

MEDIA & CORPORATE SUPPORT

Media Day

The USGA and the Host Club should jointly determine if hosting a Preview to publicize the championship is the right decision.

Date

A date should be mutually determined by the USGA and the Host Club. The best time frame for Media Day is 2-3 months prior to the start of the championship. Factors of date selection:

- Will the defending Champion be able to participate? If so, his schedule should be consulted as soon as possible.
- Sporting events in the city/area of the Host Club can detract from attention and attendance. The Host Club should consult local/area event calendars.
- The USGA will review its championship calendar so that the Preview does not compete with other championship events.
- The Host Club should check its golf course schedule so that the course would be available for visiting media and should be in good condition (not championship preparation but good condition).

Personnel

- Defending Champion (if available)
- USGA Executive Committee Member(s)
- USGA Staff – including the Championship Director, Manager and USGA Communications Staff
- Host Club – Representatives including General Chair(s), Board Members, Championship Committee and Staff
- Co-Host – Representatives including Championship Committee and Staff, Board Members

Invitees

The USGA communications department and the Host Club will jointly develop a list of potential invitees. Once the list and date are set, the USGA will send (via email) a save the date notification, usually 2-3 months prior to the Preview. Approximately four weeks prior to the Preview, the USGA will send (via email) the invitation. The Host Club will track RSVP's and regularly update the USGA Communications Department. Specific follow-up will take place as needed.

Set Up

The Host Club and the USGA should jointly decide on the room used for the Preview.

- Theatre-style seating will be needed in the room for approximately 50 attendees.
- A podium with microphone, room speakers, and two six-foot tables should be placed in the front of the room.
- A USGA backdrop will be provided by the USGA.
- Registration tables (two 6-footers) and four chairs in a lobby area.

Items and Responsibilities

| Item | Responsibility |
|----------------------------|----------------|
| Audio and Visual Equipment | USGA |
| Food and Beverage | USGA |
| Golf & Carts or Caddies | Club |

Preview Agenda - Sample

| Time: | Agenda |
|--|---|
| 10:30 – 11:00 a.m. | Registration and check-in |
| 11:00 a.m. | <p>Program begins – USGA Communications Representative welcomes guests; introduces guests at head table; recognizes special guests and introduces USGA Executive Committee Member.</p> <p>*He/she speaks on USGA history at club/area/state and course set-up philosophy and USGA vision for Host Club and Co-Host.</p> |
| 11:10 a.m. | <p>USGA Communications Representative returns to introduce Host Club speaker.</p> <p>*He/she will address Host Club and the USGA staff, corporate supporters, civic supporters and volunteers.</p> |
| 11:20 a.m. | <p>USGA Communications Representative returns to introduce Co-Host speaker.</p> <p>*He/she will address Co-Host and the championship.</p> |
| 11:30 a.m. | <p>USGA Communications Representative returns to introduce Defending Champion and/or other featured speakers for comments and questions.</p> |
| (NOTE: Photo opportunity and media one-on-one interview possible for all speakers) | |
| 12:00 p.m. | <p>USGA Communications Representative returns to offer concluding remarks, offers speakers for one-on-one interviews and give details on golf.</p> <p>*Lunch is served.</p> |
| 12:45 p.m. | Media guests begin walking/being shuttled to starting holes |
| 1:00 p.m. | Golf |
| 6:00 p.m. | Post-round cocktails (not required) |

Championship Program

The preparation and 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 sometimes do not 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, Championships have gone without a program, created only a digital version, created a yardage book style program, as well as creating your traditional magazine-style program. The USGA will consult on the Host Club's decision making process but has no preference on the presence of a program. Some benefits of printing a program include:

- Provides an avenue to recognize supporters of the championship
- Provides an avenue for the Host Club to tell its history
- Provides a way to thank specific groups of individuals such as committee chairs
- Provides a keepsake for players, volunteers, members and spectators
 - If this is the reason driving production, it's likely not worth the expense.

If the Host Club moves forward with printing a Championship Program, the USGA has minimum standards that must be followed. USGA Championship Communications will assist the Host Club understand and follow these minimum standards.

These minimum standards include:

- The print size of the Championship Program must be one of two approved sizes.
- All copy and blue line must first be reviewed and approved by USGA Communications. 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 USGA and the Host Club.
- If the Host Club plans to accept display advertising, the USGA issues these basic guidelines:
 - no tobacco advertisements
 - ads promoting alcohol products are acceptable, but may not picture the actual product
 - no wording that infers sponsorship or USGA endorsement of any kind
 - ads for competitors to the USGA's corporate partners (see www.usga.org for a list) may not include "proud to support" language
- 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 through the USGA Content Department. This information must appear in the Championship Program.
 - Welcome letter with photographs from the USGA President and the Chair of the Championship
 - 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 USGA will acquire the ad from Titleist and provide to the Host Club for use in the program. The USGA Communications team will detail its placement
- The USGA will provide a letter from its CEO to feature in the program
- 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 10 copies of the program to the Championship Manager

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