

Corporate Support & Hospitality

Corporate support is normally a big revenue source for a championship. As a Host Club develops a corporate hospitality program, they should consult with the USGA at every step.

USGA Global Partners

In general, the USGA is a non-commercial association and this philosophy is especially true for our championships. That said the USGA has developed a relationship with a number of companies that are the USGA official corporate partners.

USGA Global Partners have exclusive marketing rights across all USGA Championships.

Local Support Guidelines as of 2026 (please ask USGA to connect host club to USGA Partnerships team for the most up to date guidelines)

The guidelines to follow are for local supporters who support the host club's efforts in hosting a USGA Championship. Local support relationships, as well as any corresponding deliverables, are executed and managed by the host club.

For clarity, a local supporter is an entity that provides a championship with support via a large or small financial contribution, an in-kind donation, or the purchase of a hospitality package. It is common practice for host clubs to separate local supporters into specific tiers for recognition purposes based on their level of participation. An individual contributor is not specifically defined as a 'local supporter'. However, there are opportunities to appropriately recognize those individuals that provide monetary support to the Championship. Please consult with the USGA if additional context is required.

- **Marketing Radius** - Local supporters of the host club are not eligible for marketing rights
- **Number of Local Supporters** - Unlimited based on the host club(s)' fundraising needs
- **Threshold / Investment Level** - Host clubs are free to set their supporting packages based on their host market and fundraising goals
- **Category Limitations** - USGA encourages host clubs not to include tobacco products, firearms, and products that do not conform to the Rules of Golf as being local supporters of the Championship
- **Media Outreach** - Local supporters cannot issue press releases or pitch media on local articles about their support
- **Print Ads / Programs & Category Exceptions**
 - Community advertisements or championship program ads cannot use the words "partner" or "sponsor" in association with the Championship or USGA (reserved for USGA Global Partners).
 - USGA Global Partner competitors cannot purchase advertising on the back cover of an official championship program, if produced.
 - Use of USGA logo, championship logo, or championship trophy in a supporter ad is not permitted
 - Coupons for businesses and ads for individual supporters (non-business) are not permitted
 - Examples of recommended language to use for community advertisements:
 - (Company) proudly celebrates all the golfers in this year's Championship
 - (Company) proudly welcomes all the golfers in this year's Championship
 - (Company) wishes the best of luck to all golfers competing in the (Championship name)
 - (Company) is proud to support <Host Club's> hosting of the (Championship name)
 - Categories Not Allowed:
 - All ads (including congratulatory ads) promoting or containing tobacco products, firearms, and products that do not conform to the Rules of Golf are prohibited.
 - Alcohol:
 - Ads promoting alcohol products, including beer, wine, and hard liquor, are permissible and subject to prior approval.
- **On-site Activation & Services**
 - No on-site activation/fan experiences sponsored by local supporters are allowed at the Championship, but host clubs may use products/services on-site (e.g. F&B donations) and include licensed brands in merchandise offerings, if available/offered by host club.

- Examples:
 - Donation of food product to player dining/volunteer hospitality
 - Value-in-kind of services for players, families, volunteers, etc. (e.g. haircuts)
 - Licensed merchandise vendor selling championship merchandise in the host club's golf shop during the Championship.
- Supporters who act as Vendors or provide services on-site and do not compete with USGA Global Partners, may be recognized through text-only signage in non-fan facing areas (e.g. player dining, volunteer hospitality). Host clubs may display a sign, no larger than 5"x7" recognizing the vendor's contribution.
 - No verbiage or imagery that could create the impression of a sponsorship of or endorsement by the USGA. For example, do not refer to the supporter or company as the "official provider", "proud partner", or "exclusive provider".
 - No use of any USGA intellectual property, including the Championship logo, USGA trademarks or logos, or images of the Championship trophy.
 - Supporter or Vendor name must appear in text only. No logos are permissible.
 - You may factually refer to your participation in the Championship. Examples include:
 - "Haircuts provided by XYZ Company."
 - "Lunch provided by XYZ Company."
 - "Ice Cream provided by XYZ Company."
 - Signs may not be fan-facing (e.g. on-course, concessions, merchandise)
- **Social Media: On-site Supporters who Provide Value-in-Kind (VIK) Services or Goods**
 - Local supporters who do not compete with USGA Global Partners categories or manufacturer/ sell golf equipment and function as on-site vendors ("Vendors") of USGA Championships are eligible to participate in a limited social media window. Host clubs must receive prior written approval from the USGA to promote the Vendor's participation in the Championship via a post ("Post") on the host club's own social media accounts or on the Vendor's social media accounts, subject to the following:
 - USGA Review and Approval: Each Post must be reviewed and approved by the USGA, including images and copy, prior to distribution. The USGA reserves the right to deny any requests in its sole discretion. No host club or Vendor may Post that has any products or services that are in the same category of any USGA Global Partner. A Vendor which manufactures or sells golf equipment may not Post.
 - Please send all proposed copy, imagery, social channel, and Post timing to Connor Stoutz cstoutz@usga.org, USGA Partnerships, for review and approval at least two weeks prior to desired posting date.
 - Time Period for Post: An approved Post may be posted 2 weeks prior to the start of the Championship, during the conduct of the Championship, or up until 2 weeks after the completion of the Championship. Host clubs or Vendors may not Post about supporters during any other time in reference to the Championship or any support of the Championship.
 - Social Media Channels Only: Any approved use is limited to the Vendor's or host club's social media accounts. Permissible social accounts include: Facebook, X, Instagram, Snapchat, and TikTok. Promotions on the Vendor's or host club's website, LinkedIn page, or on any other marketing materials are not permissible unless otherwise approved by the USGA in writing.
 - Image and Copy Requirements:
 - No verbiage or images that could create the impression of a sponsorship of or endorsement by the USGA.
 - For example, do not refer to your company as the "official provider," "proud partner", or "exclusive provider".
 - Vendors may factually refer to their participation in the Championship(e.g., "Serving XX to fans at the 2026 U.S. Girls' Junior")
 - No use of any USGA intellectual property, including the Championship logo, USGA trademarks or logos, images of the Championship trophy, or signage from the Championship (leaderboard, etc.).
 - Do not use "behind the scenes" photos/videos images of the Championship.

- Do not use the name, image, or likeness of players, unless you obtain prior permission from the player. The USGA is not responsible for obtaining such player permissions.
 - Do not refer to any third party within the Post.
 - No “shop the site” or “call to action” within the Post.
- **Host Club Website**
 - Local supporters can be listed on a local supporter page on the host club's website. Local Supporters can be recognized with logo attribution or in text. If the host club elects to recognize local supporters, they must provide prominent spacing on the page to recognize the USGA Global Partners in a distinct manner.
 - Host clubs can include a statement about how all local supporters contribute to the host club's hosting of the Championship but cannot make further association with the Championship or the USGA. Examples include:
 - The following companies and individuals in the community have proudly supported XYZ Golf Club in hosting the 20XX XYZ Championship
 - XYZ Golf Club's hosting of the XXst Championship was made possible by the generous support of the greater XYZ Community and the following companies and individuals
 - The USGA Partnerships team must provide logos for the USGA Global Partners and ensure they are properly built into the page.
- **On-site Supporter Boards** - Local Supporters can be recognized in text on the USGA provided supporter boards on-site during the Championship. The USGA Supporter Board template includes prominent spacing on the supporter board to recognize the USGA Global Partners in a distinct manner
- **Revenue Share** – Host Clubs retain all donations/revenue from local supporters.
- **USGA Additional Support**
 - In addition to your Championship team, you will work with the following groups:
 - USGA Communications reviews all programs and program ads.
 - USGA Partnerships to review proposed social media copy for on-site vendors during championship period.
 - USGA Partnerships is available to consult on ways to structure supporter deliverables without compromising guidelines. Please work with your Championship team to schedule time with USGA Partnerships if desired.

Corporate Packages

In addition to the recognition of companies as described above, Host Clubs and championship sites have created a variety of packages to offer supporters. These packages normally contain a variety of amenities and the options are really limitless.

Some examples of amenities for the companies are:

- **Access to a VIP Hospitality Area** - Host clubs can create an exclusive venue for each company or a common area to be shared by all companies. Specific credentials/tickets should be provided to gain entry into the hospitality area. Food and beverage are often included free of charge within the package. Please be mindful of VIP guests that may attend at the Co-Host instead of the Host Club during stroke play.
- **VIP parking** - A small number of parking passes are normally included so that the company's key staff and guests can bypass spectator parking. Please be mindful of VIP parking at the Co-Host.
- **Access to/inclusion within golf outings** - Access to golf for key staff and clients continues to be a very attractive piece to corporate hospitality. There are a variety of ways to handle golf. Each company can have a small private outing or bring guests to a more robust outing.
- **Invitations to key championship functions** - The Host Club and the USGA can work together to invite one key contact from each company (top tier supporters only) to certain functions including Media Day and the Players' Reception. These invites would merely be inclusion in the day's activities, no speaking roles or specific recognition would take place.