

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 Corporate 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.

These corporate partners may or may not specifically have a role in the championship. The USGA will help you determine these potential roles and what the corporate partners may need in return for this support.

Corporate Support

There are many ways for a company to support the championship. Companies can support the championship with large or small financial contributions and/or in-kind donations. These companies should be recognized as a “Supporter” or “Friend”. It would be common for Host Clubs to separate these companies into tiers of “Supporters” depending on their level of participation. The term “sponsor” or “partner” is not acceptable.

Note: When approaching companies to ask them to support the championship, the USGA is extremely sensitive about companies that fall within certain industries. These industries include but are not limited to tobacco, firearms/weapons, alcohol and manufacturers of golf equipment. Please be mindful of companies within these industries and check with the USGA beforehand to see if any specific restrictions may be in place.

Recognition Guidelines

Host Clubs will be allowed to recognize supporters in certain ways. Assuming the Host Club develops a tier system for their supporters, it is normal to recognize these levels in different ways. All potential ways of recognition should be pre-approved by the USGA. Examples of recognition methods include but are not limited to the following: (“list” items are NOT to include company logos, logos are permitted in publications.

- List companies on signage at the championship. No logo.
- List companies on a pocket guide that will be used locally to create awareness. No logo.
- List companies on a table card that will be used locally to create awareness. No logo.
- List of companies on a banner that will be used locally to create awareness. No logo.
- List of companies on a billboard that will be used locally to create awareness. No logo.
- Provide each company with an advertisement page in a championship publication such as a magazine. USGA advertising guidelines must be followed. Logo.
- List each company on a specific page within a championship publication such as a magazine. USGA advertising guidelines must be followed. Logo.
- Provide each company advertising space on a panel(s) within the pairing sheet. USGA advertising guidelines must be followed. Logo.
- List each company on a specific panel within the pairing sheet. USGA advertising guidelines must be followed. Logo.

Advertising Guidelines

General Information

- No wording that infers sponsorship or USGA endorsement of any kind is permitted from any advertiser other than a USGA Partner.
- Only the USGA Partners identified above are permitted to use the USGA name and logo, championship logo or image of the championship trophy, which must be submitted to the USGA for prior approval.
- Only the USGA partners identified above are permitted to use championship and/or trophy imagery. Non-USGA partners may use club imagery but must obtain permission and approval from the host club. The advertiser must obtain any permissions and approvals from individuals (professional golfers, amateur golfers, or models) who are clearly identifiable in the advertising creative.
- All advertising in USGA materials is subject to prior review and approval by the USGA and should be submitted to the USGA no less than 10 business days before the anticipated print deadline. The USGA reserves the right to deny any advertisement it finds objectionable in any way.
- No third-party entity will be permitted to reference any other partnership, relationship or sponsorship it has with another party or entity.
- All ads (including congratulatory ads) promoting or containing tobacco products, firearms and products that do not conform to the Rules of Golf are prohibited.
- All ads for products that conform to the Rules of Golf must contain the following disclaimer on every ad page: "The USGA does not endorse or sponsor XYZ or its products in any way."
- Ads promoting alcohol products, including beer, wine and hard liquor, are permissible in all but the junior programs and are subject to prior approval. Alcohol ads appearing in the junior programs may not use an image of an alcoholic product, but may be worded to offer the company's support of the event. For example: "XYZ Vodka Distributing Wishes the Best of Luck to All Participants of the U.S. Women's Open Sectional Qualifying."
- Exceptions to any of the advertising guidelines will be considered on a case-by-case basis by the USGA.

Championship Programs

If the host site elects to produce a program or championship-focused publication, the following guidelines apply:

- Only USGA partners can use language in championship advertising which infers a relationship with the USGA, championship or host club, including the phrases "proud to support" and "proud to be associated with" and words such as "supporter," "sponsor," "patron," "donor" and "official." The USGA reserves the right to deny the use of language it finds objectionable.
- Congratulatory and best-of-luck text is permitted for all other advertisers. Examples allowed: "Bank of America congratulates all the qualifiers of the U.S. Open Championship." Welcome text is permissible, but must include "during," and cannot include "at," "for" or "in connection with" the championship. For example, the following is permissible: "Bank of America welcomes golfers/golf community/USGA/name of qualifying to the community/city/town during {championship} Sectional Qualifying."
- Corporate partner competitors cannot purchase advertising on the back cover.
- Use of USGA logo, championship logo or trophy in ads is not permitted.
- Coupons and ads for individual supporters (non-business) are not permitted.

Championship Groupings & Starting Times

- Ads for USGA partner competitors are NOT permitted.
- Text listing of championship supporters is permitted. Logos may not be used.

Supporter Language

- Companies that provide financial support may be listed in the championship program and on Thank You signage. However, the listing must be in reference to supporting the host club and the championship, not the USGA.
- The USGA should not be listed as a supporter of its own championship in a list of championship supporters.
- In all forms of supporter listings, USGA Partners must be prominently listed separate to other championship supporters.

Billboards/Banners

- Billboards and banners from the host club promoting the championship must focus on the championship. At the bottom of the billboard or banner, it is permissible to state "The [name of championship] would like to thank" and include a listing of advertiser names. Logos other than those of USGA Partners cannot be used.
- The championship logo cannot be used if the billboard or banner includes third-party advertising.

Posters

- The championship logo may be used if there is no third-party advertising. No third-party advertising is permitted when the championship logo is utilized.

Thank You Ads

- The championship logo may be used if there is no third-party advertising. No third-party advertising is permitted when the championship logo is utilized.

Digital & Social Extensions

- Companies that provide financial support may be listed on championship website in recognition of their support of the championship. Non-USGA partners cannot be represented as a sponsor of a specific element on the championship website (i.e. leaderboard)
 - The listing of championship supporters must be in reference to and in recognition of the support provided to the host club and the championship, not the USGA.
 - Text listing of championship supporters is permitted. Logos may not be used.
- Companies that provide financial support may receive digital banner ad on the championship website promoting that companies' products and/or services or includes congratulatory and best-of-luck text. All digital ads must be submitted to the USGA for prior approval. Non-USGA partners' digital ads cannot include:
 - The USGA name and/or logo, championship logo or image of the championship trophy.
 - Language which infers a relationship with the USGA, championship or host club, including the phrases "proud to support" and "proud to be associated with" and words such as "supporter," "sponsor," "patron," "donor" and "official." The USGA reserves the right to deny the use of language it finds objectionable.
 - Championship and/or championship trophy imagery
- Congratulatory and best-of-luck text is also permitted in social posts from companies that provide financial support (see examples outlined in "GENERAL INFORMATION")
- Use of imagery in digital ads and/or social posts by non-USGA partners follow the same guidelines outlined in "GENERAL INFORMATION"

Vehicle Signage

- Signage for vehicles obtained from Lexus may use the championship logo and the phrase "Championship Vehicle" on the car door. The USGA logo may not be used.
- Signage for vehicles used for operational purposes (i.e., evacuation vehicles) obtained from any other vendor may use the championship logo and the phrase "Championship Vehicle." The USGA logo may not be used. The dealer name may be included as the vehicle provider; however, the name cannot include the brand. For example: "Provided by Smith Motorcars" is acceptable, but "Provided by Smith Ford" is not acceptable.
- Any vehicle signage not provided by the USGA or Lexus must be submitted for approval prior to printing.

Clocks

- If any championship venue has a permanent clock branded with timepiece manufacturer other than Rolex in a general spectator area, then upon the USGA's request, such clock will be covered (or branding masked) throughout practice days and competition days of the championship

The USGA reserves the right to alter these advertising guidelines at any time.

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.
- **Supporter/Friend**
It is important to remember that the USGA has Corporate Partners, so we need to avoid using the word partner in association with these relationships. Supporters of the Championship or Friends of the Championship are acceptable uses.