

SIGNAGE

Starting in 2017 the USGA took on the bulk of the signage production and installation cost associated with the Championship. The USGA will handle the selection and agreement with a vendor to handle the signage onsite. If there is a relationship between the Host Club and an outfit capable of handling the scope of work required consideration will be given to that relationship.

Using the USGA's signage plan template the Host Club should come up with a detailed signage plan. The plan should be shared with the USGA two-months in advance of the Championship so that it can be reviewed and put into production. A good way to determine the initial signage plan is to do a walk/drive through in the shoes of all championship attendees (players, fans, volunteer, etc.). In addition, each committee chair should submit a list of the signs his/her committee may need for their own operational purposes.

Most signage should be produced in advance; however, there will be last minute needs for signage during the championship. The vendor will be able to create onsite or ship overnight, in extreme circumstances, to handle any needs that are last minute or one-off in nature.

To effectively produce quality signage the vendor will need a temperature controlled room to work in with their equipment, roughly a 10' x 20' space. Additional space will be required for signage assembly and production, an area in the maintenance facility that is sheltered has typically worked best.

TRANSPORTATION SIGNAGE

Good directional signage to help all attendees find their desired parking location is a must at the championship.

Fans – Trail signage should be available from all major routes leading fans to the parking areas. The Host Club should check with local transportation officials concerning the posting of roadway directional signs to the championship and obtain any approvals/permits needed.

Players/USGA Officials – Trail signage to the specific player/USGA parking area should be available, especially close to the Host Club and the Stroke Play Co-Host, to help direct the players to the appropriate parking area.

TEE SIGNS

A Tee Sign is a sign located just off of each teeing ground that shows the Hole, Par, and Yardage information of the hole. These signs are provided by the USGA. The signage company will install and affix the tee signs and handle any movement throughout the Championship as alternate teeing grounds and yardages may be used. It is important to have a member of the maintenance team on hand to approve where the vendor will put in their drive point to anchor the tee sign.

DIRECTIONAL SIGNAGE

A good signage plan should have an appropriate amount of on course directional signage. This signage should be informational in nature giving attendees an easy way to determine their location and the best routes to get to a specific location (clubhouse, golf course, merchandise tent, concessions, restrooms, etc.).

COURSE MAPS

Course Maps are large maps, typically 3' x 5', of the Host Club showing the course layout and the specific facilities. Typically 3-5 maps are displayed around the golf course and are extremely helpful to fans. The main entrance, the clubhouse, and the practice facilities are all good locations for these maps.

OPERATIONAL SIGNAGE

Operational signage helps identify specific areas and functional spaces of the championship. These signs help to direct and control access around the grounds. Examples of operational signage include:

- Committee Signs (location of volunteer headquarters, i.e. Marshals)
- Gallery Information Signs (Assumption at Risk Notice, Prohibited Items, etc.)
- Player Information signs (Players' Locker Room, Player Registration, etc.)
- Credential Boards
- USGA Office(s) Sign
- USGA Media Center Sign
- Weather Warning Signs
- Evacuation Plan Signs
- Magnetic Signs for Transportation Vans
- Cart Signs

STRUCTURAL SIGNAGE

Structural signage includes signage that requires additional fixture or structure to display. These include scoreboard backers, banners, columns, and other similar items. The USGA will work with the Host Club to identify areas where these may be utilized to enhance the visual presentation of the championship.

SIGNAGE VENDOR

The USGA has relationships with several signage companies that specialize in events and in particular golf events. If the club has any local relationships on production or installation providers, the USGA is happy to include them in the quote process. It is required that an area is held for the signage vendor to work which provides an area to securely store tools and other equipment overnight. This area should also include a 10'x10' workspace that is climate controlled with power for any vinyl cutting or onsite signage production.