

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 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, printing costs have come way down thus making it more affordable that even if the Host Club chooses to move forward with this publication. Other benefits of printing a program include:

- Provides a keepsake for players, volunteers, members and spectators
- Provides an avenue for the Host Club to tell its history
- Provides an avenue to recognize 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 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.
- The USGA will design the cover for the Championship Program.
- 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 (American Express, Deloitte, Lexus, Fox Sports and Rolex) 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 ad must be obtained directly from Titleist (Bill McCarthy can provide contact information).
- 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 finished program to Kevin Fullenkamp

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