

2022

U.S. Senior Open



Corporate Update Session

Tent Clients

March 18, 2022

Conducted by the

USGA

in u

Corporate Hospitality Program Resources





- Management company for the 1992 and 2000 U.S. Senior Opens and 2009 U.S. Women's Open at Saucon Valley Country Club
- Exclusive Corporate Hospitality Marketing & Management Company for the U.S. Open since 1995
- Staff with over 130 years of collective experience in the sports marketing industry

Corporate Hospitality Manual



- ❖ Link to manual emailed to daily contacts in early January
- ❖ Valuable resource to help with your planning
- ❖ Updated as new information becomes available
- ❖ Information in Manual
 - I. Timeline and Forms
 - II. Meetings and Resources
 - III. Championship Information
 - IV. Maps and Layouts
 - V. Hospitality Program Information
 - VI. Tickets
 - VII. Parking and Transportation
 - VIII. Catering and Décor
 - IX. Merchandise
 - X. Hospitality Program Requirements
 - XI. Meeting Minutes

Corporate Hospitality Timeline

Corporate Hospitality Timeline		
2021	ACTIVITY	LOCATION OR GROUP/CONTACT
October 15	Corporate Update Session & Décor Preview	Saucon Valley Country Club/MSG Promotions
December 20	Clients to receive design deck, floor plan, budget and service agreement	Production Elements/Deja Gagner
December 31	Catering agreement and Credit Card Authorization Form due	Ridgewells/Kaylee Toth
2022	ACTIVITY	LOCATION OR GROUP/CONTACT
January 12	Clients receive Culinary Selections Book	Ridgewells/Kaylee Toth
February 1	Final payment for hospitality package due	USGA/Kaitlin Grouss
January 24	Corporate Update Session and Catering Preview & Tasting	Saucon Valley Country Club/MSG Promotions
February 15	Forms due: - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Jim Holden
February 28	Deadline for final approval of décor, signed budget, service agreement and 50% deposit due	Production Elements/Deja Gagner
March 11	Catering deposit due	Ridgewells/Kaylee Toth
March 6	Corporate Update Session	Saucon Valley Country Club/MSG Promotions
March 15	Forms due: - Electrical Requirements Form - Safari Telecom Service Order Form	MSG Promotions/Kyle Vander Linden
March 31	Final décor payment and all graphic content due	Production Elements/Deja Gagner
April 15	Forms due: - Option Ticket Order Form - Corporate Shuttle Form	MSG Promotions/Jim Holden
April 15	Certificate of Insurance due	USGA/Anne Kellstrom
April 24	Deadline to order co-branded merchandise	USGA/Ryan Hutchinson
April 29	Corporate Update Session	Saucon Valley Country Club/MSG Promotions
May 13	Final menu selections, guest guarantees and remaining catering balance due	Ridgewells/Kaylee Toth
May 15	Forms due: - Authorized Personnel Form - Hospitality Host Form	MSG Promotions/Jim Holden
June 18 - 19	Client inspections and load-in	Saucon Valley Country Club/MSG Promotions
June 20 - 26	U.S. SENIOR OPEN CHAMPIONSHIP	Saucon Valley Country Club

A valuable resource to help keep you on track with all important dates & deadlines



Client Log-in – www.msgpromotions.com



ABOUT US

U.S. OPEN HOSPITALITY

U.S. WOMEN'S OPEN HOSPITALITY

CONTACT US

LOG IN

MSG PROMOTIONS

ABOUT US U.S. OPEN HOSPITALITY U.S. WOMEN'S OPEN HOSPITALITY CONTACT US

LOG IN

HOME > LOG IN

LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

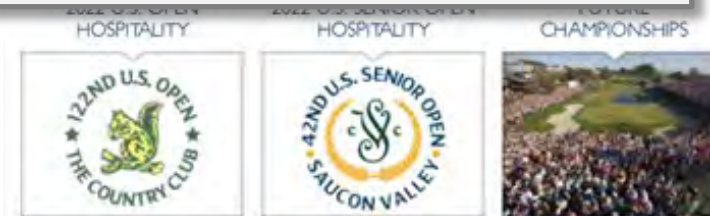
LOG IN

LOG-IN CREDENTIALS

Tent & Suite Patrons:

Username: [USSOcorporate](#)

Password: [2022corporatepatron](#)



Client Log-in – www.msgpromotions.com



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[U.S. OPEN HOSPITALITY](#)

[U.S. SENIOR OPEN HOSPITALITY](#)

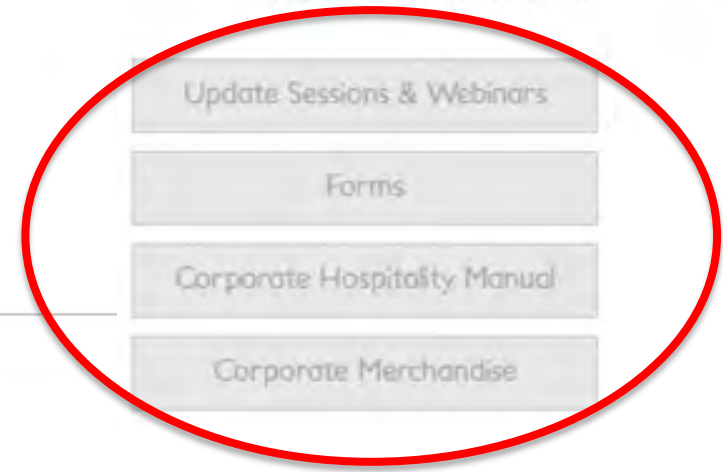
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2022 U.S. SENIOR OPEN TENT & SPECIALTY OPTION PATRONS

Click on any of the links on the right side of the screen for more information pertaining to the various aspects of your involvement in the U.S. Senior Open Corporate Hospitality Program.



2022 U.S. OPEN
HOSPITALITY



2022 U.S. SENIOR OPEN
HOSPITALITY



FUTURE
CHAMPIONSHIPS




Corporate Update Sessions

Session 3

TODAY


10:00am –
12:00pm



Session 4

April 29

9:00am –
11:00am



A reminder and RSVP form will be emailed to you at least two weeks in advance of the final meeting



**PRODUCTION
ELEMENTS**
EVENT DESIGN + PRODUCTION



ridgewells

CATERING

General Championship Information



1983	DALE DOUGLASS	1988	JACK WILSON
1984	GARY SUTHERLAND	1989	STACY WILSON
1985	GARY SUTHERLAND	1990	TOM WELSH
1986	ORVILLE THOMAS	1991	DAVE STOCKTON
1987	LEE TRAVIS	1992	GRAHAM MARSH
1988	JACK NICKLAUS	1993	HALL IRWIN
1989	LARRY LAURETTI		

U.S. Senior Open Championship

- 42nd U.S. Senior Open Championship
- First conducted in 1980
- Open to anyone 50 years of age or older with a Handicap Index of 3.4 or less
- 156 Players (Exemptions & Qualifiers)
- Qualifying Takes Place May-June, 2022
- 72-hole stroke play
- Past champions include Jack Nicklaus, Arnold Palmer, Gary Player, Hale Irwin, Steve Stricker, Jim Furyk



Championship Format

- Full field consists of 156 players
- The format is stroke play
- There is no Pro-Am at the U.S. Senior Open
- On Thursday & Friday players tee-off in threesomes from 1st and 10th tee
 - 1st tee time on Thursday & Friday is approximately 6:45 am to 7:00 am.
- The “cut” is made after 36 holes
 - Players with the lowest 60 scores plus ties
- On Saturday & Sunday players tee-off in twosomes from 1st tee only
 - Start times on Saturday & Sunday are determined by the size of the field

Championship Week Schedule

Tuesday, June 21st

Practice Round

Wednesday, June 22nd

Practice Round

Thursday, June 23rd

1st Championship Round

Friday, June 24th

2nd Championship Round

Saturday, June 25th

3rd Championship Round

Sunday, June 26th

4th Championship Round

Playoff Format

Starting in 2018, the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open implemented a two-hole aggregate playoff in the event of a tie at the end of 72 holes of stroke play.

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

Championship Week Schedule

Tuesday, June 21st and Wednesday, June 22nd

- Wellness Pavilion – Presented by St. Luke’s University Health Network (SLUHN)
- First Aid/ Medical Services – Presented by St. Luke’s University Health Network
- **Epic Putt – Presented by PBS39/WLVT**
- 19th Hole – Presented by Lehigh Valley Health Network (LVHN)
 - Craig Thatcher concert in 19th Hole (5 to 7 pm) – Presented by C.F. Martin
 - Social Gaming in 19th Hole – Presented by Wind Creek
 - 19th Hole Sports Bar – Presented by Yuengling
 - **Golf Simulators – Presented by X-Golf**
- Junior Experience – Presented by Lehigh Valley Health Network (LVHN)
 - Junior Experience Tent - Fun games and activities for kids of all ages
 - Scavenger hunt for kids (Tuesday and Wednesday)
 - Junior Golf Clinic (1 day)

Practice Rounds Tuesday and Wednesday



Players are
more
amenable
to
interacting
with fans

Practice Rounds Tuesday and Wednesday



Players are
more
amenable
to
interacting
with fans

Practice Rounds Tuesday and Wednesday

Cameras
are
permitted
and
encouraged



Practice Rounds Tuesday and Wednesday



Experience
a more
relaxed
atmosphere

Practice Rounds Tuesday and Wednesday



Experience
a more
relaxed
atmosphere

Championship Rounds Thursday - Sunday

Full
capacity
crowds



Championship Rounds Thursday - Sunday

Full
capacity
crowds



Championship Rounds Thursday - Sunday

Players are competing for the most coveted title in senior golf



2022 U.S. Senior Open Course Map



Practice Tee

First Aid

9

2

15

18

14

Junior Experience

19th Hole

12

First Aid

11

16

17

Main Entrance

Merchandise Pavilion

Volunteer Headquarters

Wellness Pavilion

Epic Putt

1

10

Accessibility



Accessibility



Weather Warning System

TODAY	THRU 6	TOTAL
	SAUERS	1
	PERRY	1
	TOMS	0



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 take immediate action 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.

WEATHER ADVISORY



Extreme heat today.
Take precautions.

WEATHER WATCH



Dangerous
weather possible.

WEATHER WARNING



Dangerous weather
in the area.
Take Shelter.

What To Focus On Now



1. Timeline Dates

- February 1 – Final Payment For Hospitality Package Due

Kaitlin Grouss



Phone: 908-230-0006

Email: kgrouss@usga.org



1. Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form
- March 2 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI



1. Timeline Dates

- February 15 – Ticket Distribution & Parking Pass Shipment Form Due
- February 15 – Corporate Sign Form
- March 2 – Deadline for final approval of décor, signed budget/service agreement, and 50% deposit due to PEI
- March 11 – Catering deposit due to Ridgewells



1. Timeline Dates

• March 15 – Electrical Requirements Form

114 Timelines & Forms

Electrical Requirements Form

DUE MARCH 15, 2022

Please use the chart below to specify the type of equipment you expect to personally bring into your hospitality tent and where each piece of equipment will be located within your space (i.e. registration desk, business center, bar, etc.). You do not have to include items dictated by the catering menu you select, such as coffee makers, ice cream freezers, etc. We will obtain that information from the caterer.

Note: Each hospitality tent will be equipped with the electrical service necessary to support the basic operation of the facility as well as the use of any standard business equipment, such as a laptop, a single cell phone or tablet charger, and a printer.

WE PLAN TO BRING:	QUANTITY	LOCATION WITHIN TENT
<input type="checkbox"/> Cell phone charger		
<input type="checkbox"/> Tablet charger		
<input type="checkbox"/> Laptop computer		
<input type="checkbox"/> Printer		
<input type="checkbox"/> Multiple cell phone charging station		
<input type="checkbox"/> Other:		

Company Name: _____

Company Representative: _____

Telephone Number: _____

Email Address: _____

[CLICK HERE TO COMPLETE THIS FORM ELECTRONICALLY](#)

This form can also be scanned and emailed Ray Straccia at rstraccia@mscromotions.com.

Include:

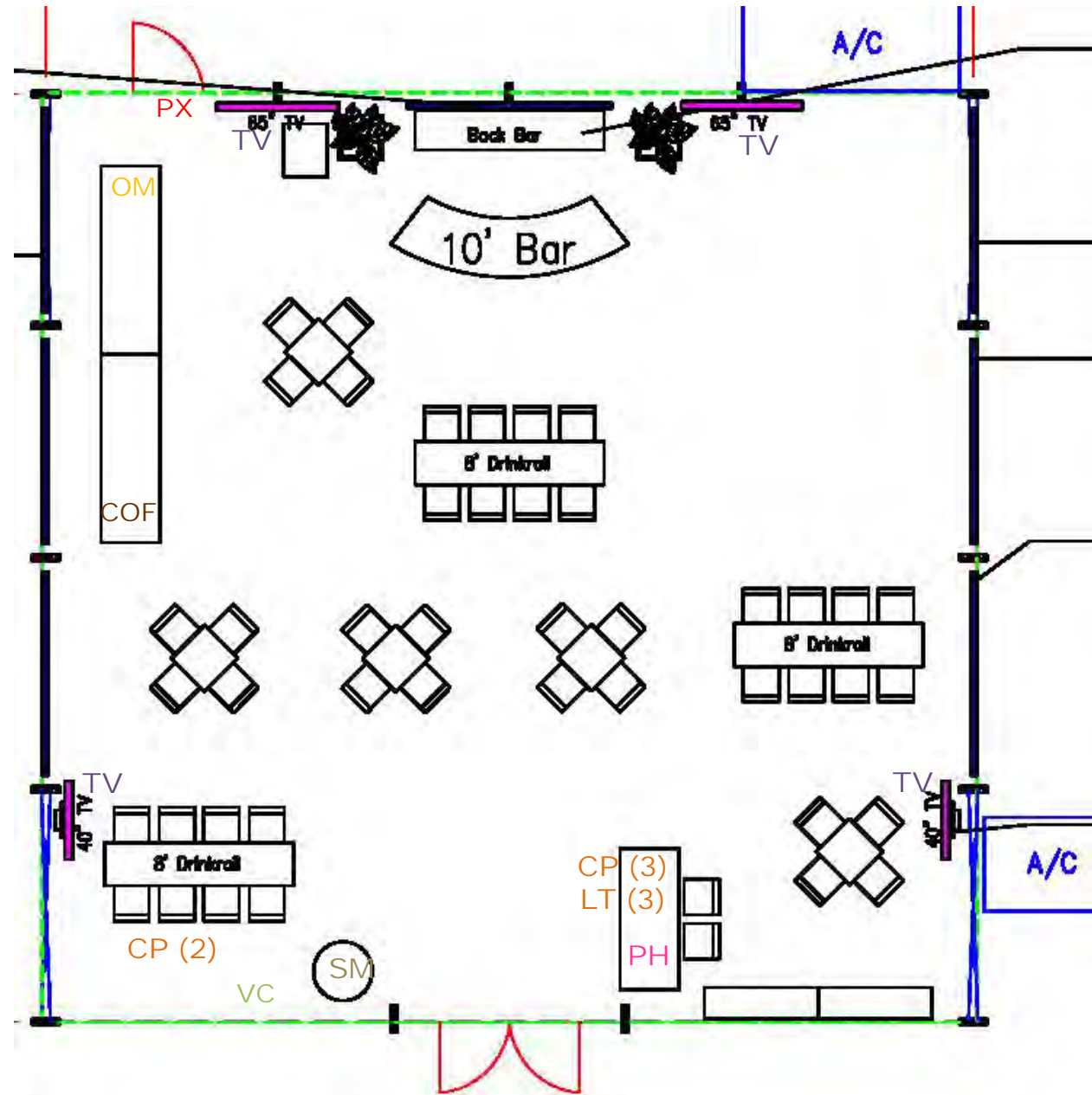
- Printer
- Laptops
- Cell phone & tablet chargers
 - Specify location

Do Not Include:

- Items dictated by your menu
 - Ice cream freezer
 - Coffee maker

Electrical Floor Plans

Electrical Symbol Key	
Vacuum Cleaner	VC
Telephone/Wi-Fi/Cat 5	PH/WF/C5
Scoring Monitor	SM
TV/Cable	TV
Laptop Computer	LT
Printer	PR
8' Track light (2.5 amps per)	
Charging Station(2.4 amp per)	CS
Exit Sign/Prep Exit	X/PX
Pendant Bar Light (2 amps)	⊙
Popcorn Machine	POP
Ice Cream Freezer	IC
Coffee	COF
Omelette Station (requiers 2 20 amp circuits)	OM
iPad	iP
Cell Phone Charger	CP
Toaster	T
Non-Electrical	
Carvery	C



1. Timeline Dates

- March 15 – Electrical Requirements Form
- March 15 – Safari Telecom Service Order Form

Safari Solutions Service Order Form
DUE JUNE 1st, 2022
Each hospitality area will be equipped with complimentary WiFi service that will be available for you and your guests.

ADDITIONAL SERVICES AVAILABLE
You also have the ability to order IP Phones and hard-wired internet service for use by the staff and guests within your specific tent.

Please indicate below the number and type of additional services you would like to order, along with the location of each within your hospitality tent (i.e. registration desk, business center, bar, etc.).

TYPE OF SERVICE REQUESTED	QUANTITY	COST	TOTAL COST	LOCATION WITHIN TENT
IP Phone		\$435		
Internet Hardline		\$515		
Total Amount Due				

For any specific internet needs such as IP addressing, bandwidth, or WiFi specification, please contact Jake Mulholland at jake@safran-solutions.com

SAFARI SOLUTIONS WILL EMAIL AN INVOICE TO THE CONTACT LISTED BELOW.

Company Name: _____ Hospitality Location: _____
Company Representative: _____
Phone Number: _____ Email Address: _____
Billing Address: _____

You will receive an invoice via email the week of the U.S. Senior Open from accounting@safarisolutions.com. Please pay online through our payment portal, thank you.

This form can be scanned and emailed to Jake Mulholland at jake@safran-solutions.com

- ❖ Each hospitality area will be equipped with complimentary WiFi
 - Can order dedicated bandwidth

1. Upcoming Timeline Dates

- April 8 – Final Décor Payment is Due



1. Upcoming Timeline Dates

- April 8 – Final Décor Payment is Due
- April 15 – Corporate Shuttle Form is Due

1 | 6 Timelines & Forms

Corporate Shuttle Form

DUE APRIL 15, 2022

If you plan to operate a private shuttle for your guests, you must submit this form to obtain the placard(s) required to access the Corporate Shuttle Depot during the U.S. Senior Open. Due to space constraints, only two (2) shuttle placards may be requested per tent. Requests for additional placards will not be considered until we determine the total number of companies that plan to operate a private shuttle.

Please indicate below the number and size of the shuttle vehicle(s) you will be using, along with your planned drop-off/pick-up schedule. Note: We may ask you to alter your requested shuttle schedule depending on the overall demand for shuttling.

VEHICLE #1	VEHICLE #2
Size of Vehicle #1: <input type="checkbox"/> Sprinter Van <input type="checkbox"/> Car	Size of Vehicle #2: <input type="checkbox"/> Sprinter Van <input type="checkbox"/> Car
Days of Operation: <input type="checkbox"/> All Week <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday	Days of Operation: <input type="checkbox"/> All Week <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday
Requested Schedule: _____ _____ _____	Requested Schedule: _____ _____ _____

Shuttle placard(s) and corresponding information (slip assignments, assigned shuttle times, driving directions and a map) will be mailed to the contact listed below in late May, and will arrive separately from your ticket shipment.

Company Name: _____

Company Representative: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____ Email Address: _____

[CLICK HERE TO COMPLETE THIS FORM ELECTRONICALLY](#)

This form can also be scanned and emailed to Jim Holden at jholden@msepromotions.com.

1. Upcoming Timeline Dates

- April 8 – Final Décor Payment is Due
- April 15 – Corporate Shuttle Form is Due
- April 15 – Certificate of Insurance is Due to the USGA
- April 15 – Deadline to Order Co-Branded Merchandise

1. Upcoming Timeline Dates

- April 30 – Special Corporate Client Employee Ticket Discount Ends
 - ❖ All Senior Open clients and Regional Supporters have the opportunity to offer their employees a 20% discount on any daily Senior Open gallery ticket
 - ❖ Each corporate client and Regional Supporter was sent a specific link for this employee discount offer to use to order the tickets
 - ❖ This offer will be governed by email domain, so the employees will be required to use their work email address to order the tickets
 - ❖ If employees don't have company email addresses, provide the personal email addresses for any employees who want to participate to the Senior Open staff

Employee Discount Pricing

Gallery Ticket	Regular Price	Discounted Price
Tuesday	\$25	\$20
Wednesday	\$25	\$20
Thursday	\$40	\$32
Friday	\$40	\$32
Saturday	\$50	\$40
Sunday	\$50	\$40

1. Upcoming Timeline Dates

- April 8 – Final Décor Payment is Due
- April 15 – Corporate Shuttle Form is Due
- April 15 – Certificate of Insurance is Due to the USGA
- April 15 – Deadline to Order Co-Branded Merchandise
- April 30 - Special Corporate Client Employee Ticket Discount Ends
- May 10 – Corporate Cup

2. Become Familiar With Your Package

- ❖ Location - In relation to the course
- ❖ Amenities included – Tickets, VIP Parking, Golf, Open-Air Suite, 19th Hole

	Hospitality Tickets	Staff Tickets	Gallery Tickets	On-Site Tickets	VIP Parking Passes	Corporate Cup	Weyhill Golf	Open-Air Suite	19 th Hole
50 Ticket Tents	50	3	20	2/4	20/15	8	8	Yes	Yes
35 Ticket Tents	35	2	15	2/2	15/10	4	4	No	Yes

2. Become Familiar With Your Package

- ❖ Location - In relation to the course
- ❖ Amenities included – Tickets, VIP Parking, Golf, Open-Air Suite, 19th Hole

Ticket Type	Grounds Access	Hospitality Area Access	19 th Hole Access
Hospitality Package Tickets	✓	✓	✓
Staff Tickets	✓	✓	✓
On-Site/Additional Access	✓	✓	✓
Gallery Tickets	✓		

The 19th Hole – Presented by LVHN



19TH HOLE
Presented By Lehigh Valley Health Network



The 19th Hole

Presented by
Lehigh Valley Health Network



3. Wrap-Up Invitation Process

❖ Send Invitations

- Electronic templates or printed notecards



3. Wrap-Up Invitation Process

- ❖ Hold back tickets for last minute needs



3. Wrap-Up Invitation Process

- ❖ Hold back tickets for last minute needs



4. Who Will You Include in Corporate Cup & Weyhill Golf

- ❖ Playing the course in U.S. Senior Open conditions is a unique experience
- ❖ Being able to play and then watch the best senior golfers is a special treat



5. Parking & Transportation Plans

- ❖ Are you planning to shuttle your guests or will they provide their own transportation?



6. Help Promote the Senior Open through Social Media





CAMPAIGN

U.S. SENIOR OPEN

Official social media content of the U.S. Senior Open hosted at Saucon Valley Country Club in Bethlehem, PA. We invite you to share these posts to help spread excitement of the Championship coming to our region.

HASHTAGS

#2022USseniorOpen

 FACEBOOK POSTS



Saucon Valley Country Club
to Host U.S. Senior Open



The U.S. Senior Open is coming to the Lehigh Valley June 21-26. This will be the 8th USGA Championship held at Saucon Valley Country Club showcasing the best senior golfers in the world. #2022USseniorOpen #LehighValley #USGA



Post to timeline

 TWEETS



156 of the best players in senior golf. 3rd Senior Open at Saucon Valley Country Club. A World-Class Experience. Who do you want to see on the green in June? RT with your favorite player tags! #2022USseniorOpen



Tweet

 INSTAGRAM



COMPANY NAME is proud to welcome the 2022 U.S. Senior Open to the Lehigh Valley. We will be at Saucon Valley in June cheering on the legends of the game! #2022USseniorOpen #LehighValley #USGA

7. Finalize Co-Branded Merchandise Selection

❖ This is THE BEST way to extend the life of your investment in the Championship





Corporate Merchandise Program

Benefits of the Corporate Merchandise Program

Exclusive opportunity reserved for U.S. Senior Open Corporate Clients

Extends your investment in the U.S. Senior Open through co-branding

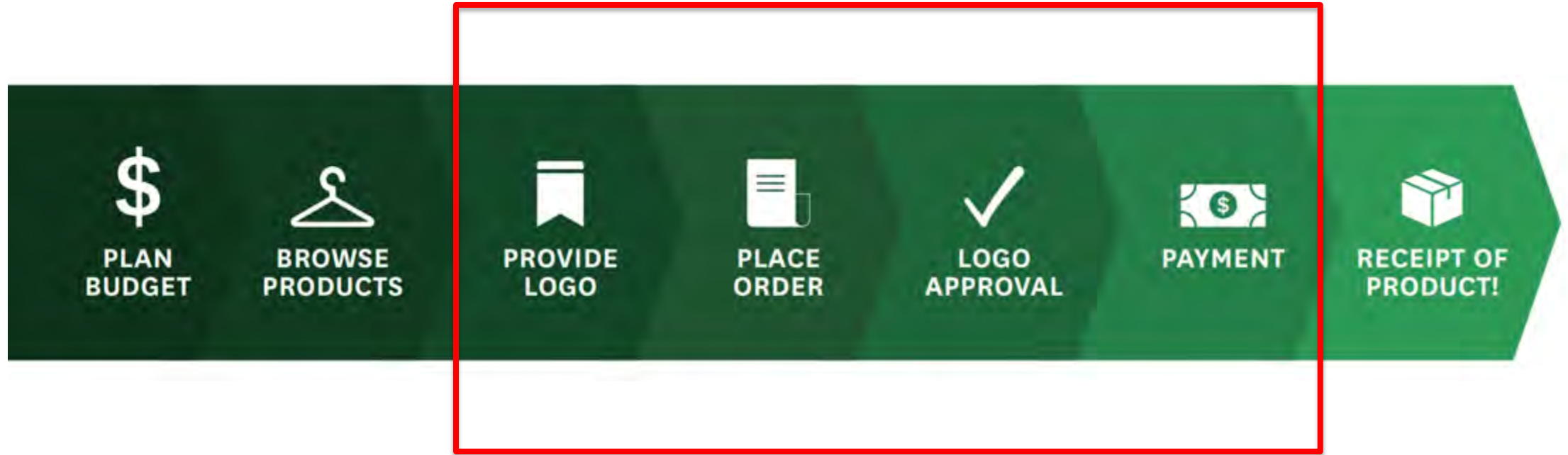
Provides you & your guests with memorable items from their time at the Championship

Where can you order bulk
U.S. Senior Open Merchandise?



corporatemerch.usga.org

Trust the Process

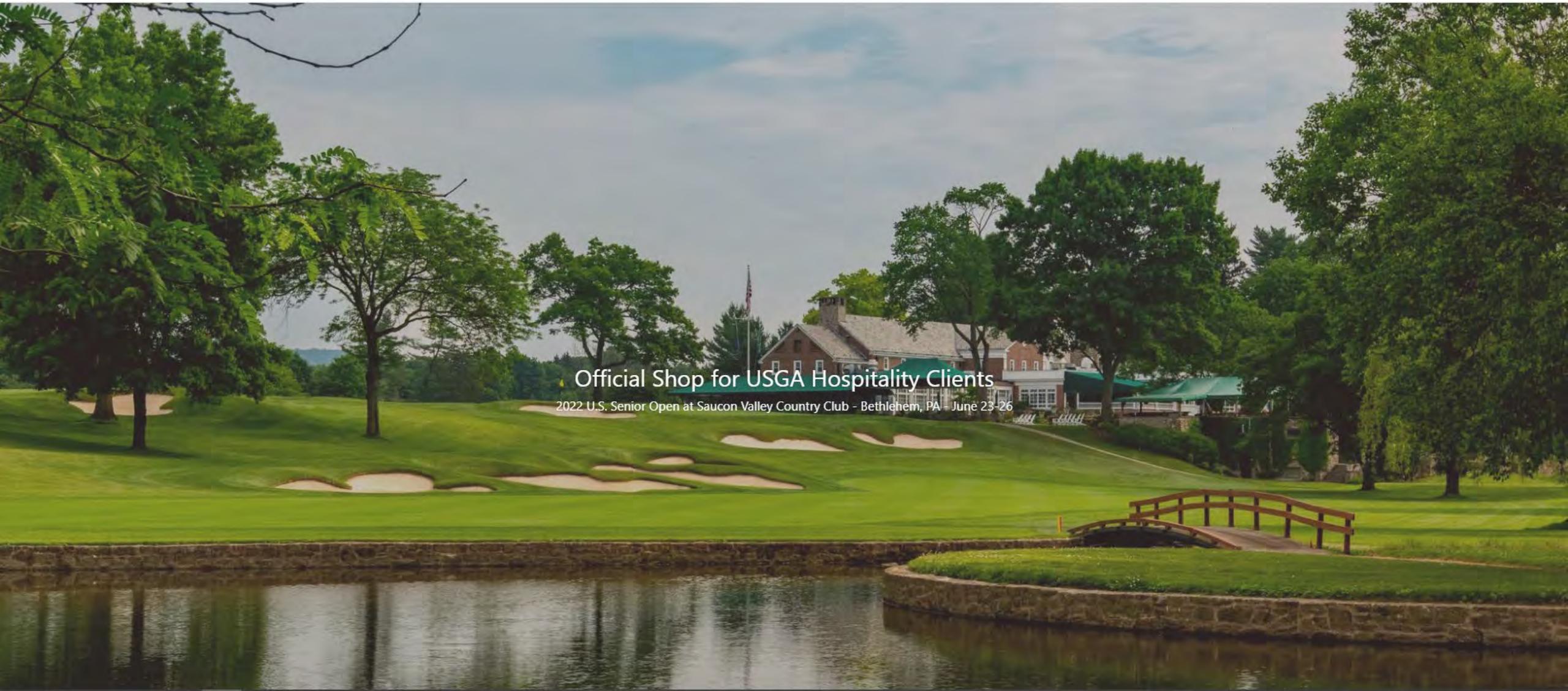


What to think about NOW:



- Have you browsed co-branded options on corporatemerch.usga.org?
- Do you have your logo in .DST format for apparel/caps?
- Is your .EPS or .AI logo ready to place an accessory order?
- Have you secured your guests' apparel sizes or will you order a size run with excess units to be safe?
- Have you emailed all your questions to Ryan and Alex?
- Have you achieved the internal approvals to submit your order?





Official Shop for USGA Hospitality Clients
2022 U.S. Senior Open at Saucon Valley Country Club - Bethlehem, PA - June 23-26

Accessories

FILTER BY All products ▾

SORT BY Featured ▾

14 products



Micro-Scrubber Towel
DEVANT
\$28.00 USD



Pro Line Umbrella
HAAS-JORDAN
\$39.00 USD



Embroidered Flag
TOURNAMENT SOLUTIONS
\$32.00 USD



Poker Chips
TOURNAMENT SOLUTIONS
\$5.00 USD



Switchfix Repair Tool Set
AHEAD
\$35.00 USD



Classic Repair Tool Set
AHEAD
\$27.00 USD



Screen Printed Flag
TOURNAMENT SOLUTIONS
\$16.00 USD



Koozie
TOURNAMENT SOLUTIONS
\$7.00 USD



Stemless

CORKCICLE

\$36.00 USD

Championship

U.S. Open

Color

Matte Black

- Championship logo only: \$32
- Size: 12oz
- Triple insulated
- Stainless steel
- Cool for 9+ hours, hot for 3
- Stay-put silicone bottom
- Domestic

- Corporate logo laser etched on back side

*minimum order quantity is 24 units





Double Old Fashion Glass (Set of 2)

STERLING GLASS

\$34.00 USD

Championships

U.S. Open

- Championship logo only: \$30.00
- Set of two (2) glasses
- Boxed together in official U.S. Open gift box
- Classic machine-made glasses
- Deep-etched logo application
- 14 oz.
- Domestic
- * Minimum order quantity of 24 pieces co-branded



Providing your Logo

What do you plan on ordering?



If logo needs to be embroidered, a .DST or .EMB file is required

- Apparel
- Headwear



If logo can be screen-printed, an .EPS, .AI or .JPG can be used

- Applies to all other items that are a part of the Corporate Program

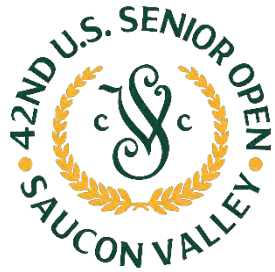


Merchandise Pavilion

- Visit the 10,000 sq. ft. Merchandise Pavilion
- Pre-Champ Opening (Open To Public)
 - June 18 – June 19
 - Open 10:00 a.m. – 6:00 p.m.
- Location:
 - Near general fan entrance along the main club driveway
- Over 2 million logoed items available for purchase
- Gift Cards available for purchase through USGA Corporate Merchandise Program



Mark your Calendars!



CORPORATE MERCHANDISE PROGRAM



PLACING YOUR ORDER:

1 STEP ONE
Visit corporatemerch.usga.org to view all merchandise

2 STEP TWO
Email Ryan Hutchison at rhutchison@usga.org to place an order



ORDER DEADLINE
To ensure timely delivery of your merchandise, co-branded orders **must** be placed by: **FRIDAY, APRIL 15, 2022**

CONTACT US!
Ryan Hutchison **Alexandra Downs**
rhutchison@usga.org adowns@usga.org
908-396-1502 908-326-1182

Tip: If you have a special request for an item not covered by our selection, we are happy to accommodate you!

corporatemerch.usga.org



Please Note: Any merchandise purchased with the 2022 U.S. Senior 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.

Corporate Hospitality Venues



Grouping of Hospitality Venues



Grouping of Hospitality Venues



19th
Hole

10

11

16

17

18

12

14

9th Hole Tent Walking Path from Main Entrance

Main
Entrance



1

2

10

9

15

18

9th Hole Tent Walking Path from VIP Parking



Main
Entrance

1

10

2

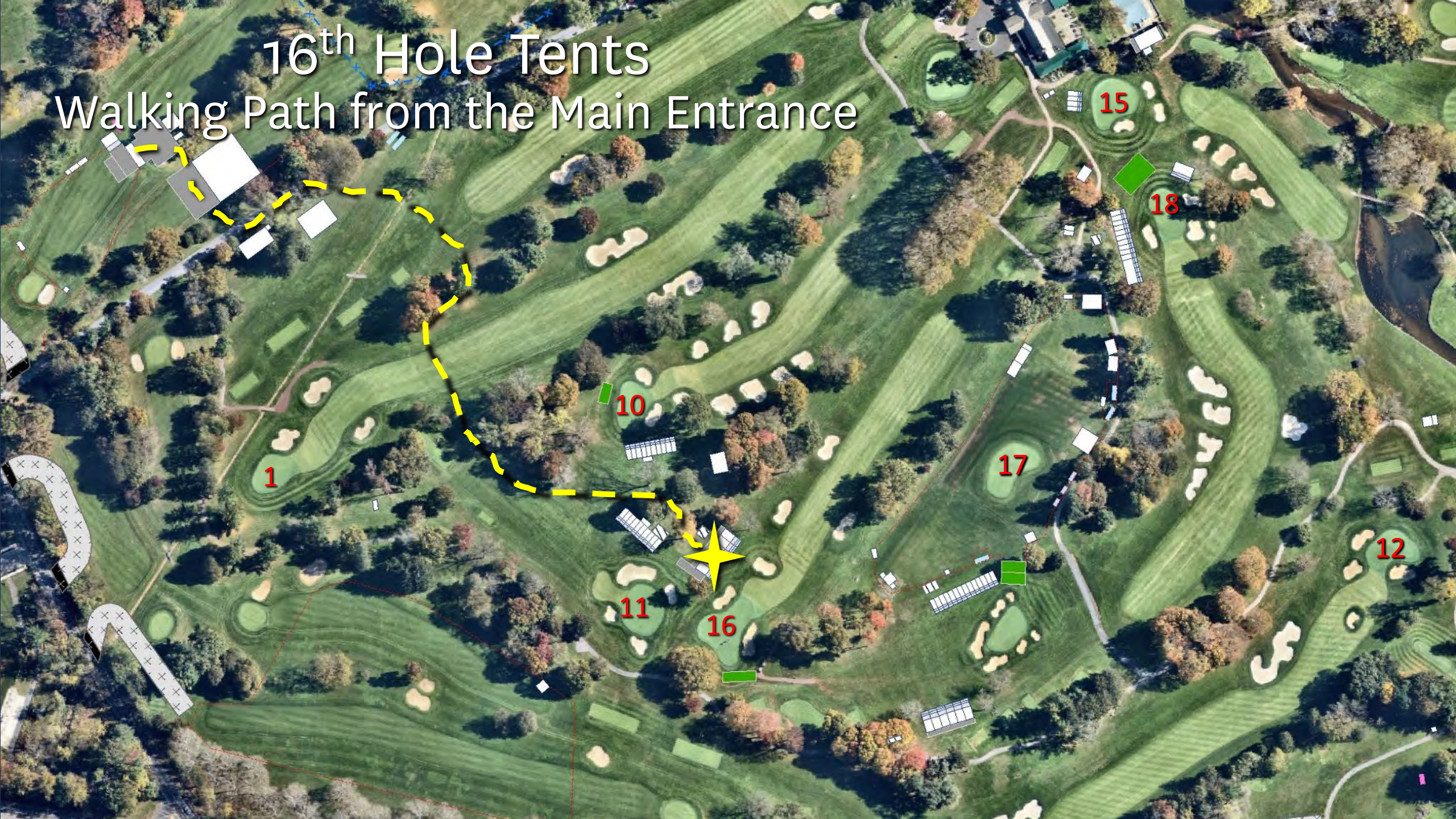
9

15

18

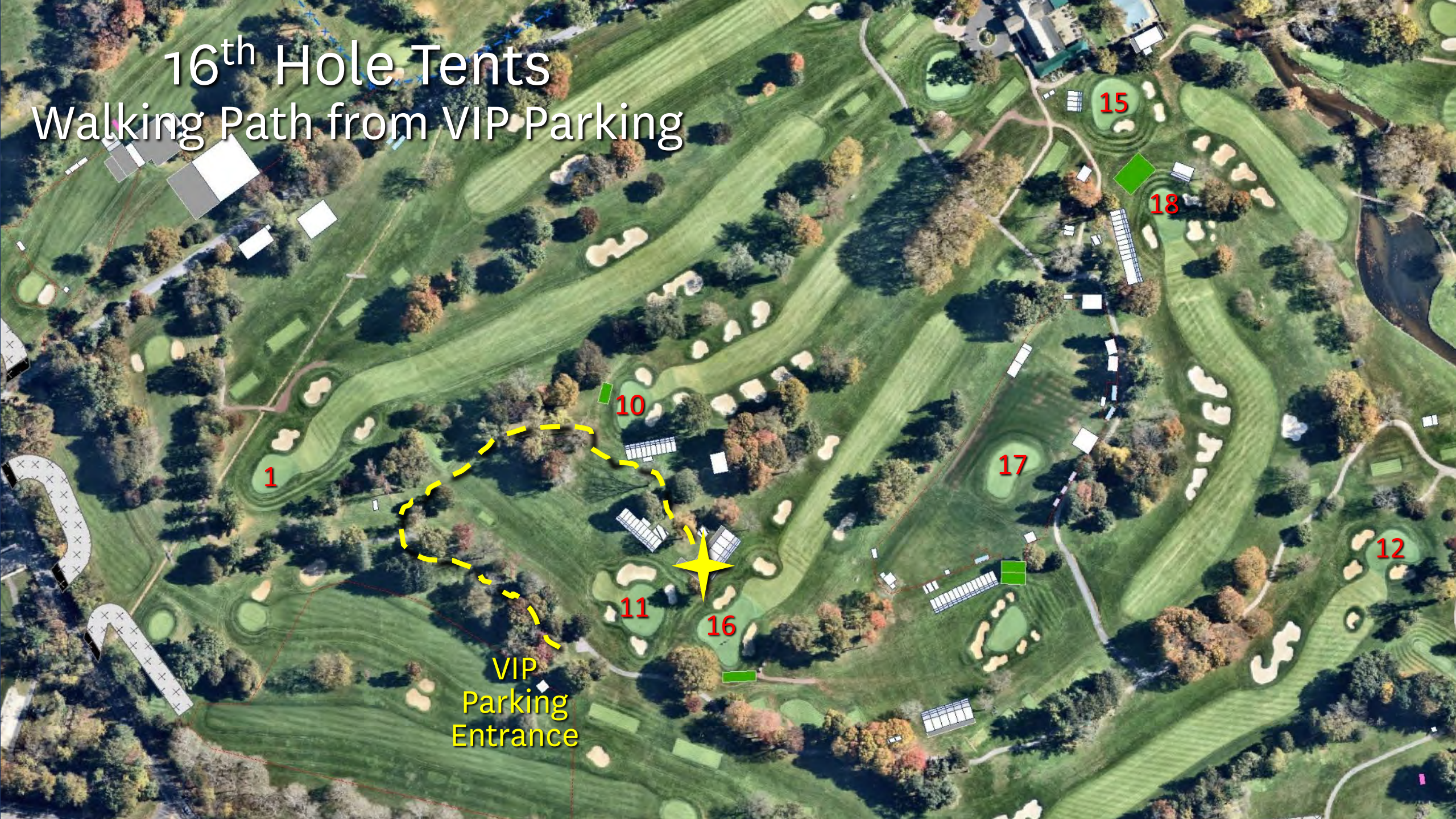
16th Hole Tents

Walking Path from the Main Entrance



16th Hole Tents

Walking Path from VIP Parking



VIP
Parking
Entrance

1

10

11

16

17

15

18

12

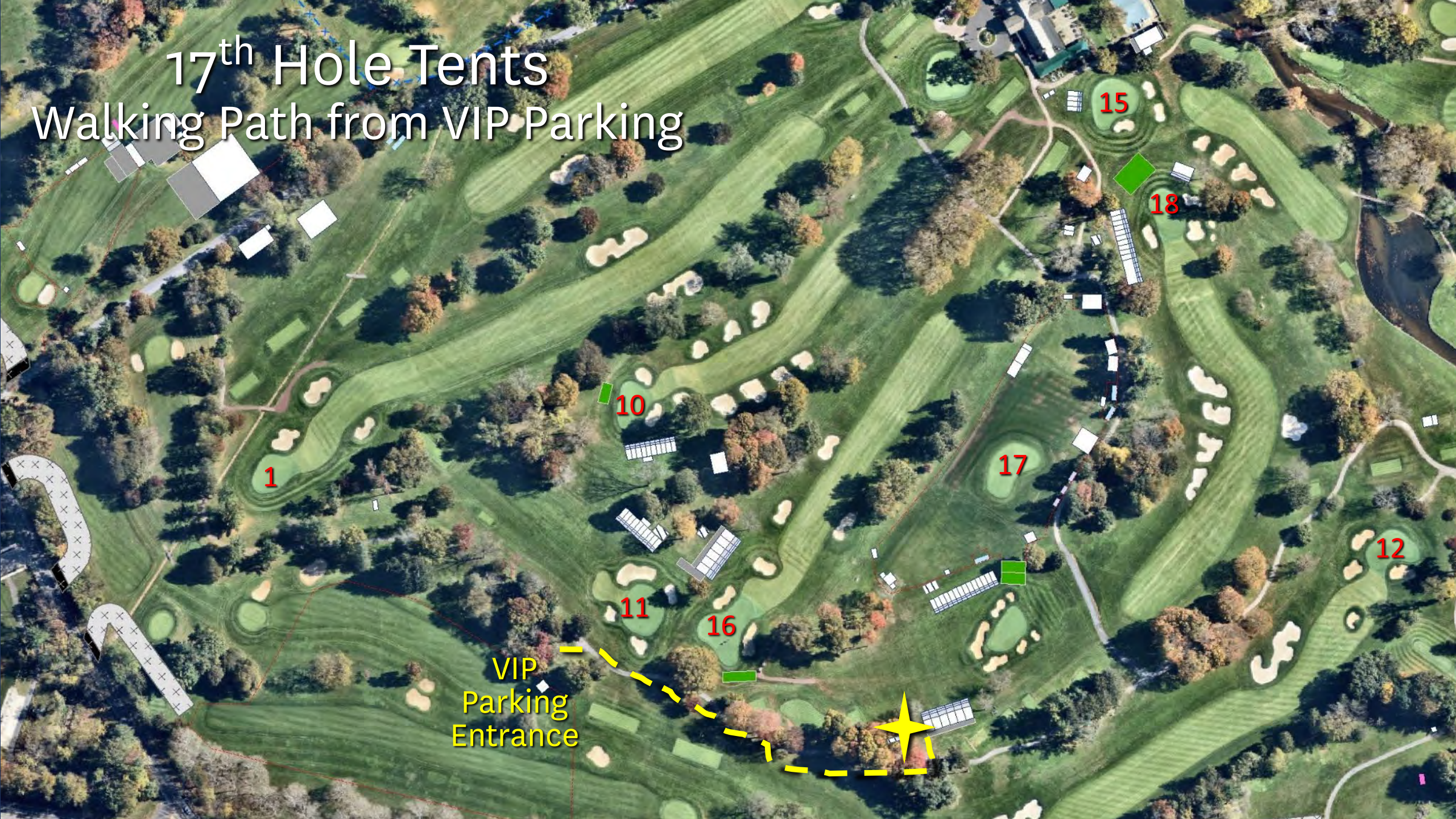
17th Hole Tents

Walking Path from the Main Entrance



17th Hole Tents

Walking Path from VIP Parking



VIP
Parking
Entrance

1

10

11

16

17

15

18

12

U.S. OPEN
ERIN HILLS
117TH

COURSE MAP

U.S. OPEN
ERIN HILLS
117TH

117th U.S. Open Championship
August 12-18, 2017
Erin Hills

- FIN
- CONCESSION
- COMPOSITE HOSPITALITY
- REARLY SERVICES
- TRAINING
- PRO SHOP
- RESTROOMS
- RESTAURANT
- RENTAL EQUIPMENT
- EXPERIENCE



HOLE	PAR	YARD
1	4	450
2	5	350
3	4	500
4	4	450
5	4	500
6	3	250
7	4	450
8	4	450
9	4	450
10	4	450
11	4	450
12	4	450
13	4	450
14	4	450
15	4	450
16	4	450
17	4	450
18	5	550



Directional Signs



Hospitality Operations





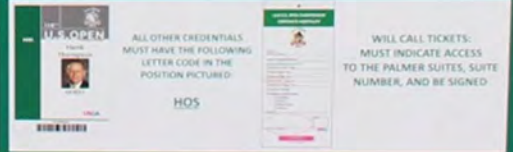


Access into Hospitality Areas

Palmer Suites
Guests Only
Proper Credentials
Required

U.S. OPEN
OAKMONT
2016

Palmer Suites Access Credentials

PALMER SUITE TICKET HOLDERS (DAILY ACCESS)	 <p>ALL PALMER PAVILION TICKETS GRANTED ACCESS ON A DAILY BASIS.</p>
WRISTBANDS	 <p>PALMER SUITE WRISTBAND GRANTED ACCESS WHEN ACCOMPANIED WITH CORRESPONDING DAILY TICKET.</p>
ALL ACCESS CREDENTIALS ACCESS GRANTED AT ALL TIMES	 <p>ALL ACCESS CREDENTIALS GRANTED ACCESS AT ALL TIMES.</p>
PUBLIC SAFETY OR SERVICE ACCESS	 <p>ACCESS GRANTED FOR SPECIFIC RESPONSE OR SERVICE ONLY.</p>
OTHER CREDENTIALS & PASSES	 <p>ALL OTHER CREDENTIALS MUST HAVE THE FOLLOWING LETTER CODE IN THE POSITION PICTURED: HOS</p> <p>WILL CALL TICKETS: MUST INDICATE ACCESS TO THE PALMER SUITES, SUITE NUMBER, AND BE SIGNED</p>

Access into Hospitality Areas

**The Following Tents
Are Closed:**

1, 2, 3, 4, 5, 9

NO ACCESS

Access into Hospitality Areas



Access into the hospitality areas will be **STRICTLY** enforced

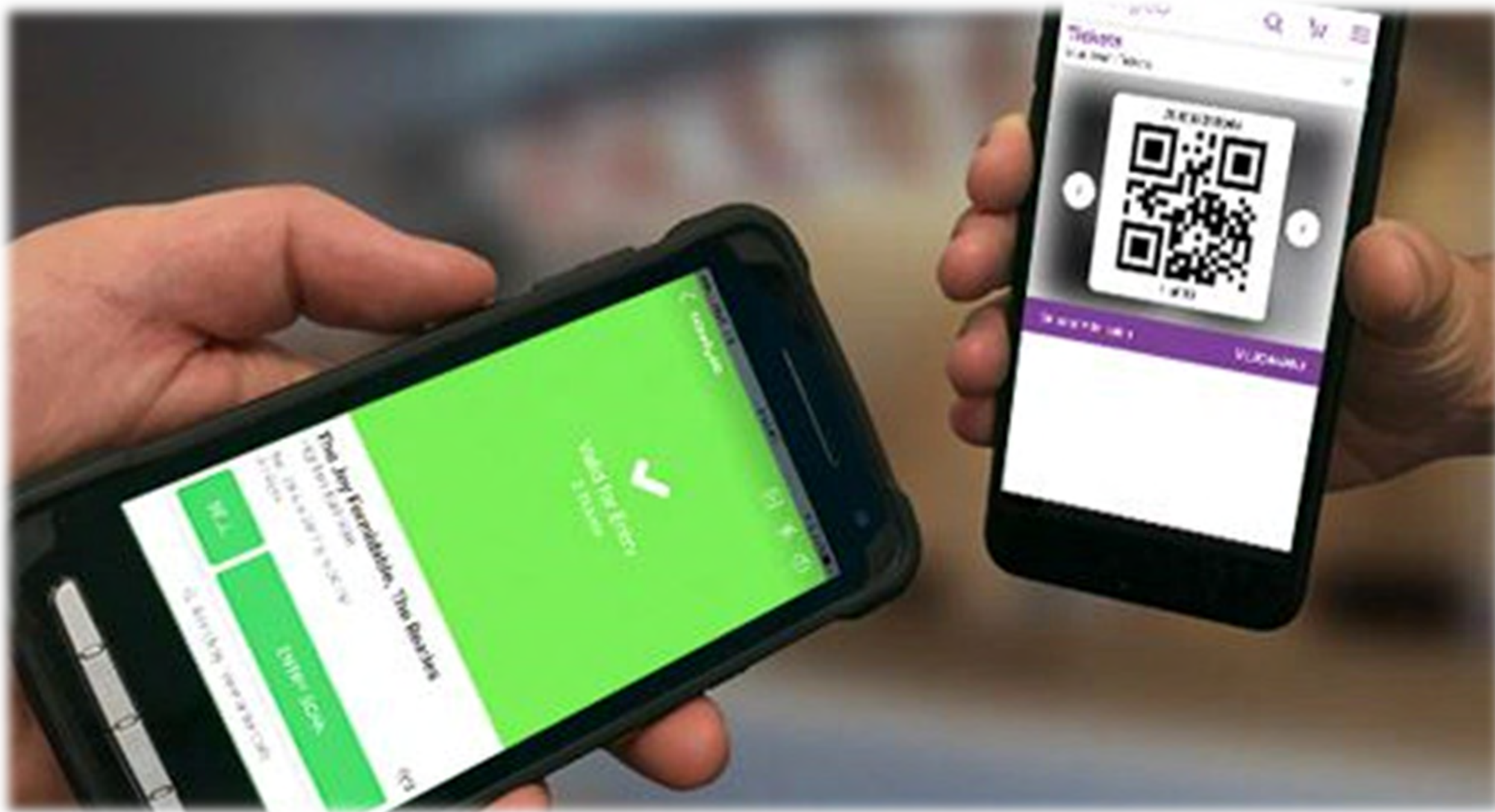
All areas will have dedicated staff including:

- MSG Promotions Staff
- Area Captains
- Interns
- Volunteers

Access into Hospitality Areas



Access into Hospitality Areas – Scanning Tickets



Access into Hospitality Areas – Wristband Process



Private Restrooms for Each Hospitality Area



No Smoking Policy

There will be a NO SMOKING policy enforced inside all tents, on the tent patios, and along the common village walkways



Client Inspection & Load-In

- June 16th and 17th
- Assigned times will be communicated to you via email
- It is CRITICAL that you arrive at your scheduled time
- We need to know in advance
 - Number of people attending inspection
 - Size and number of boxes you will be loading
 - Size of vehicle you will use for deliveries
- You will need to provide your own manpower if you are delivering heavy equipment or displays

Client Inspection & Load-In

Load-Ins Scheduled for June 16th and 17th



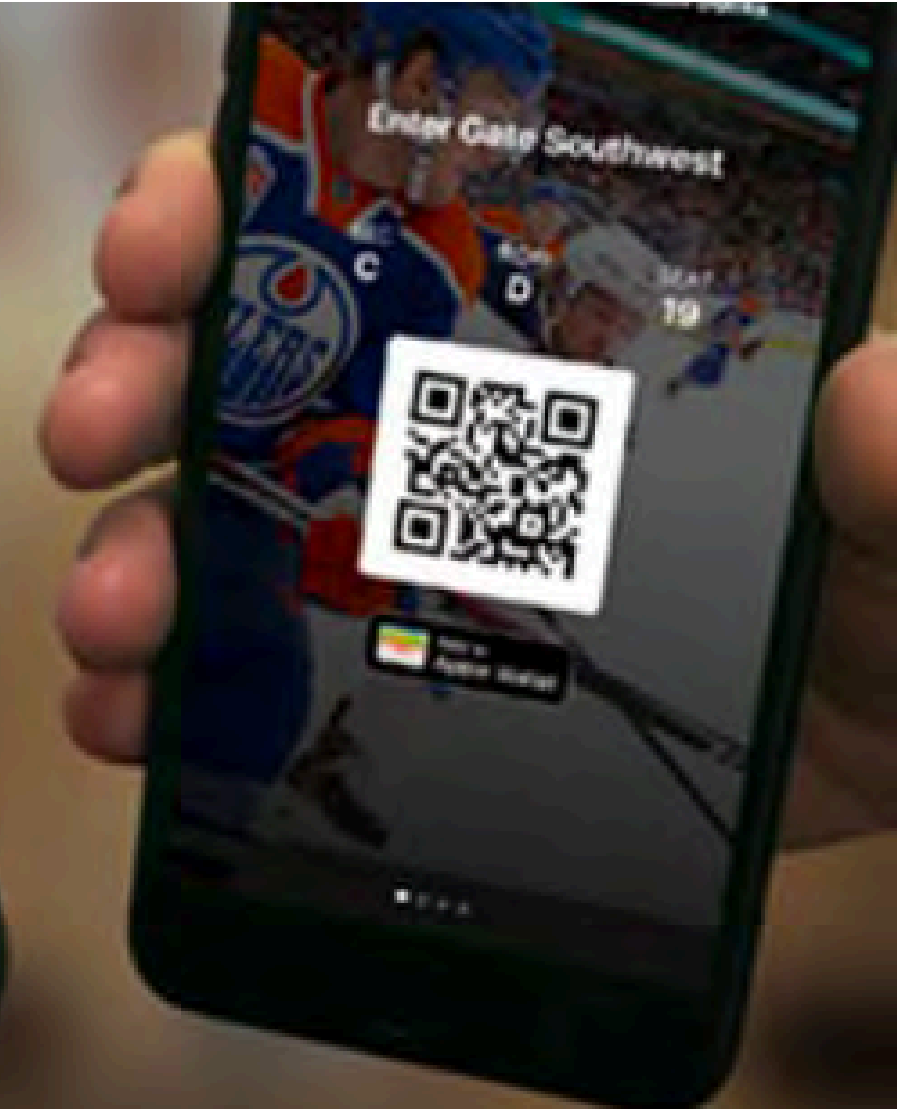
Accessibility



Accessibility



Tickets



Ticket Allocation

	Package Tickets	Staff Tickets	On-Site/Additional Access	Gallery Tickets
50 Ticket Tents	50	3	2/4	20
35 Ticket Tents	35	2	2/4	15

On-Site/ Additional Access Admissions

- Ideal for last minute or unexpected requests
- You must submit the Authorized Personnel Form to take advantage of On-Site tickets
- Two types of tickets available during the event:
 - On-Site Daily Tickets
 - Additional Access Tickets

Junior Tickets



Children 18 and younger admitted to the U.S. Senior Open free of charge with a ticket-holding adult

Junior Tickets

Junior tickets
DO NOT allow
access into
the corporate
areas or the
19th Hole



Junior Tickets

Juniors are welcome in the hospitality areas and 19th Hole as long as they have the proper ticket.

Juniors 5 years of age and under admitted free to 19th Hole. Juniors 6 to 18 years of age can upgrade their tickets for \$20/day





Mobile Ticketing

USGA®

BACKGROUND

The United States Golf Association (USGA) is moving to a mobile ticketing solution, starting with the 2022 Championships including the U.S. Senior Open at Saucon Valley Country Club in Bethlehem, PA

- 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



AXS FAN ACCOUNT MANAGER

Account managers will be able to access and distribute tickets via the U.S. Senior Open App or USGA.org Ticket Portal webpage

- Each organization will need to designate one account manager and provide their name and email address to be set up as the administrator in the AXS ticketing platform. This information can be provided via the Ticket Distribution & Parking Pass Shipment Form in the hospitality manual. This form was due February 15th
- The account manager will need to sign into their account on either the App or USGA.org Ticket Portal webpage
- Transferring tickets to attendees is a simple, easy, and seamless process

ACCOUNT MANAGER FAQ's (I/III)

Why is the USGA switching to all digital tickets?

- In response to the Covid-19 pandemic, a shift to digital-only ticketing will provide the safest, most convenient, and flexible way to manage and distribute tickets.

Who will create my AXS account?

- The USGA ticket department will use the information provided on your Ticket Distribution & Parking Pass Shipment Form to create your company's account on the AXS ticketing platform. The Ticket Distribution & Parking Pass Shipment Form was due by **February 15th** and can be found in the Corporate Hospitality Manual as well as the client section of the MSG Promotions website. Please reach out to your MSG representative if you need the link to the manual resent.

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 U.S. Senior Open app or through the USGA ticket portal by visiting USGA.org. Through the dashboard, you will have the ability to:
 - Transfer tickets to employees or clients
 - Keep track of tickets you have already transferred and what still remains in your ticket inventory
 - Update your account information
- You can also manage your tickets in the AXS app. You can download the AXS app from the Apple App Store or the Google Play Store.

ACCOUNT MANAGER FAQ's (II/III)

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 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 from the AXS app. Mobile tickets must be scanned from a smartphone for entry. They will need have to have their tickets open in the AXS app when entering the Championship.

Can my guests use a screenshot of their tickets?

- No. A mobile ticket must be provided within the 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 account, they simply have to come to the Will Call trailer, present their ID, and our ticket resolution team will assist them.

ACCOUNT MANAGER FAQ's (III/III)

What if my guest does not have a smartphone?

- If your guest does not have a smartphone, they simply must go to the Will Call trailer at the main entrance, 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 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. If the recipient has downloaded the 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.

What does my guest do once they have entered the Championship?

- Your guest will 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.

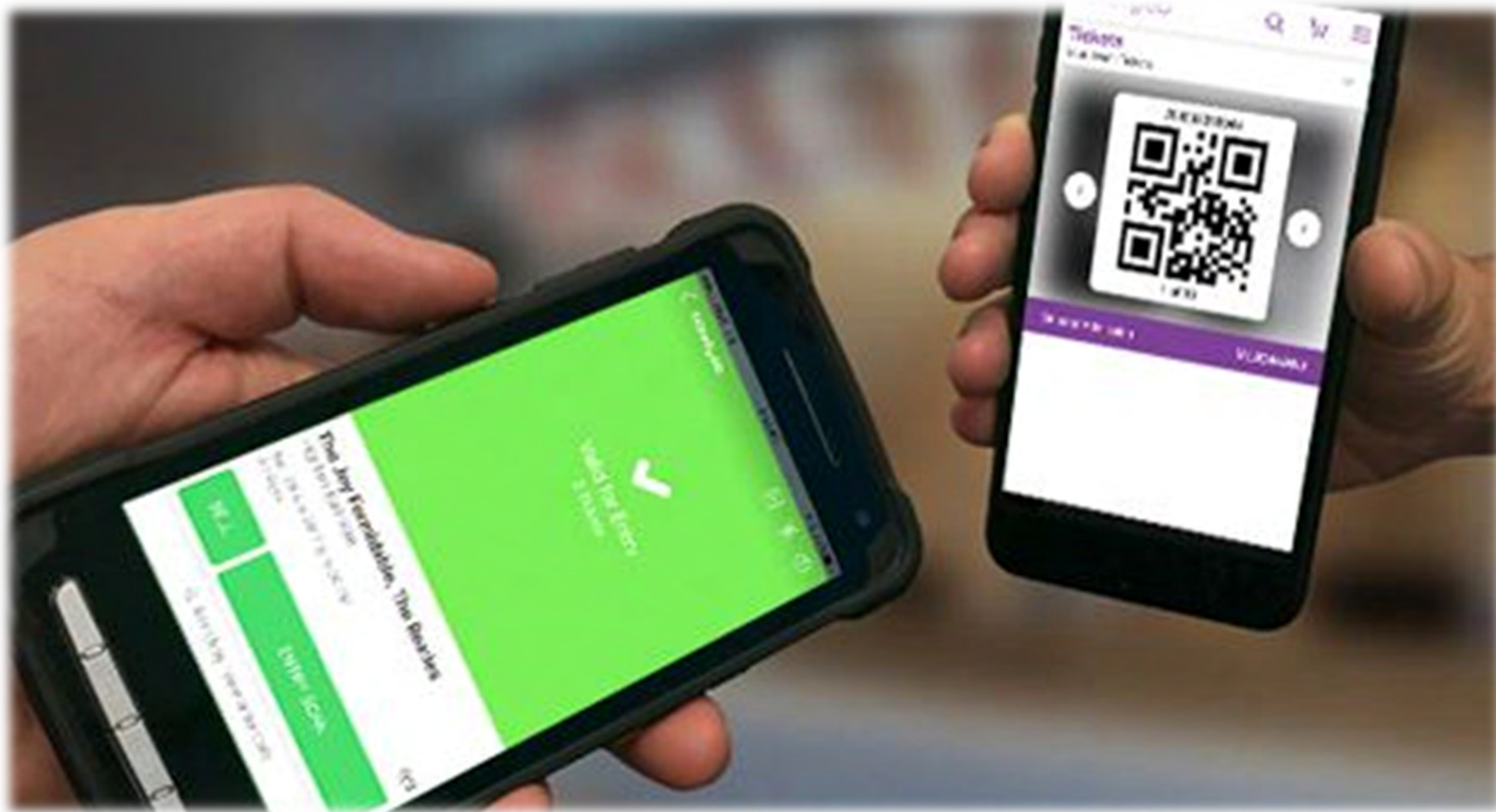
Screening, Prohibited Items and Admission Gates



Screening for Prohibited Items



Admission Gates



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
- 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 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.

Prohibited Items

- 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, Coolers, Aerosol Cans and/or Spray Bottles except for medical or infant needs
 - NOTE: Personal-care items (3-ounce size or less) are permitted.
- No Pets (other than service animals as defined by the ADA assisting disabled individuals)
- No Lawn Chairs and/or Oversized Chairs
- No Ladders and/or Step Stools or other similar items
- No Bicycles allowed inside admission areas or on the Championship grounds
- No other items or actions deemed unlawful, dangerous or disruptive by the USGA and/or Championship Security Personnel, in their sole discretion

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

Prohibited Items – Bag Restrictions

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

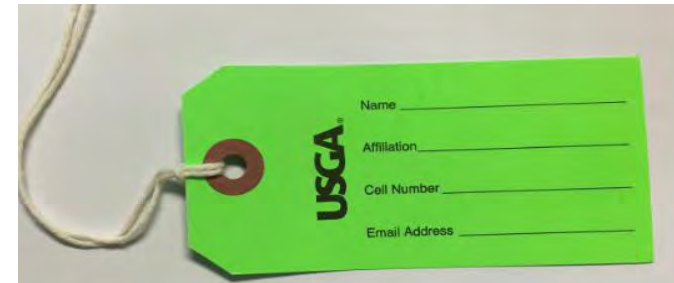
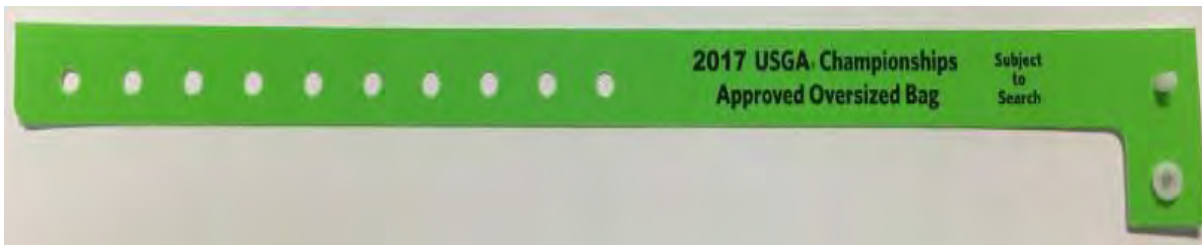


Note: Transparent / clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted



Corporate Bag Tags

- One per Company
- Allows one oversized bag (no larger than a small shoulder duffle bag)
- Valid throughout the Championship Week
- Must be affixed to your bag at all times with the ID tag
- Bag is still subject to search
- Disallowed items not permitted with bag tag
- No substitutions or replacements for lost or confiscated tags

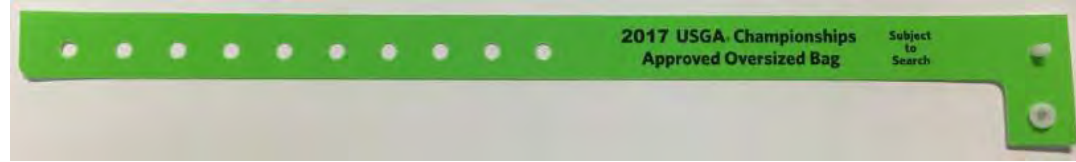


Disallowed Items Stickers



- Must be affixed to your laptop or tablet at all times
- Laptops and tablets are still not permitted on golf course

Bringing Laptop in Oversized Bag



Prohibited Items



CHAMPIONSHIP WEEK

Parking



General Parking



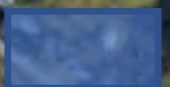
General Parking



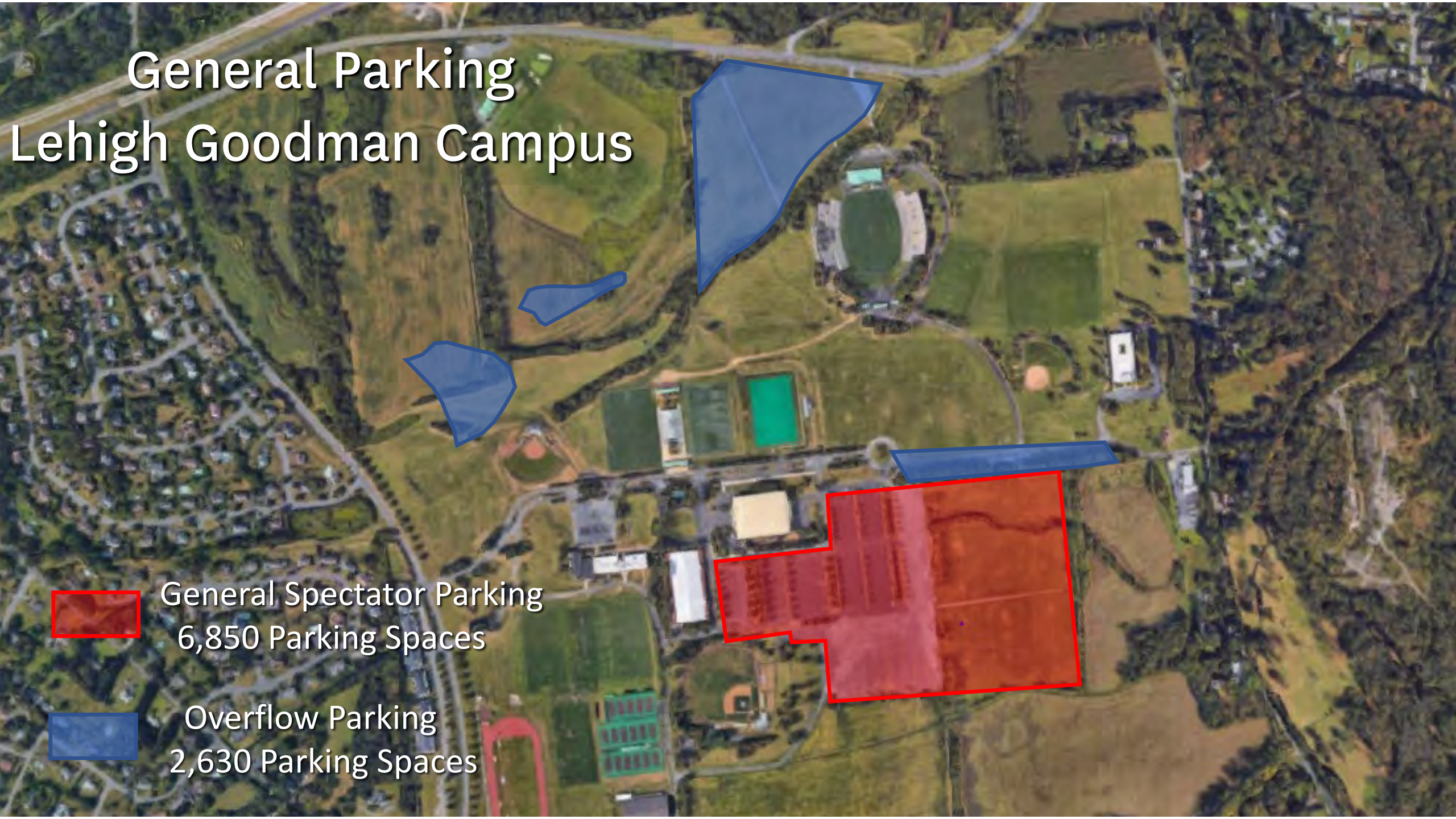
General Parking Lehigh Goodman Campus



General Spectator Parking
6,850 Parking Spaces



Overflow Parking
2,630 Parking Spaces



VIP Parking - Saucon Valley Short Course



Saucon Valley Road

Route 378

Lot G
Corporate
Clients

1

10

11

16

2

Additional Corporate Parking – Lot L



Lot G

Route 378

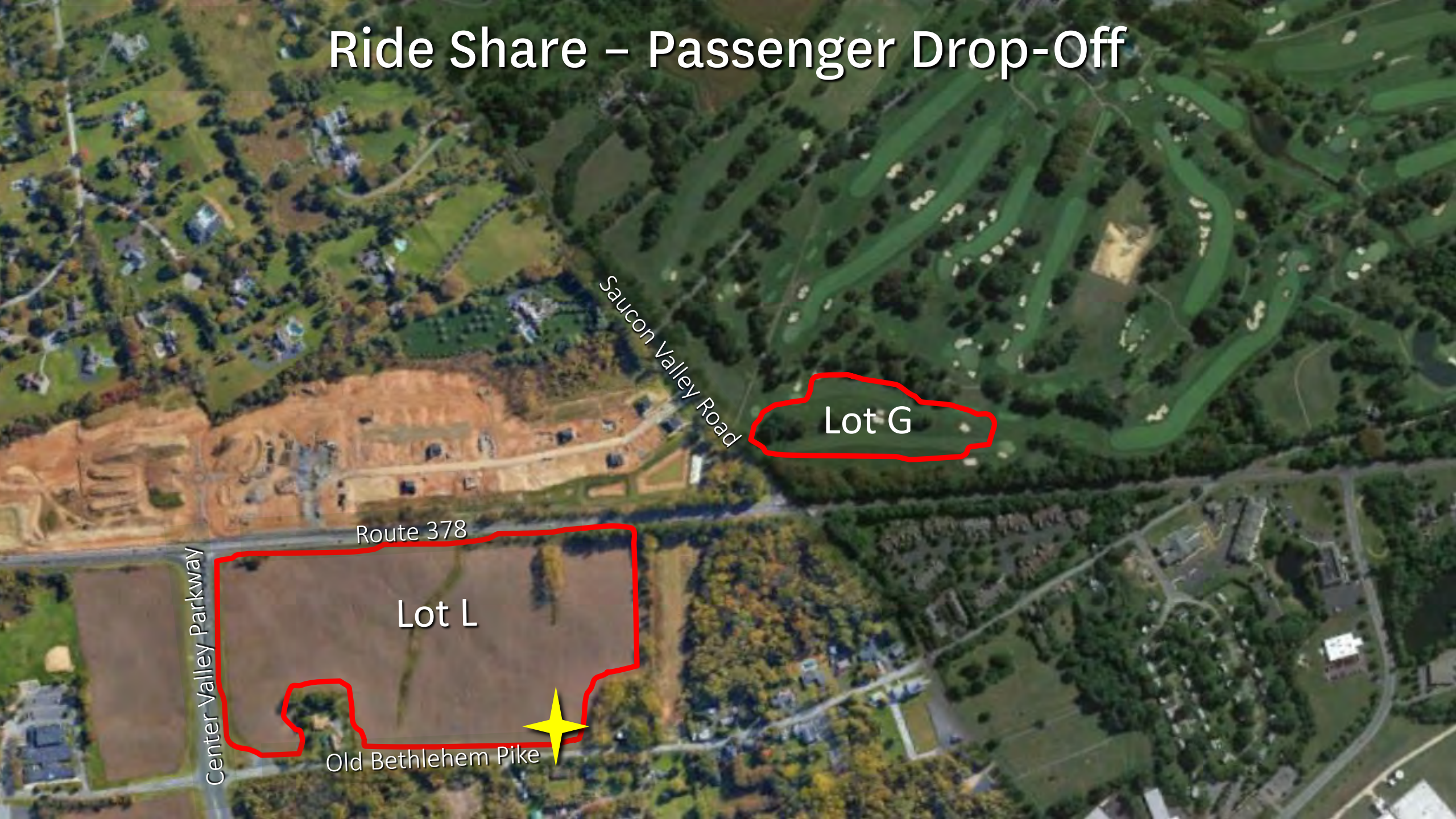
Lot L
Lot J & K

Old Bethlehem Pike

Center Valley Parkway

Saucon Valley Road

Ride Share – Passenger Drop-Off



Center Valley Parkway

Route 378

Lot L

Old Bethlehem Pike

Saucon Valley Road

Lot G

Handicap Parking – Lot H



Lot H

Lot G

Lot L

Saucon Valley Road

Route 378

Center Valley Parkway

Old Bethlehem Pike

VIP Parking Passes by Option

Option	VIP Parking Passes (Lot G)	Additional Corporate Parking (Lot L)
50 Ticket Tent	20	15
35 Ticket Tent	15	10

VIP Parking Passes



Vehicle Size Restrictions

Parking Area/ Vehicle	Sedan	SUV	Econoliner/ Conversion Van (19' or less)	Sprinter Van	Mini-Coach	Coach Bus
Lehigh's Goodman Campus	Yes to Park	Yes to Park	Yes to Park	No to Park	No to Park	No to Park
Lot G	Yes to Park	Yes to Park	No to Park	No to Park	No to Park	No to Park
Lot L	Yes to Park	Yes to Park	No to Park	No to Park	No to Park	No to Park
Ride Share	Yes to Drop	Yes to Drop	Yes to Drop	No to Drop	No to Drop	No to Drop

95 Days to Go

Thanks For Attending!

