

## WEBSITE DEVELOPMENT

### USGA CHAMPIONSHIP WEBSITE

The USGA shall have the sole and exclusive right to develop a site or other preserve on the internet for the purpose of promoting and commemorating the championship. Such USGA Championship website ([www.usamateur.com](http://www.usamateur.com)) shall be the official website of the championship and the USGA will promote it as such. The USGA will develop the USGA Championship website and make all decisions relating to its sole discretion and retain any and all revenues generated.

### USGA CHAMPIONSHIP WEBSITE PRIVILEGES

If requested by the USGA, the Host Club may need to provide information about the Host Club (and Stroke Play Co-Host, if applicable), the course(s), hole-by-hole descriptions of the course(s), photographs or images of each hole, computer generated images, images of and information regarding the Host Club and its history. The Host Club shall give the USGA and/or any third party assisting the USGA, access to the Host Club and its respective materials for the purpose of selecting materials for the USGA Championship website. Any costs associated with the USGA's use of such materials shall be compensated by the USGA.

### HOST CLUB CHAMPIONSHIP WEBSITE

The Host Club may post information about the championship on the Host Club's website, or if no Host Club website exists, a site may be designed specifically for championship purposes. The Host Club website may not contain a mark of the USGA or derivation in its domain name. The Host Club may do one of the following with respect to the domain name it elects to use for the Host Club website:

- a. The Host Club may utilize a domain name that does not contain a mark of the Association or any derivation thereof (i.e. [www.atlantaathleticclub.org](http://www.atlantaathleticclub.org) is acceptable but [www.2014atlantaathleticclub.org](http://www.2014atlantaathleticclub.org) or [www.2014amateur.com](http://www.2014amateur.com) is not acceptable);

or

- b. The Host Club may request the right to use a domain name from the Association, in the form of the year of the championship with the name of the official championship URL, (i.e. [www.2014usamateur.com](http://www.2014usamateur.com)) as the "Year Specific Championship URL." If the Host Club desires to use the Year Specific URL for the Host Club website, it will need to (i) notify the USGA and (ii) execute an agreement with the USGA.

### HOST CLUB WEBSITE CONTENT

The Host Club website should be focused on information pertinent to activities related to the championship that the Host Club is performing in connection with the championship. Examples are as follows:

- Accommodations
- Corporate Support and Hospitality Packages
- Directions/Parking
- Ticket Sales
- Volunteer Information

\*The Host Club website may not include or show any championship related merchandise; this right belongs to the USGA.

In the event the Host Club elects to include information about the championship on its website, the Host Club will need to arrange a proposal outlining the relevant content to be included, for approval by the USGA. Once proposal is approved, the Host Club shall develop the relevant web pages and submit each proposed page with championship related content to the USGA for approval. The Host Club shall make all changes to the web pages requested by the USGA and shall not put any page or material relating to the championship on the internet without prior approval of the USGA. If the Host Club should need to make any changes or adds to the championship related content after it has been approved, all such changes must be submitted to the USGA for approval prior to including on the Host Club website.

The USGA and the Host Club will link each's website to the other to help users find the correct information. For example:

- The USGA will link [www.usamateurl.com](http://www.usamateurl.com) to the Host Club's website to help users find information such as ticket sales.
- The Host Club will link its website to the USGA's to help users find information such as scoring.