

MEDIA & CORPORATE SUPPORT

Media Day

The USGA and the Host Club should jointly host a Preview to publicize the championship. This is optional on the part of the club.

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.
- *See example of Preview diagram below*

Items and Responsibilities

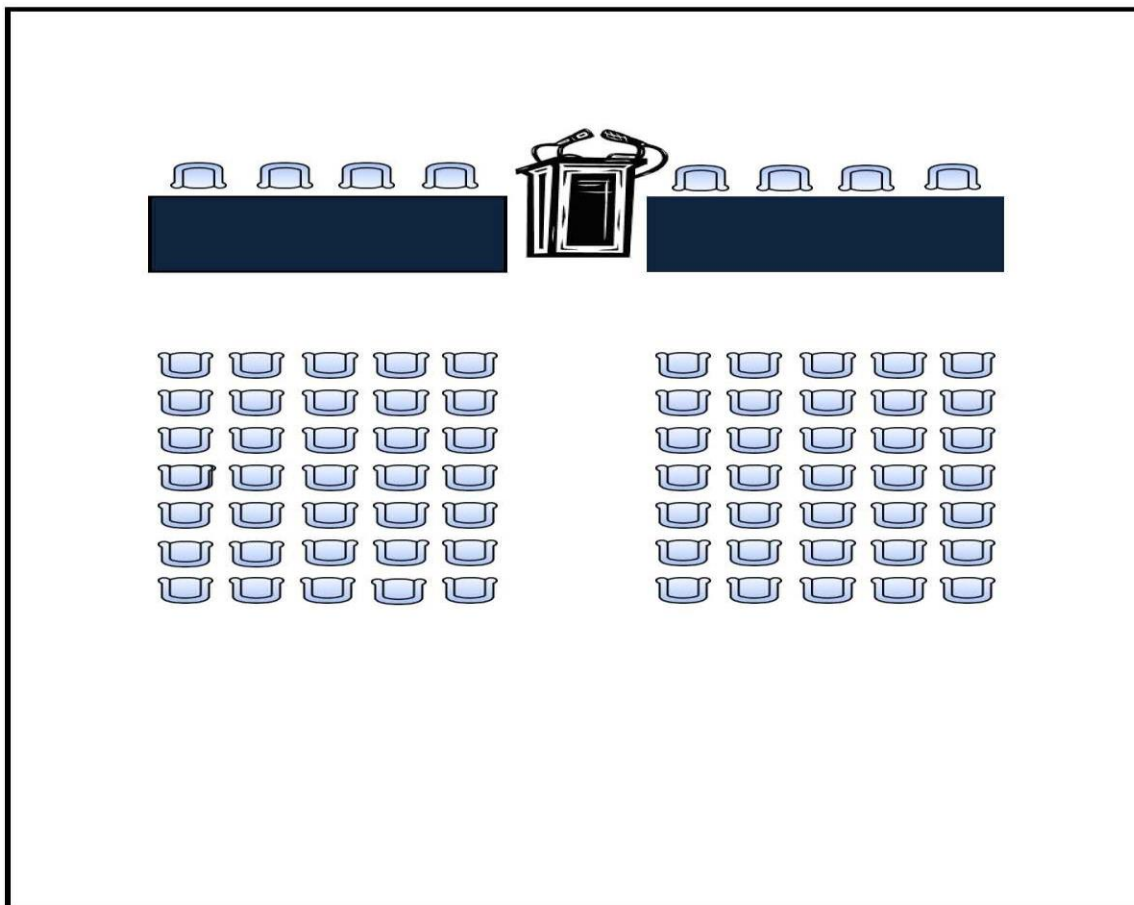
Item	Responsibility
Audio and Visual Equipment	USGA
Food and Beverage	USGA
Golf & Carts or Caddies	Club

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)

Preview Diagram

Example



Preview Set-up



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!

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.

Website Development

USGA Championship Website

The USGA has 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 is 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 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 its respective materials for the purpose of selecting content for the USGA Championship website. Any costs associated with the USGA's use of such materials will 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. Please refer to the Championship Agreement for approved domain names. 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. is acceptable but www.yearclub.org or www.20XXMid-Amateur.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.20XXusXXX.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
- Volunteer Information

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. All 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 website to the other to help users find the correct information. For example:

- The USGA will link championship website to the Host Club's website to help users find information such as volunteering.
- The Host Club will link its website to the USGA's to help users find information such as scoring.

Tee Times Sheet

“Tee Times” is the official terminology used by the USGA. Please use this wording in lieu of “Pairing Sheets”.

It is the Host Club’s responsibility to produce complimentary daily groupings and starting time sheets to be given to the players, officials, club members, media and spectators. The tee time sheet should contain the following:

- A front cover will be designed by the USGA and artwork will be provided to the Host Club.
- A course map that would show the course layout and the main spectator facilities. A sample of the map is below:
- This is NOT an evacuation map.



- The hole/par/yardage chart.
- The groupings or match-play tree provided by the USGA (see below for sample).
- Advertising may be included on the groupings and starting time sheet subject to USGA rules and regulations.

Most tee time sheets are produced as 11"x17" in full size and folded 3-4 times to final distribution size.

The suggested shell paper type should be a “flat uncoated” finish.

A local printer should be located to produce the tee time sheets or if a capable person on sight is able to produce, this is also acceptable.

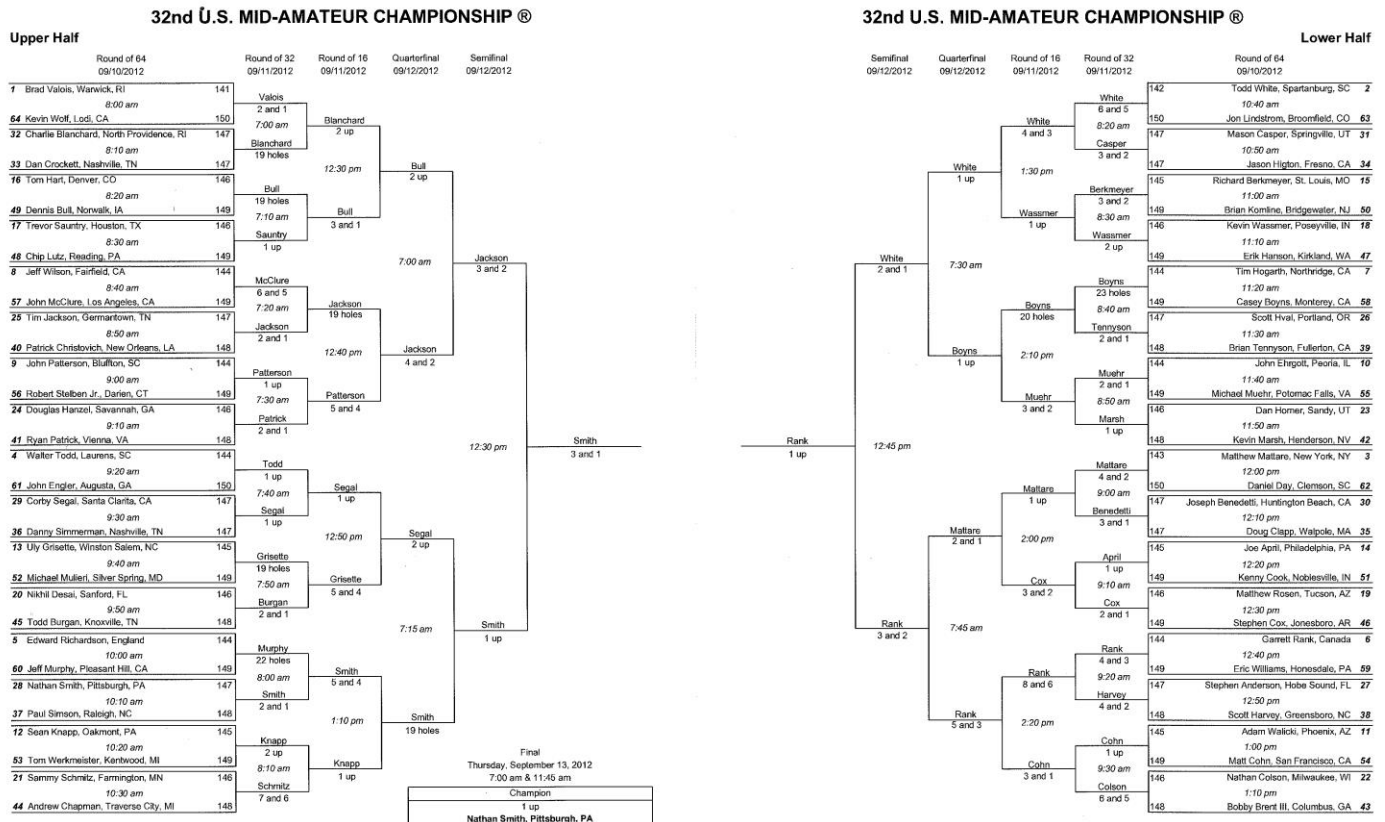
The Host Club should develop one shell (one side of the full slick) that will include the front cover, the course map and any approved advertising. The reverse side will be held for the stroke play groupings or match-play tree provided by the USGA. The final shell design should be sent to the USGA for approval. Once approved, the shell can be printed in full prior to the championship or on a daily basis.

Match Play Tee Times Slick

Once Stroke Play is complete, the USGA scoring staff will create the match-play tree for Monday's groupings and starting time sheet in PDF form and send to the Host Club's printer or if a capable person on sight is able to produce, this is also acceptable. If there is a playoff for the final match-play spots that has not been completed, we will use "TBD" for those player slots.

The USGA scoring staff will continue each evening through the conclusion of the championship to update the match-play tree and either send to the printer or print onsite.

A sample of the match-play slick is below:



Printing numbers will vary based on spectator attendance. Assuming a 1,000 weekly attendance number, suggested print numbers would be:

- 600 for Saturday-Sunday, Stroke Play Rounds (combined and including Co-Host)
- 150 for Monday, Round of 64
- 150 for Tuesday, Rounds of 32 & 16
- 100 for Wednesday, Quarterfinals and Semi-Finals
- 100 for Thursday, Final of Match-Play
- 150 for Monday, Round of 32
- 150 for Tuesday, Rounds of 16 & Quarterfinals
- 100 for Wednesday, Semifinals & Finals

Tee time sheets should be delivered to the Host Club by 6:00 a.m. each morning. Distribution by the Host Club each morning should include:

- Clubhouse
- Players' Locker Room
- Media Center
- USGA Office
- Starting tee(s) - #1 Tee only for Match Play.
- Volunteer Check-in
- Main Entrance

Containers, like a mailbox, can be erected to hold these sheets so they can be easily available for the public.

The USGA requests that at least 20 blank daily tee time sheets be sent to the USGA (Kevin Fullenkamp) at the completion of the Championship for distribution to the future site hosts, the USGA Museum and Archives, etc.