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# Meeting Minutes

Below is a summary of what was discussed at the Update Session on October 29, 2019.

## **I. WELCOME & OVERVIEW: Mimi Griffin, President & Founder of MSG Promotions, Inc.**

### A. United States Golf Association (USGA)

1. Over 120 years of serving the game of golf and guiding it forward
2. Mission: To promote and conserve the true spirit of the game of golf as embodied in its ancient and honorable traditions.
3. Core Strategies
  - a. Governance: Clarify and define the rules of the game worldwide
  - b. Golf Facilities: Advance the long-term viability of golf
  - c. Golfer Engagement: Serve golfers through programs that build engagement with the game.
  - d. Championships: Provide the very best players in the world the opportunity to compete for a title.
    - i. Conducts a total of 14 national championships including the U.S. Open, U.S. Women's Open, U.S. Senior Open, as well as a variety of amateur and team competitions annually

### B. Champions Golf Club

1. Founded in 1957 by Hall of Fame Members Jack Burke, Jr. and Jimmy Demaret
2. Course designed by Ralph Plummer (renovated in 2018)
3. Long history of hosting USGA Championships and Professional Golf Tournaments including:
  - a. 1969 U.S. Open
  - b. 1993 U.S. Amateur
  - c. 1998 & 2017 U.S. Women's Mid Amateur
  - d. 1967 Ryder Cup
  - e. 1990 Nabisco Championship
  - f. 1997, 1999, 2001 & 2003 PGA TOUR Championship

### C. U.S. Women's Open

1. 75<sup>th</sup> annual championship
2. First conducted in 1946
3. Recognized as the world's premier women's golf championship.
4. Open to professional female golfers and amateur females with a Handicap Index not exceeding 2.4

5. Past champions include Betsy Rawls, Mickey Wright, Annika Sorenstam, Paula Creamer and Michelle Wie.
6. Estimated \$15-\$25 million in economic impact in the Championship community
7. 40,000 volunteer hours and 2,500 volunteers needed for the event
8. Largest Purse in Women's Golf - \$5 million in 2019. The 2020 purse will be announced in the spring.
9. Receives over 18 hours of domestic broadcast coverage and content is distributed to more than 100 countries worldwide.
10. Largest galleries in women's golf

## II. CORPORATE HOSPITALITY PROGRAM RESOURCES

### A. MSG Promotions, Inc.

1. The USGA's exclusive corporate hospitality marketing and management company for the U.S. Open since 1995 and for the U.S. Women's Open since 2018.
2. Staff with more than 130 years of collective experience in the sports marketing industry
3. Responsibilities include:
  - a. Formulation of the corporate hospitality program
  - b. Sales
  - c. Client resources – update sessions and hospitality manual
  - d. Corporate hospitality operations
  - e. On-site management of hospitality venues during championship week
4. U.S. Women's Open Staff:
  - a. Mimi Griffin – Founder & President
  - b. Shelley Berlin – Senior Account Director
  - c. Kelly Segin – Account Executive
  - d. Tiffany Haralson – Account Executive
  - e. Olivia Roseman – Account Executive
  - f. Kyle Vander Linden – Operations Specialist

### B. Corporate Hospitality Manual

1. The link to the manual was emailed to you and is also available through the client log-in section of the MSG website ([www.msgpromotions.com](http://www.msgpromotions.com))
2. The contents of the manual will be kept up to date with any new information pertaining to your involvement in the hospitality program to ensure that you are referencing the most current information available.
3. One of the most valuable sections in the manual is the *Timelines & Forms* section, which gives you an overview of the important deadlines to help you stay on track with your planning.

### C. Future Update Sessions

1. February 11, 2020 – 10:00am - 12:00pm, Location: Champions Golf Club
  - a. Site selection for the Suites on 18 and all skyboxes will be held during the February Update Session.
2. April 21, 2020 – 10:00am - 12:00pm, Location: Champions Golf Club
3. A reminder email as well as a link to RSVP will be sent at least two weeks prior to each session.

### D. MSG Promotions Website- [www.msgpromotions.com](http://www.msgpromotions.com)

1. The password-protected section of the MSG Promotions website is only accessible to corporate patrons and includes links to a variety of reference materials including the corporate hospitality manual, all necessary forms, update session presentations, and maps.
  - a. Login credentials:
    - i. Username: USWOcorporate
    - ii. Password: 2020wocorporatepatron

## III. WHAT TO FOCUS ON NOW

### A. Important Timeline Dates

1. December 27 – Catering Agreement and Credit Card Authorization Forms Due (Suites on 18 Clients ONLY)
2. February 1
  - a. Ticket Shipment Form Due
    - i. Include the name of the person to whom your tickets should be sent along with his/her shipping address. Tickets cannot be shipped to a P.O. Box.
    - ii. Shipments will be sent approximately 6 weeks prior to the event in a nondescript box via 2-day delivery and will include the following items:
      - Hospitality Tickets, Staff Tickets, Parking Passes, Corporate Bag Tag and corresponding ID tag
    - iii. An email confirmation will be sent to the contact listed on the Ticket Shipment Form on the day the tickets are shipped. Tickets will not be sent until the signed hospitality agreement and full payment have been received by the USGA.
  - b. Corporate Sign Form Due
    - i. Specify exactly how you want your company name to appear on the corporate identification sign posted on the exterior of your hospitality facility or on your corporate table.

- ii. The USGA will produce the corporate signs which will have the same generic font, size and color and will contain only the U.S. Women's Open logo and your company name (no company logos will be included).
    - iii. There is a restriction of 20 characters per line and a total of 3 lines.
    - iv. Be specific with regard to spacing, capitalization and sharing partners.
    - v. No other signs or displays are permitted in the skyboxes or on the *exterior* of the Suites on 18 during championship week.
  - c. Final Hospitality Payment Due to the USGA
  - d. Catering Payment Due (Skyboxes and Main Dining Room)
- B. Become familiar with the type of hospitality package you purchased, the location of your hospitality option on the course, and the layout of your hospitality option.
  - 1. MAIN DINING ROOM – 4-Day Option
    - a. Located in the Clubhouse with windows overlooking the practice putting green.
    - b. Guests will enter the Main Dining Room from the golf course side of the Clubhouse, through the door closest to the Pro Shop.
  - 2. SUITES ON 18
    - a. Located adjacent to the 18<sup>th</sup> green with views of the entire 18<sup>th</sup> green. Suites 1-4 will also have a wonderful view of the 10<sup>th</sup> tee.
    - b. There are currently 8 suites expected in this location. If they are not all sold prior to the championship we will reconfigure the setup and send an updated map to all Suites on 18 clients.
    - c. All Suites on 18 will have covered tiered seating as well as your private space with front glass windows and a common walk deck in the back of the village. All guests will enter your private suite from the back walk deck which will allow you and your guests to have unobstructed views of the 18<sup>th</sup> green from both the interior of your tent and your tiered seating.
  - 3. SKYBOXES
    - a. Covered skybox with seating for 20
      - i. Two levels of folding chairs with drink rails in front of every seat
      - ii. Stools with a drink rail comprise the third row of seating
      - iii. Registration desk with chairs
      - iv. Common area including a bar with highboys and stools in the back of the skyboxes
    - b. SKYBOXES ON 16
      - i. There will be a total of two skyboxes on the 16<sup>th</sup> green
      - ii. Skyboxes on 16 will have great views of the entire par-3 16<sup>th</sup> hole, as well as the par-3 12<sup>th</sup> hole.

- c. SKYBOXES ON 9
    - i. There are plans to have a total of 7 skyboxes on the 9<sup>th</sup> hole. The configuration may change depending on final sales but we will update you if anything changes.
    - ii. Skyboxes on 9 will have unobstructed views of the entire 9<sup>th</sup> green.
  - 4. CHAMPIONS BOXES ON 9
    - a. Covered skybox with seating for 10
    - b. Champions Boxes are positioned on the golfer's left of the 9<sup>th</sup> green.
    - c. There will be a total of six Champions Boxes in this location with wonderful views of the entire 9<sup>th</sup> green.
  - 5. BURKE CLUB
    - a. Conveniently located between the 16<sup>th</sup> green and 12<sup>th</sup> tee with views of both par-3 holes, as well as the 17<sup>th</sup> tee.
    - b. Open seating with food and beverage service provided by Ridgewells Catering via in-seat service, a mobile app will facilitate the ordering and delivery of food directly to your seat.
      - i. The new in-seat ordering was implemented for the first time at the 2019 U.S. Women's Open and was very well received by corporate clients and their guests.
    - c. We recommend you evaluate your ticket needs as soon as possible. If you find your demand for tickets exceeds your package allotment, individual tickets to the Burke Club are available for purchase.
- C. Know What's Included In Your Hospitality Package
1. Tickets - Complete details regarding the types of tickets included in your package as well as your total ticket allotment are outlined in the chart on the following page.

HOSPITALITY PACKAGE	HOSPITALITY TICKETS	OPTION TICKETS	GALLERY TICKETS	BURKE CLUB	STAFF TICKETS
Suites on 18	30 (Wed - Sun)	2	15 (Good any Day) 15 (Wed - Sun)	30 (Wed)	2
Skyboxes on 16	20 (Thu - Sun)	2	10 (Good any Day) 10 (Wed - Sun)	40 (Wed)	2
Skyboxes on 9	20 (Thu - Sun)	2	10 (Good any Day) 10 (Wed - Sun)	40 (Wed)	2
Champions Boxes on 9	10 (Thu - Sun)	1	5 (Good any Day) 5 (Wed - Sun)	20 (Wed)	1
Main Dining Room	10 (Thu - Sun)	0	5 (Good any Day) 5 (Wed - Sun)	20 (Wed)	1
Burke Club	4 (Thu & Sun) 5 (Fri & Sat)	0	0	8 (Wed)	0

- a. Hospitality Tickets
  - i. Color-coded by day and includes the name of the specific hospitality package printed on the front
  - ii. Tickets are non-transferable throughout the day.
  - iii. Suites on 18 – Since the U.S. Women’s Open won’t open to spectators until Wednesday, June 3<sup>rd</sup>, your Tuesday tickets are now Wednesday Burke Club tickets which provide access to the Burke Club where food and beverage will be available for purchase.
  - iv. Skyboxes, Champions Boxes and Main Dining Room – Since the U.S. Women’s Open won’t open to spectators until Wednesday, June 3<sup>rd</sup>, your Tuesday and Wednesday tickets will be Wednesday Burke Club tickets which provide access to the Burke Club where food and beverage will be available for purchase.
- b. Option Tickets (Not applicable for Main Dining Room or Burke Club)
  - i. Available in addition to what is included in your hospitality package for an additional fee. The price of the option tickets will be the same as gallery tickets.
  - ii. You can designate your option tickets as either hospitality tickets or just gallery tickets.
  - iii. These tickets will be shipped separately from your other hospitality tickets and will not be sent until full payment is received.
- c. Gallery Tickets
  - i. Will allow access into the championship, but not into your specific hospitality area
- d. Staff Tickets
  - i. Included in your package, in addition to your regular hospitality tickets
  - ii. Will allow access into the championship and into your specific hospitality area
  - iii. They are NOT printed with any special designation to indicate they are “staff”, which allows you to use them as additional hospitality tickets for guests if needed.
  - iv. They are non-transferable throughout the day.
- e. Junior Tickets
  - i. Juniors 18 and younger are admitted to the U.S. Women’s Open free of charge with a ticket-holding adult.
  - ii. Available at every admission gate and will never sell out.
  - iii. Junior tickets DO NOT ALLOW access into any of the corporate areas

- EVERYONE entering any hospitality venue must have the proper ticket or credential regardless of age, including infants.
  - Please notify your guests of the Junior Ticket policy. 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.
2. Parking
- a. VIP Parking
- i. VIP Parking will be located on-site at Champions Golf Club on the Jack Rabbit Course.
  - ii. Vehicles must display the appropriate VIP Parking hangtag in order to access the VIP Parking area.
  - iii. VIP Parking hangtags are color-coded by day to match the ticket colors and will be included with your ticket shipment.
  - iv. A map and driving directions to VIP Parking will be printed on the back of the hangtags.
  - v. The allotment of VIP Parking passes included in the hospitality packages is outlined in the chart below.

HOSPITALITY PACKAGE	VIP PARKING PASSES
Suites on 18	20
Skyboxes on 16	10
Skyboxes on 9	10
Champions Boxes on 9	5
Main Dining Room	5
Burke Club	2

- b. General Parking
- i. General Parking will be located at Ken Pridgeon Stadium (approximately 4.6 miles from Champions Golf Club).
  - ii. Available to anyone attending the U.S. Women's Open. There is no fee or special pass required to access the area.
  - iii. No fee, pass or ticket is required to ride the shuttle from the parking area to the golf course.
  - iv. A map and driving directions to General Parking will be included in the digital Fan Guide.

#### D. Start Invitation Process

1. Develop your “A”, “B”, and “C” guest lists as soon as possible. The invitation process always takes much longer than expected.
2. Consider sending “Save the Date” cards to your key clients and guests to make sure yours is the first they receive.
3. Consider including a deadline for response on each invitation you send.
4. Consider what days to allocate to what clients.
  - a. The Wednesday practice round can be a great time to entertain family and friends or to implement an employee appreciation/incentive program. Players are much more interactive with the gallery during the practice round.
  - b. Championship rounds (Thursday-Sunday) are great days to entertain high level clients.

#### E. Consider Merchandise Options and Get Your Company Logo Digitized

1. As part of your corporate hospitality agreement, you have the exclusive opportunity to purchase co-branded merchandise with your company logo and the U.S. Women’s Open logo.
2. A digitized logo file is necessary to embroider your company logo on U.S. Women’s Open merchandise. We recommend beginning this process as soon as possible so you are not delayed once you are ready to place an order.
3. Consider purchasing co-branded merchandise for holiday gifts or to send with “Save the Date” cards or invitations.

### IV. MERCHANDISE, Jenelle Mirro, Assistant Manager, Corporate Merchandising

#### A. Benefits of the U.S. Women’s Open Corporate Merchandise Program

1. Exclusive opportunity to purchase co-branded merchandise reserved only for U.S. Women’s Open corporate clients
2. Extends your investment in the U.S. Women’s Open
3. Generates excitement and enthusiasm for your company

#### B. Order Process

1. Co-branded merchandise can only be ordered through the USGA. Co-branded merchandise CANNOT be ordered through ad specialty companies, directly from vendors or from local pro shops.
2. Plan your budget
  - a. Several products are available at a variety of price points
3. Browse the products



- a. The Corporate Merchandise Preview Brochure distributed at the meeting features a small offering of apparel (Cutter & Buck) and headwear (Ahead) that is available for purchase now.
  - b. The full Corporate Merchandise Catalog as well as the Corporate Merchandise Website will be available in January 2020.
  4. Provide your logo
    - a. A .DST file is required for embroidery orders (i.e. apparel, headwear, etc.)
      - i. If you do not have a .DST file, the USGA can create one for you at no charge.
    - b. An EPS or JPEG file is required for screen printed orders (i.e. lanyards, clear bags)
    - c. Corporate Logo Sizing & Placement
      - i. The 2020 U.S. Women's Open logo placement must be in the primary location with the corporate logo in the secondary location.
      - ii. Corporate logo sizing must fit within the USGA guidelines. There are various size and shape guidelines determined by the shape of your logo, product ordered, etc.
  5. Place the order
    - a. Product can be purchased directly through Jenelle Mirro – Assistant Manager, Corporate Merchandising – [jmirro@usga.org](mailto:jmirro@usga.org)
  6. Logo Approval
    - a. A digital proof will be sent for approval within 1-2 weeks of submission.
  7. Payment
    - a. Once the purchase order has been approved, the invoice will be sent directly from USGA Accounting.
      - i. The final invoice includes all items and applicable tax.
    - b. Check and credit cards are accepted. There is no fee for paying via credit card.
  8. Receipt of product
    - a. All orders will receive complimentary ground shipping (no minimum required).
    - b. If expedited shipping is needed, the appropriate amount will be added to the order.
- C. Custom Invitation Options
1. Web-based template with customizable text
    - a. \$400 (one-time fee)
    - b. Only way to include the 2020 U.S. Women's Open logo and course imagery in marketing materials
  2. Print Invitation Cards
    - a. 15 card minimum
    - b. Only way to include the 2020 U.S. Women's Open logo

#### D. Holiday Promotion

1. Purchase 50 caps and receive 25 free bag tags
2. Deadline to purchase holiday promotion is November 22, 2019
3. Product will be delivered by December 20, 2019

#### E. Important Dates:

1. 2020 Women's Open Corporate Merchandise Preview: Available now!
2. 2020 Holiday Promotion Order Deadline: November 22, 2019
3. 2020 Women's Open Catalog and Website release: January 2020
4. 2020 Co-Branding Order Deadline: April 10, 2020

### V. HOSPITALITY OPERATIONS

#### A. Access into Hospitality Areas will be STRICTLY enforced

1. MSG staff, interns and volunteers will monitor the entrances to each hospitality area from 8:00am – 6:00pm to ensure that only those with the proper ticket or credential gain access to the hospitality area.
2. Upon first entry into each hospitality facility, guests will have their ticket punched and a wristband affixed to their wrist.
  - a. Both a hole-punched ticket and wristband are required for re-entry to the hospitality area.
  - b. Damaged or altered wristbands will be invalid.

#### B. Restrooms

1. Each hospitality area will have dedicated restroom facilities exclusive to guests in that specific area.
2. Port-o-let restroom units will also be located throughout the course for all spectators.

#### C. Accessibility

1. All hospitality venues are handicap accessible and equipped with ramps and/or lifts.
2. A limited supply of mobility scooters are available at the main admission gate for spectators who may have difficulty traversing the course.
  - a. Scooters are available free of charge
  - b. Scooters cannot be reserved in advance of when they are needed.
3. If you have guests who are wheelchair-bound or oxygen-dependent, please let us know as soon as possible. We will do whatever we can to help facilitate their arrival to your hospitality area.

### VI. SCREENING, PROHIBITED ITEMS & ADMISSIONS GATES

- A. EVERYONE will pass through a security checkpoint that is equipped with either a magnetometer or hand-wand before entering the Championship.

**B. Prohibited Items**

1. A complete list of items prohibited at the U.S. Women's Open Championship will be available on the U.S. Women's Open website, printed on the back of all tickets and listed in the digital Fan Guide.
2. Spectators arriving with a prohibited item will be asked to return the item to their vehicle.

**C. Bag Size Restrictions**

1. No backpacks, briefcases or bags larger than 6"W x 6"H x 6"D in their natural state are allowed into the championship.
2. Transparent/clear plastic hand and shoulder bags smaller than 12"W x 12"H x 6"D are permitted. These can be purchased through the Corporate Merchandise Program.

**D. Corporate Bag Tag**

1. Each company will receive one Bag Tag which will allow you to bring one oversized bag into the championship (no larger than a shoulder duffle bag).
2. The Bag Tag and a corresponding ID tag will be included in your ticket shipment.
3. ID tag must be labeled with your name and company and must be affixed to the bag at all times.
4. The bag is still subject to search.
5. Disallowed items are not permitted with a bag tag.

**E. Laptop and Tablet Stickers**

1. Each company will receive a limited supply of Laptop and Tablet Stickers for staff managing your hospitality area who would like to bring a laptop or tablet with them each day.
  - a. The sticker must be affixed to the device at all times.
  - b. The device must remain inside your hospitality area throughout the day. The use of laptops and tablets is prohibited on the course.

**VII. QUESTIONS ASKED DURING THE UPDATE SESSION**

- A. Can staff enter the hospitality areas to set up prior to our guests' arrival?
  1. Yes, staff can access the hospitality areas beginning at 7:00am.
- B. What happens if we order corporate merchandise that can not be brought through security during the Championship?
  1. Merchandise can be shipped on-site and the corporate merchandise team will deliver it to your hospitality location.
- C. How are we able to confirm that the merchandise ordered will be "true to size"?
  1. Merchandise samples can be sent so clients are able to try specific sizes and see color options prior to purchasing.
- D. When will we do site selection?

1. Site selection for the Suites on 18 and all skyboxes will be held at the February Update Session.
- E. Are cell phones allowed in the Championship?
1. Yes, cell phones are allowed. We will discuss the mobile device policy in more detail at a future Update Session.