

CHAMPIONSHIP PROGRAM

Printing of a championship program is a decision that ultimately the Host Club can make at its sole discretion. Some clubs may decide against printing a program as there is a true cost of the publication and advertising sales and sales of the actual program rarely recoup the full cost of the production.

However, most Host Clubs have looked past the expense and decided that the benefits outweigh the expense. In recent years, printing costs have come way down thus making it more affordable. Other benefits of printing a program include:

- Provides a keepsake for players, volunteers, members and fans
- Provides an avenue for the Host Club to tell its history
- Provides an avenue to recognize corporate supporters of the championship
- Provides a way to thank specific groups of individuals such as committee chairs

If the Host Club moves forward with printing a championship program, the USGA has standards that must be followed. A member of the USGA Communications team, will assist the Host Club understand and follow these standards.

These standards include:

- The dimensions of the championship program must be one of two approved sizes.
- The USGA will design the cover for the championship program.
- All copy and blue line must first be reviewed and approved by a member of the USGA Communications team. A detailed timeline will be provided to allow ample time for the USGA to review and proof the championship program. The first program draft must be received by the date mutually determined by Christina and the Host Club.
- Use the USGA Communications Department staff as a resource. They can provide guidance for content and printing of the program, plus they can show you helpful samples from other USGA championships.
- Several pages of camera-ready editorial copy will be available on the USGA InfoPortal. This information must appear in the championship program.
 - Welcome letter with photographs and signature from the USGA President
 - Championship conditions of play
 - USGA advertisement (to be included if the program is more than eight pages in length)
- If practice-range balls are furnished for the championship, it is customary for the club to give the company (Titleist) a complimentary advertisement in the program. The ad must be obtained directly from Titleist (A member of the USGA Communications team will provide contact information).
- The USGA would like 30 copies of the final championship program (please send to Jenny Pritchard): 20 programs for future sites and 10 for the USGA Museum and Library. In addition, it would be ideal for next year's Host Committee to receive some programs to use as a marketing tool for ad sales.

- Please also send 12 copies of the finished program to:

USGA Communications
United States Golf Association
77 Liberty Corner Road
P.O. Box 708
Far Hills, NJ 07931-0708

PLEASE REMEMBER ABOVE ALL ELSE THAT A COPY OF THE PROGRAM MUST BE APPROVED BY THE USGA BEFORE PRINTING!

ADVERTISING

General guidelines that apply to all types of advertising are:

- ALL advertising in USGA materials is subject to the review and approval of the USGA and should be submitted to the USGA no less than 10 business days before the anticipated print deadline. The USGA reserves the right to deny any advertisement it finds objectionable in any way.
- No wording that infers sponsorship or USGA endorsement of any kind is permitted from any advertiser other than a USGA Partner.
- Only USGA Partners identified above are permitted to use the USGA name and logo, championship logo or image of the championship trophy, which must be submitted to the USGA for prior approval.
- Only the USGA Partners identified above are permitted to use championship and/or trophy imagery. Non-USGA partners may use club imagery but must obtain permission from the host club. Any individual that is clearly identifiable in such imagery must be:
 1. A model with no golf status
 2. An amateur who does not have elite golf status
 3. A professional who has given permission/approved use of their image
- No third-party entity will be permitted to reference any other partnership, relationship or sponsorship it has with another party or entity.
- All ads (including congratulatory ads) promoting or containing tobacco products, firearms and products that do not conform to the **Rules of Golf** are prohibited.
- All ads for products that conform to the **Rules of Golf** must contain the following disclaimer on each ad page: "The USGA does not endorse or sponsor XYZ or its products in any way."
- Ads promoting alcohol products, including beer, wine and hard liquor, are permissible in all but the junior programs and are subject to prior approval. Alcohol ads appearing in the junior programs may not use an image of an alcoholic product, but may be worded to offer the company's support of the event. For example: "XYZ Vodka Distributing Wishes the Best of Luck to All Participants of the U.S. Junior Amateur Championship."
- Exceptions to any of the advertising guidelines will be considered on a case-by-case basis by the USGA.

PROGRAMS

- Only USGA Partners can use language in championship advertising which infers a relationship with the USGA, championship or host club, including the phrases “proud to support” and “proud to be associated with” and words such as “supporter,” “sponsor,” “patron,” “donor” and “official.” The USGA reserves the right to deny the use of language it finds objectionable.
- Congratulatory and best-of-luck text is permitted for all other advertisers. Examples allowed: "Bank of America congratulates all the qualifiers of the U.S. Open Championship." Welcome text is permissible, but must include “during,” and cannot include “at”, “for” or “in connection with” the championship. For example, the following is permissible: "Bank of America welcomes golfers/golf community/USGA/name of championship to the community/city/town during the [name of championship]."
- USGA Partner competitors cannot purchase advertising on the back cover.
- Use of USGA logo, championship logo or trophy in ads is not permitted.
- Coupons and ads for individual supporters (non-business) are not permitted.