

## ADMISSIONS, TICKETS & CREDENTIALS

By contract, the Host Club has the ability to charge for admission to the U.S. Amateur or allow fans to enter the championship for free. It is generally suggested that charging for admission is the better choice for the following reasons:

1. There is the revenue stream that ticket sales would bring to the Host Club.
2. The price of the admission allows the Host Club to create a starting point to build pricing for corporate hospitality sales.
3. The price of the admission allows the Host Club to create a value system for in-kind trades.
4. The number of tickets sold is a good indicator for decisions related to operational items such as fan parking requirements, concessions, gallery control, merchandise sales plan, etc.
5. Advance ticket sales give a good indicator to the effectiveness of overall championship awareness and local marketing efforts.

Of course, there are some drawbacks to deciding to charge for admission, the biggest of which is the cost of the ticket sales effort, ticket production, and distribution. The USGA and the Host Club should have a full discussion about admissions before any decision is made.

### TICKET PRICING

The Host Club can decide the price of admission for the championship. Prices should stay consistent with past championships and will require the final approval from the USGA before proceeding. The ticket pricing chart below can also be found under the Admissions - Tickets Pricing section.

Year		Daily Ticket	Weekly Ticket	Booklet of 10 Tickets (Good Any Day)	Upgraded Ticket	Upgraded Ticket	Total Sales:
2009 (Southern Hills CC)	Approx. No. Sold	620	450	-----	150	-----	
	Price	\$20	\$50	-----	\$120	-----	<b>\$52,900</b>
2010 (Chambers Bay)	Approx. No. Sold	2190	1786	-----	N/A	-----	
	Price	\$25	\$75	-----	\$0	-----	<b>\$152,795</b>
2012 (Cherry Hills CC)	Approx. No. Sold	437	2	-----	615	79	
	Price	\$15	\$85	-----	\$100	\$250	<b>\$68,205</b>
2013 (The Country Club)	Approx. No. Sold	2,063	571	-----	79	73	
	Price	\$25	\$85	-----	\$250	\$500	<b>\$156,360</b>
2014 (Atlanta Athletic Club)	Approx. No. Sold	1,247	79	89	698	-----	
	Price	\$20	\$75	\$100	\$75 (members)	-----	<b>\$92,115</b>
2015 (Olympia Fields CC)	Approx. No. Sold	727	34	-----	1000	58	
	Price	\$25	\$80	-----	\$80 (Members)	\$200	<b>\$147,354</b>
2016 (Oakland Hills CC)	Approx. No. Sold	1846	661	525		-----	
	Price	\$20	\$75	\$100		-----	<b>\$145,620</b>
2017 (The Riviera CC)	Approx. No. Sold			-----	-----	-----	
	Price	\$25	\$75	-----	-----	-----	

2018 (Pebble Beach Golf Links)	Approx. No. Sold	-----	-----	-----	-----	-----	-----
	Price	\$25	\$100	-----	-----	-----	-----
2019 (Pinehurst Resort & CC)	Approx. No. Sold	1,433	210	-----	<b>854 / 121</b>	<b>35 / 21</b>	
	Price	\$20	\$100	-----	\$50 PH Members / CCNC Members	\$275 daily / \$850 weekly	<b>\$90,690</b>

**JUNIOR TICKET PRICING**

**Junior Ticket Policy:** Junior tickets (17 & under) are complimentary with a ticketed adult. One (1) ticketed adult is limited to bring in two (2) juniors.

**TICKET DESIGN**

**The USGA will create the design of the tickets to be produced at the cost of the club.** The design will be approved by the Host Club and will utilize the USGA graphics standards and a consistent visual representation of the Host Club. The USGA has final approval on all championship ticket designs. Ticket designs should clearly supply admission information (i.e. specific day, good any day, weekly, upgraded, corporate, clubhouse, etc.). Other ticket specifics include the USGA logo, the championship logo, price, and the date(s).

Additional information printed on each ticket also includes the following:

- Assumption of Risk
- Consent for Use of Likeness
- List of Prohibited Items

Tickets are valid only as printed on the face of the ticket. No refunds or replacements will be issued. The USGA and the U.S. Amateur staff will keep fans advised on any changes in the schedule of Championship play and any changes to the aforementioned policies as appropriate.

Information regarding any changes to the aforementioned policies will be posted at [www.usamateur.com](http://www.usamateur.com) and be made available by the USGA staff.

**CREDENTIALS**

Credentials are printed and distributed to all groups attending the championship in any capacity other than as a fan. Credentials are color coded to identify the category of attendee and the access they are granted to the championship grounds. The category of each group will be printed on the front of the credential and can be personalized as necessary.

The USGA will print all credentials at a cost of \$1.75 per piece including lanyard. The Host Club is responsible for the cost of this printing and the USGA will bill back this fee at the completion of the championship.

A sample credential board is shown on the last page of this section for reference of color-coded access.

<b>A customary credential order:</b>		
<b><u>Bar Color</u></b>	<b><u>Category</u></b>	<b><u>Quantity</u></b>
Badge	Players	350
Black	USGA Staff	55
Black	Host Club Staff	200
Black	Stroke Play Co-Host Staff	100
Black	Medical	30
Black	Law Enforcement	50
Blue	USGA Guest	500
Blue	Alternate	25
Red	Rules	75
Green	Volunteer	750
Green	Caddie	350
Green	Vendor	100
Orange	U.S. Amateur Guest	275
Includes (Equipment and Player Representatives, Swing and College Coaches)		
Purple	Player Guest	1200
Purple	Player Alternate	40
Yellow	WORKING MEDIA	150
Yellow	TV STAFF	200

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**The USGA will create the design of the credentials to be produced at the cost of the club.** The design will be approved by the club and will utilize the USGA graphics standards. The USGA has final approval on all championship credential designs. Credential designs should be clear as to the category and access control feature (color code). Other features of the credential can include the USGA logo, the championship logo and the date(s). The overall look should fit within the championship’s marketing plan.

### **TICKET/CREDENTIAL VERIFICATION**

Attendees should present a ticket or credential to enter the championship grounds. Tickets should be verified to be the correct day and an action (scan, tear, punch, etc.) should be taken if necessary, at strategically placed access points around the grounds.

### **ATTENDANCE**

There are two (2) main groups to consider when calculating total attendance: paid fans and credentialed attendees. When calculating total attendance, both these groups should be combined to give daily and overall attendance figures. Because counts are not taken at the admission gates, total attendance figures are given on an approximate basis. The USGA and the Host Club should consult before giving attendance figures. Pre-championship indicators such as tickets sold, complimentary tickets distributed and credentials distributed will be the starting point to determine a maximum attendance for each day. Daily ticket sales, parking numbers, concession sales, merchandise transactions and overall fan crowds will be reviewed so that a daily attendance number can be given.

### **AXS TICKETING SYSTEM**

The USGA has recently entered into an agreement with AXS to be the ticket provider for all ticketed USGA Championships, including the U.S. Amateur. AXS will allow the USGA to introduce the opportunity to provide mobile ticketing and greater tracking opportunities than previously available for all championships. Additional features and material will be forthcoming as more information regarding AXS becomes available.



PINEHURST  
119TH

## U.S. Amateur Credentialed Areas and Access

<p><b>PINEHURST COUNTRY CLUB ENTRANCE</b></p>			
<p><b>DEUCE CLUB</b></p>			
<p><b>VOLUNTEER HEADQUARTERS</b></p>		<p><b>PLAYER LOCKER ROOM</b></p>	
<p><b>GROUNDS ACCESS</b></p>			

