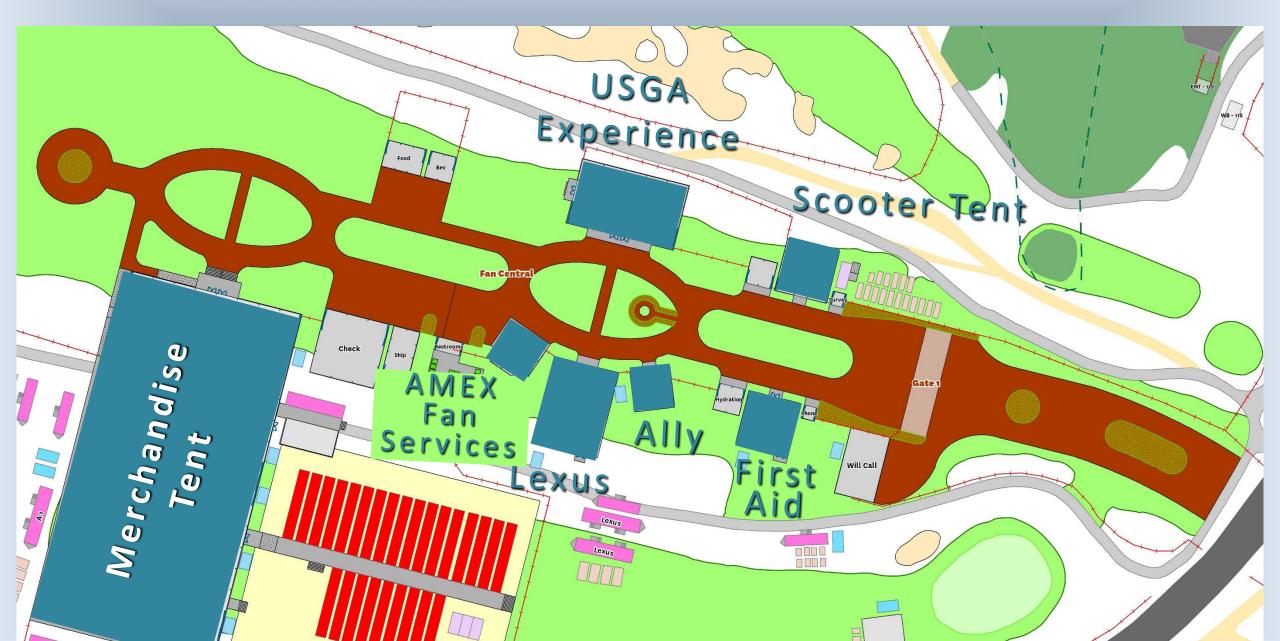








# Fan Central







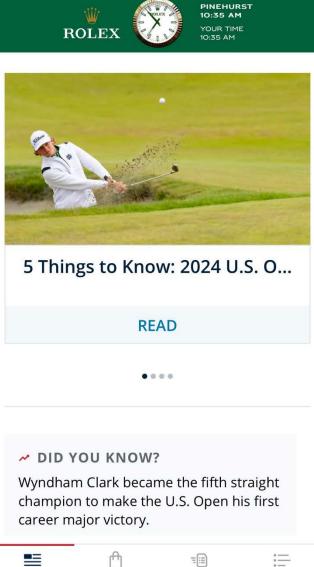


# Getting Around the Course





### **USGA APP**

















#### READ

....

#### DID YOU KNOW?

Wyndham Clark became the fifth straight champion to make the U.S. Open his first career major victory.



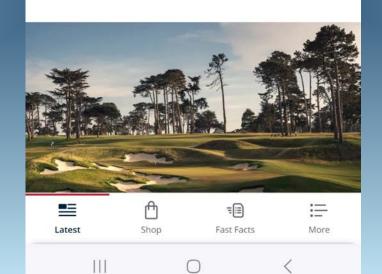


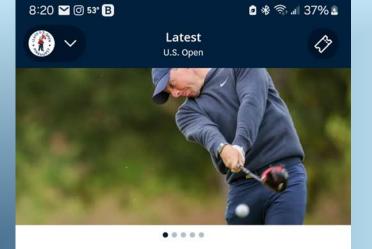
#### **PHOTOS**



#### Course Tour of Pinehurst No. 2

18 Photos, January 2, 2024



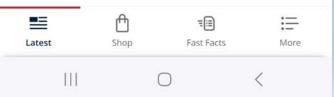


123rd U.S. Open: Tuesday Scenes From LACC

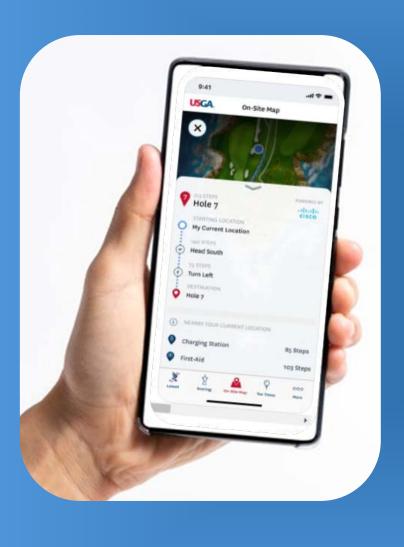
28 Photos, June 13, 2023



#### 123rd U.S. Open: Monday Scenes From LACC



### USGA APP - One Stop for All Things U.S. Open



- Mobile Tickets
- Three (3) Channels of Live Streaming Coverage
- Pairings
- Live Scoring & Statistics
- On-Site Map with Navigation powered by Cisco
- Course Map with Video Flyovers
- News & Photos
- Notifications about Players





### 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.



























### 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 Clubhouse Parking - Golf Shop Tables



### VIP Parking Allocation - Champions Pavilion

Hospitality Venue	One Mile Track/ Polo Fields
Champions Pavilion	5





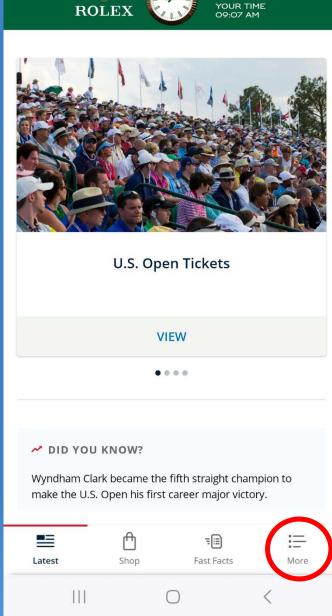


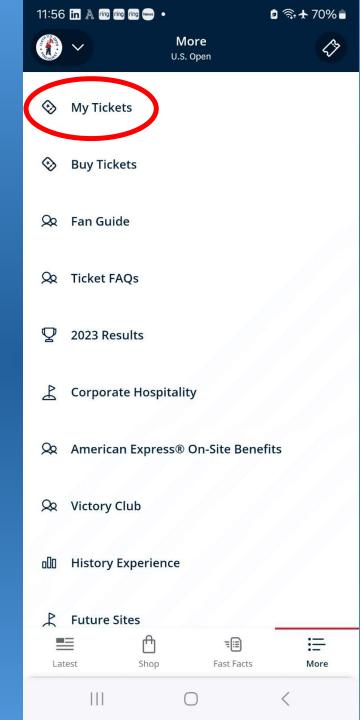






#### Home Screen

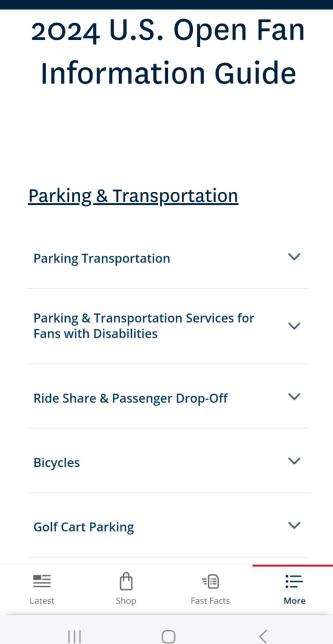


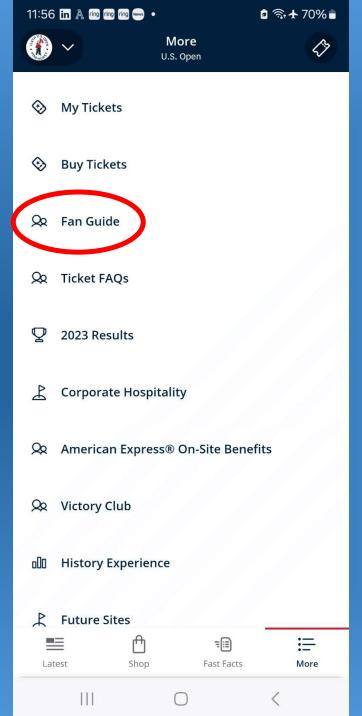


### More Options Screen

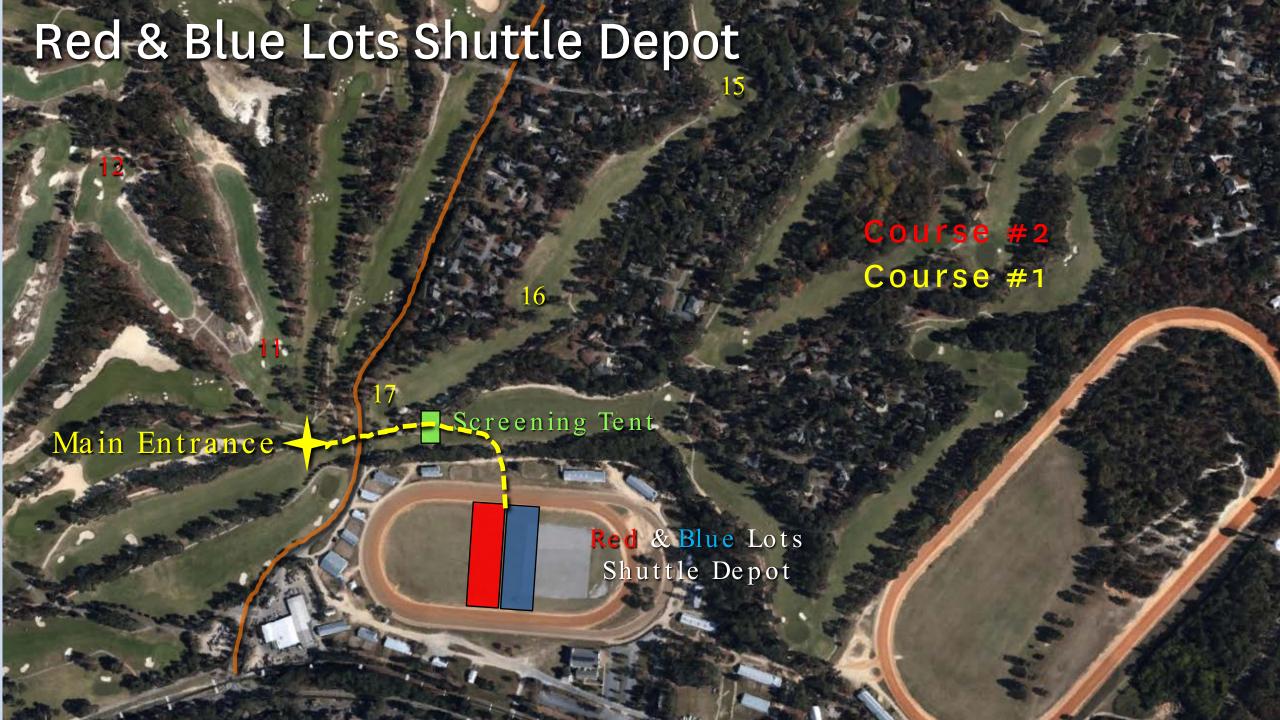


## Parking & Transportation

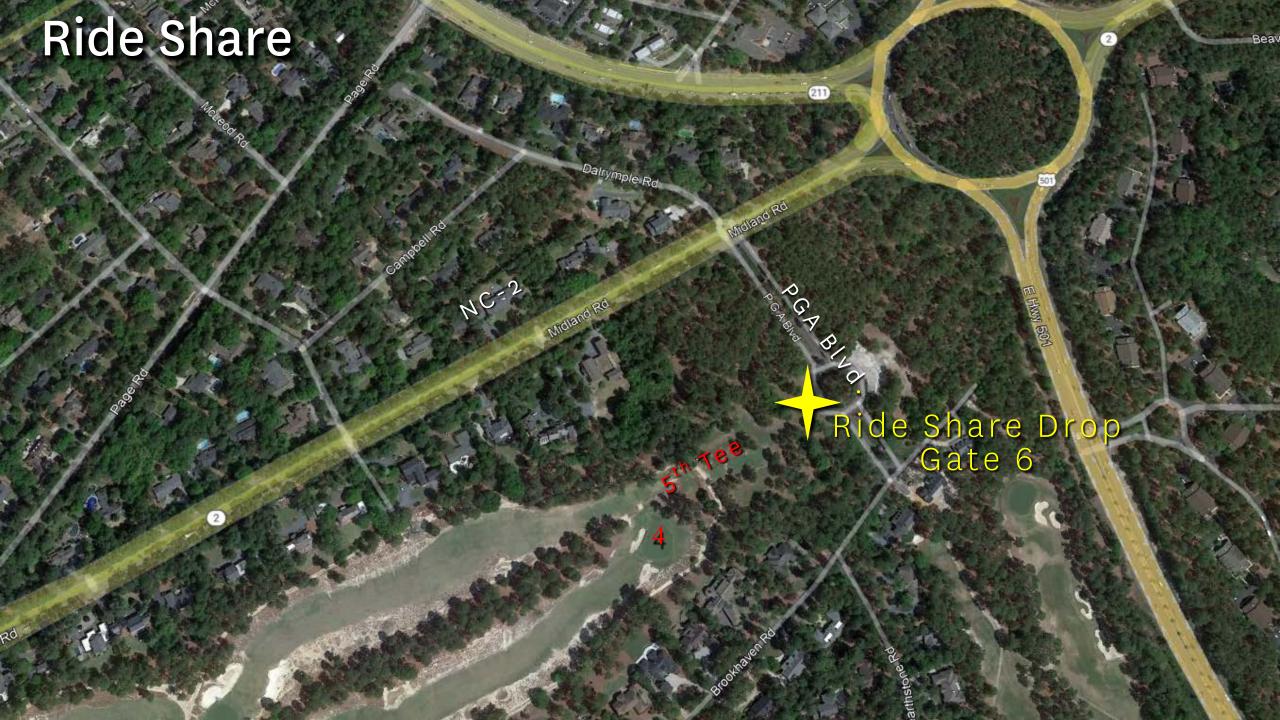




# More Options Screen







### Golf Cart Parking

- •There will be designated areas near the Clubhouse VIP Parking Lot (Golf Shop clients only) to park golf carts. You must use one of your VIP Parking hangtags to access this area.
- Ride Share entrance will also have a designated golf cart parking area.



### 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

### Handicap Parking



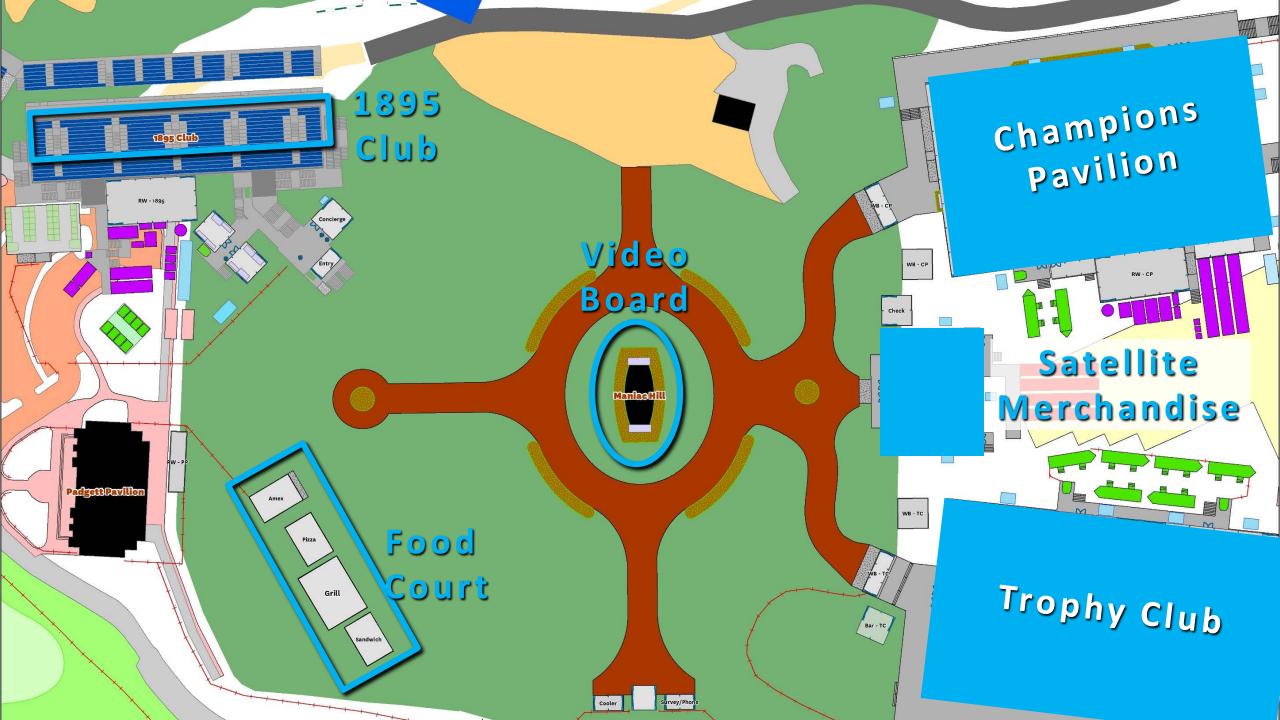
- Accessible parking spaces will be available in all parking lots.
  - HD/DP placards or license plates required
- The USGA will provide lift-equipped shuttle transportation from parking lots
  - Fans requiring lift-equipped transportation should contact MSG Promotions

# Hospitality













First Visit Check-In



First Visit Check-In

Tickets are scanned for the second time







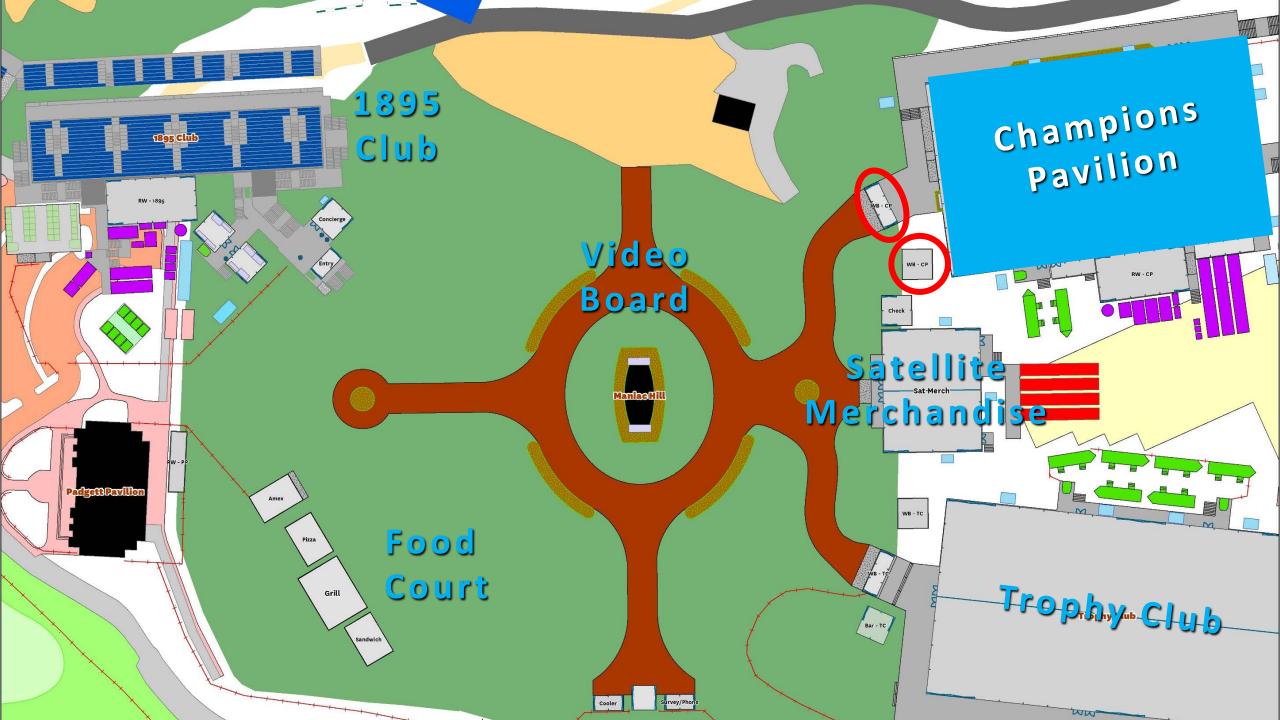
Wristbands are applied





Wristbands are scanned by RFID reader







Dedicated aisleways for entry and re-entry





Access into the hospitality areas will be STRICTLY enforced





### Managed By A Dedicated Staff

- MSG staff
- Area Captains
- MSG Interns
- Volunteers



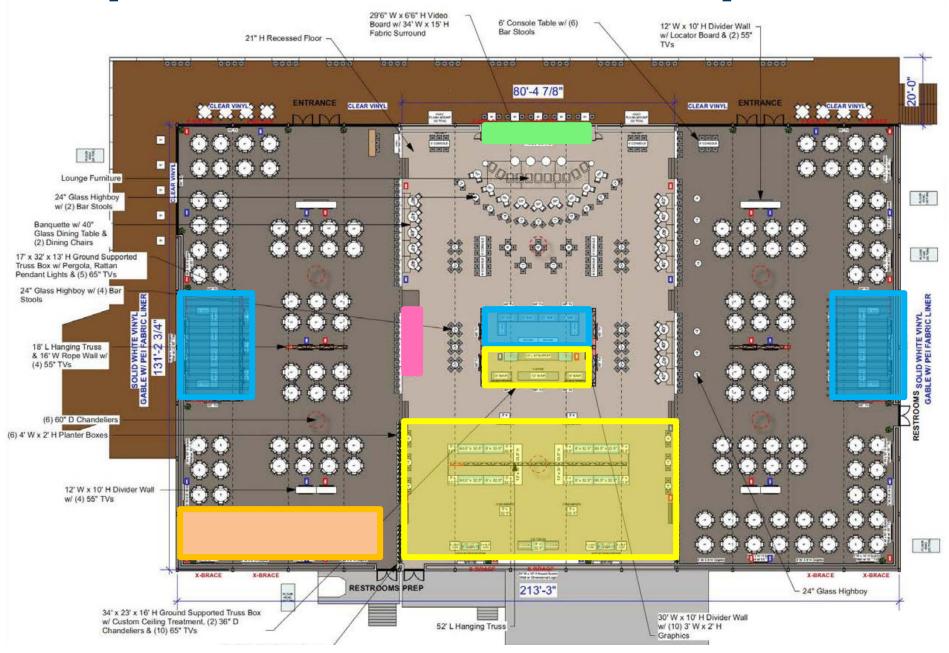
### Champions Pavilion Entrance



Scanning on the way out



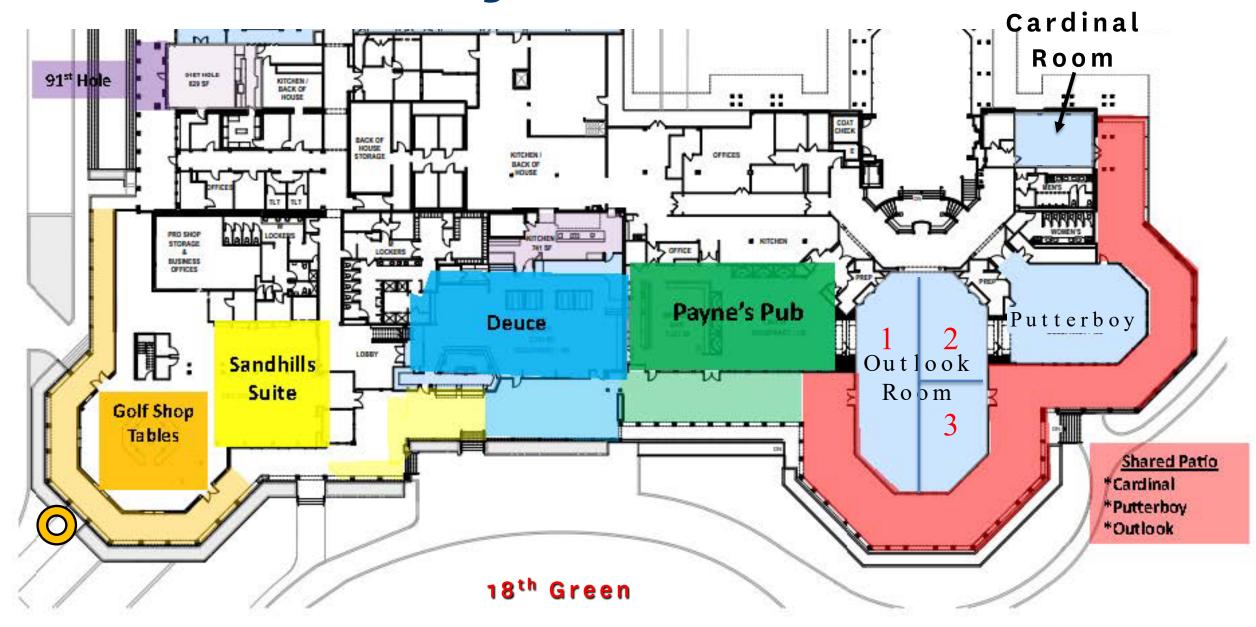
## Champions Pavilion Floorplan



## Golf Shop Tables



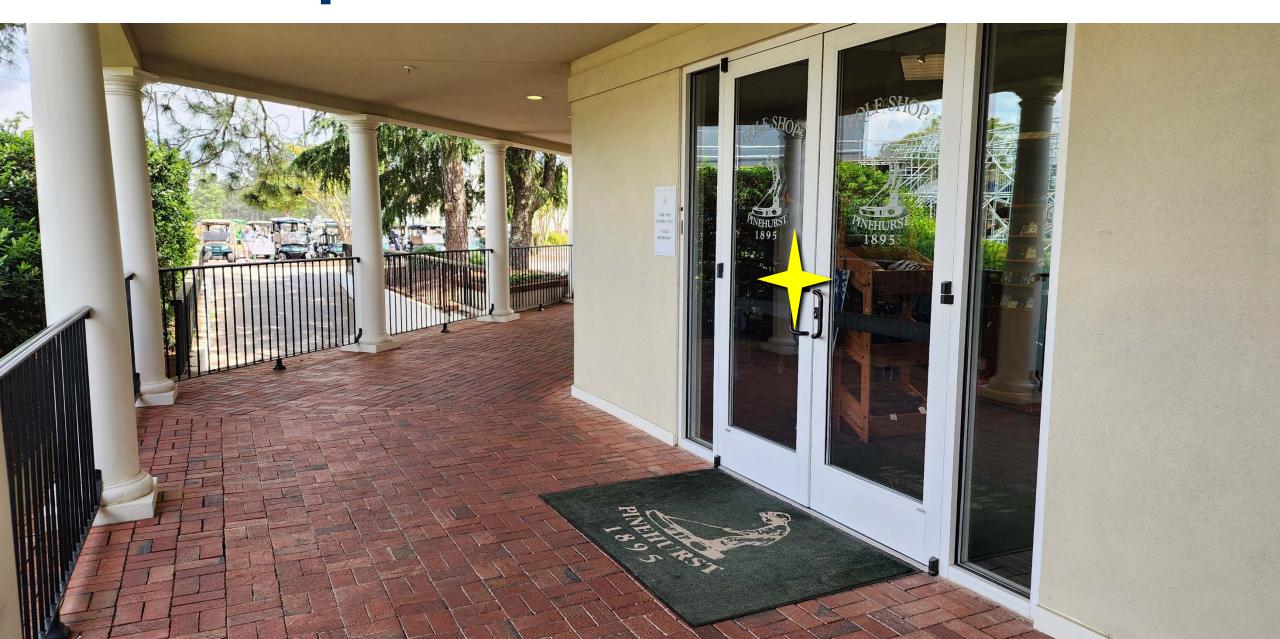
## Clubhouse Layout



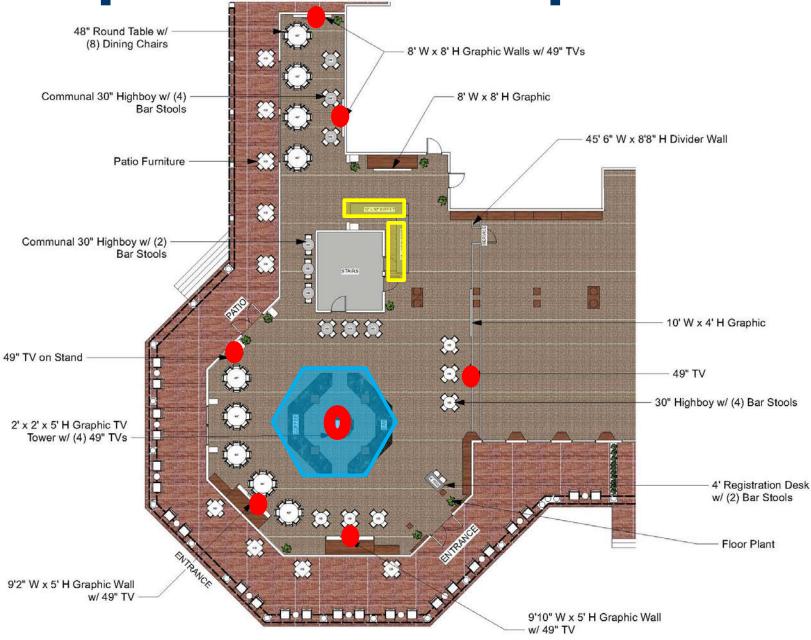
## Golf Shop Table Entrance



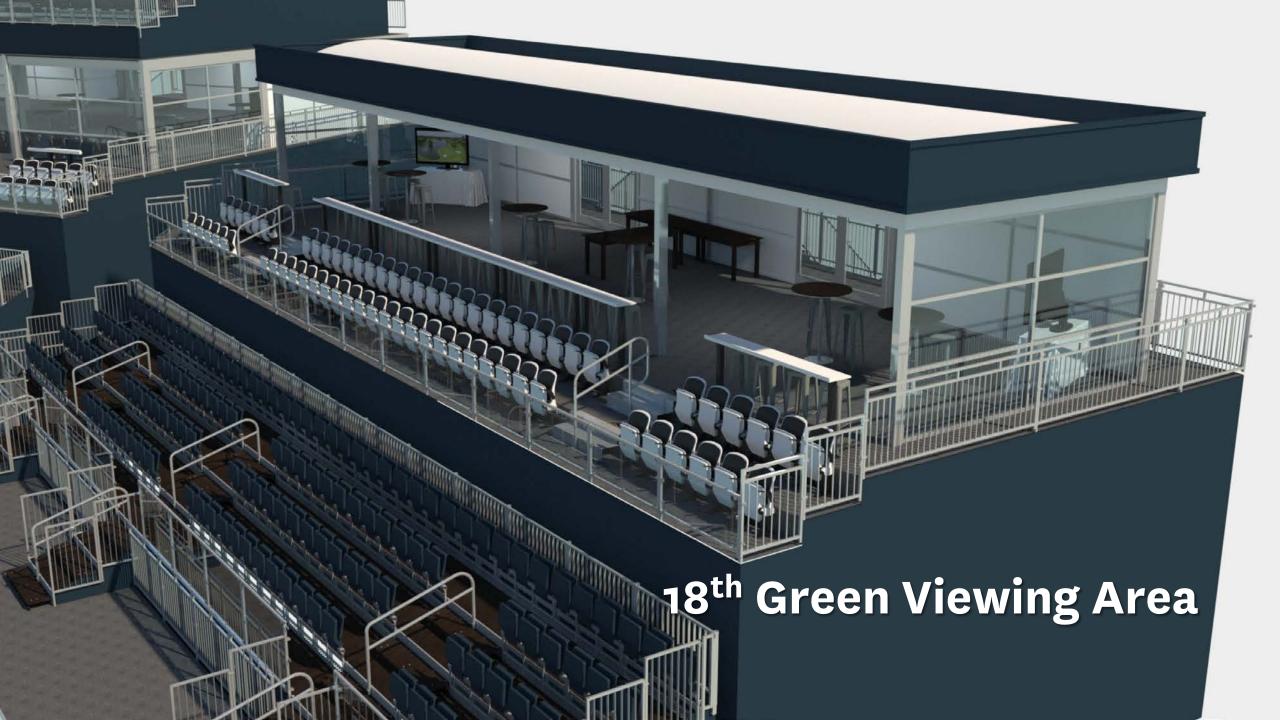
## Golf Shop Table Entrance



## Golf Shop Table Floorplan







## Walk Path to Viewing Area on 18



### **Guest Services**



- Located in each Hospitality Area
- MSG staff, interns and volunteers are stationed at Guest Services



## Corporate Table Signs





HOLLYWOOD BED MASSUMI + CONSOLI THE CHANGE COMPANY

## Champions Pavilion Restrooms

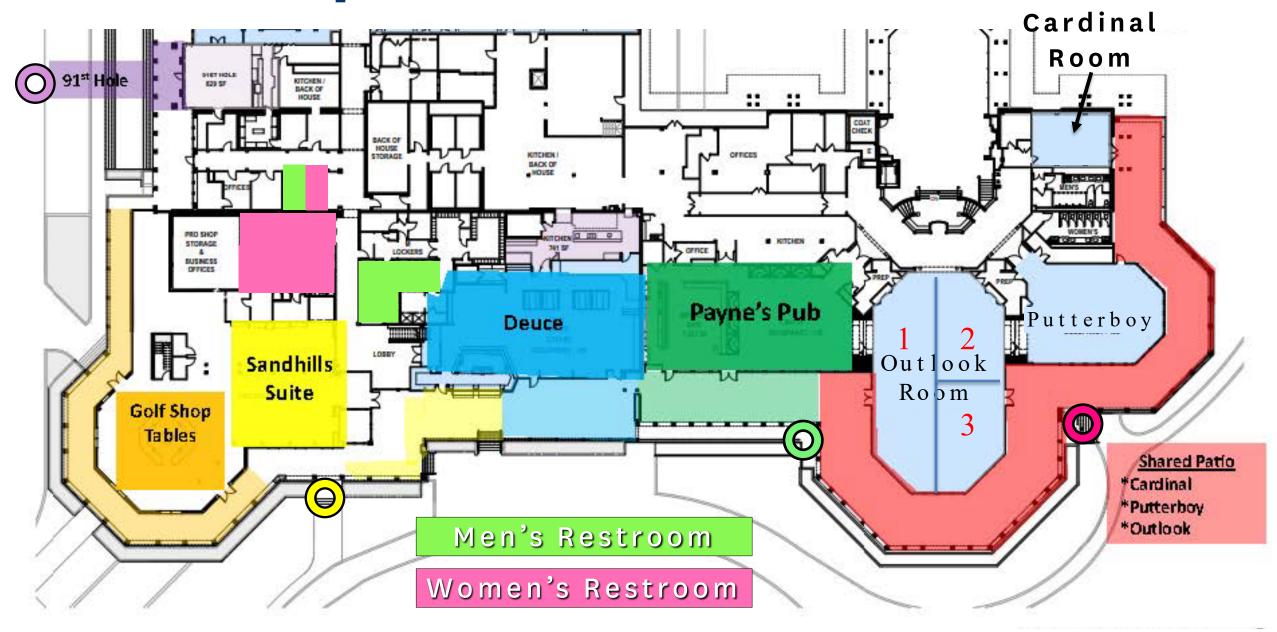


## Restrooms





## Golf Shop Restrooms



## Golf Shop Restrooms



## Cell Phone Chargers



## Cell Phone Chargers



Accessibility



## Championship Wi-Fi - powered by Cisco



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## No Smoking Policy

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



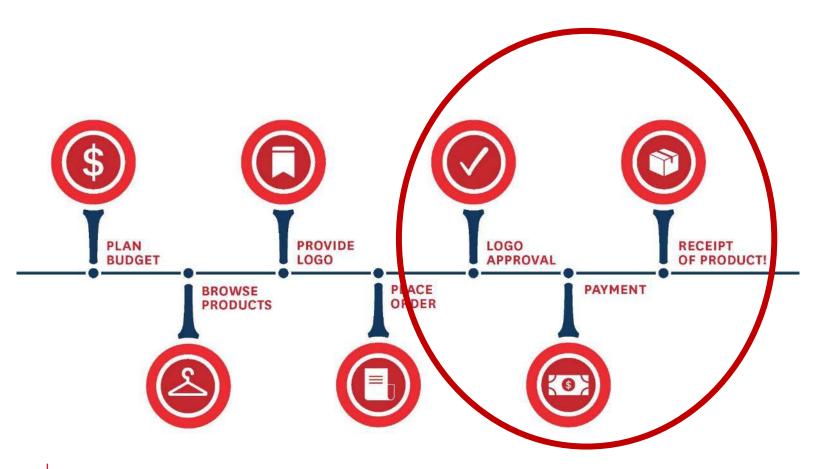


## THANK YOU!





## What To Think About Now





## 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



## U.S. OPEN

#### MERCHANDISE PAVILION

#### PRE-CHAMPIONSHIP OPENING

Thursday - Sunday / June 6 - 9 / 10 a.m. - 6 p.m.



NO TICKET NECESSARY / OPEN TO THE PUBLIC 4 DAYS PRIOR TO THE CHAMPIONSHIP

### **QUESTIONS?**





#### Please contact Drew Regino, dregino@usga.org

- 91<sup>st</sup> 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)

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## Guests With Special Needs





## **Additional Opportunities**



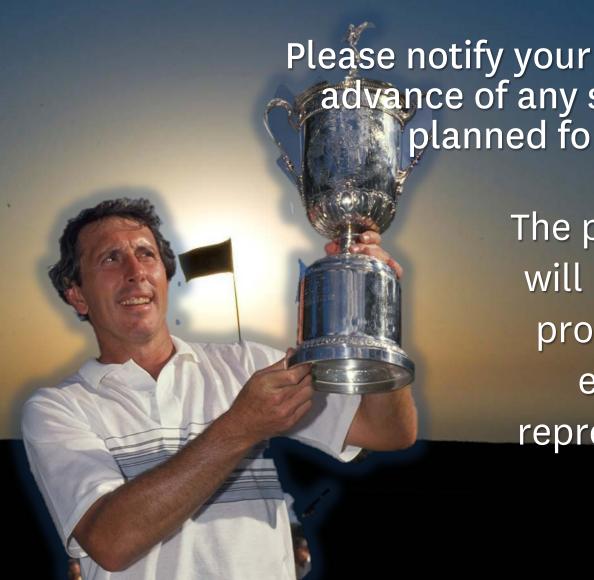
#### **Karen DiCarlo**

**Director of Group Sales** 

Phone: 910-235-8786

Email: karen.dicarlo@pinehurst.com

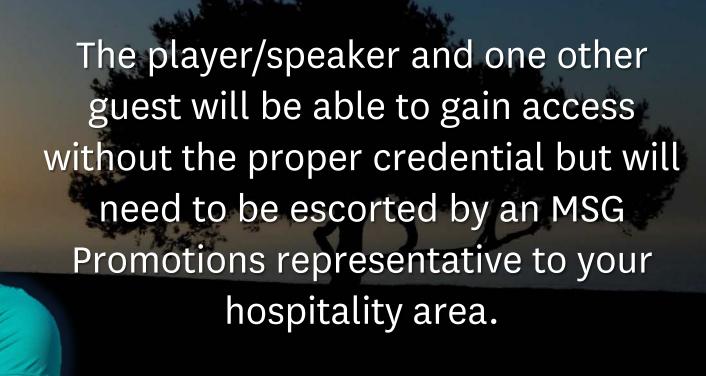




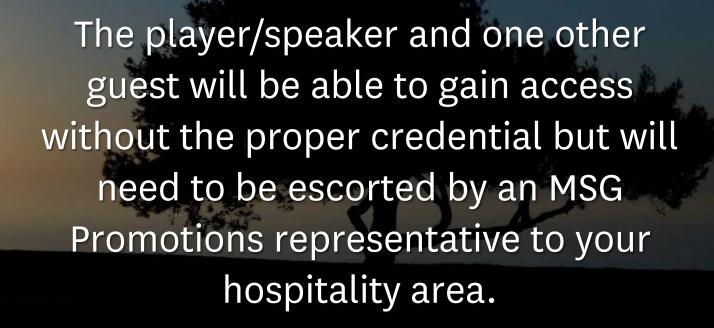
Please notify your MSG Promotions representative in advance of any special guest appearances you have planned for inside your hospitality space.

The player/speaker and one other guest will be able to gain access without the proper credential but will need to be escorted by an MSG Promotions representative to your hospitality area.

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