

Regional Supporter Approach



The 2020 U.S. Women's Open and regional supporters will partner to build buzz, celebrate and elevate the championships within the host community of Houston, TX while promoting key initiatives and events

Regional Supporter Rights and Assets

- Rights to use championship logo in region
- Rights to use championship imagery for promotional purposes
- Category exclusivity & operational/in-kind exclusivity
- Ability to activate in-market (may include events or retail displays)
- Ability to activate onsite experience relevant to category (ex. STEM tent, community tent)
- USGA geo-targeted social post(s) to promote programming/activation
- Inclusion in press release about relationship announcement and/or programming (could be two separate releases)
- Integration into “Know Before You Go” (web, press release, email)
- Integration into onsite promotional assets (mobile push notifications, video board, program and pairings sheets ads, etc.)

Activation Categories

There are eight (8) distinct activation categories in-market

Health / Wellness	Ticketing
Volunteers	STEM Programming
Junior Programming	Concessions / F&B (non-alcohol)
Community Programming	Alcohol

Activation Examples

USGA Direct email

USGA
73rd U.S. Women's Open Championship
Shoal Creek

VOLUNTEER REGISTRATION IS NOW OPEN!

Join the USGA in Birmingham when the greatest players in the women's game compete for the national championship at the 73rd U.S. Women's Open at Shoal Creek, May 29 - June 3, 2018!

As a USGA Member, you're invited to share some of your southern hospitality and participate as a volunteer.

Volunteers are the lifeblood of any USGA Championship, and the commitment of your time is most greatly appreciated.

APPLY NOW

Volunteer committee descriptions for the 2,300 available volunteer opportunities can be viewed at usga.org/2018womensopen. Sign-ups are also available online using the registration code: **usga18**

Thank you for everything you do in support of the USGA, and for considering volunteering with us for the 2018 U.S. Women's Open.

At any time, please contact the U.S. Women's Open Championship Office for additional information at 2018uswomensopen@usga.org or 205-876-8556.

BIRMINGHAM

Retail Ad

DICK'S SPORTING GOODS
FREE SHIPPING MESSAGE HERE: PPO, Outdoor PPO.

TEAM SPORTS | EXERCISE | FOOTWEAR | APPAREL | GOLF | OUTDOORS | FAN SHOP | CLEARANCE

2016 U.S. OPEN
EPIC PUTT CHALLENGE

SINK A PUTT! WIN A PRIZE!

SATURDAY, MAY 14 - CRANBERRY | SATURDAY, MAY 21 - ROBINSON
SATURDAY, MAY 28 - SOUTH HILLS | SATURDAY, JUNE 4 - CRANBERRY
SATURDAY, JUNE 11 - SOUTH HILLS

GET YOUR PICTURE WITH THE U.S. OPEN TROPHY!

MAY 14 12-4 PM | MAY 21 12-4 PM | MAY 28 12-4 PM | JUNE 4 12-4 PM | JUNE 11 10AM-2PM
CRANBERRY | ROBINSON | SOUTH HILLS | CRANBERRY | SOUTH HILLS

Championship Print Ad

Lahey Health™
Proud Supporter of the U.S. Senior Open

The Lahey Health Golfer's Diet

Take your iron every day, and live on greens.

Lahey Health Behavioral Services | Lahey Health Continuing Care
Lahey Health Primary Care | Lahey Hospital & Medical Center | Lahey Medical Center, Podiatry | Winchester Hospital

LaheyHealth.org

Social Media Placements

USGA

CHAMPIONSHIPS | RULES | HANDICAPPING | SERVING THE GAME | MEMBERSHIP | ABOUT

U.S. Women's Open: Know Before You Go

USGA Championship photo showing a golfer in mid-swing on a green with spectators in the background.

PITTSBURGH
SPORT, RECREATION, CULTURE

Hotels & Resorts | Restaurants & Culinary | Things to Do | About Pittsburgh | Events & Festivals

USGA U.S. Open at Oakmont

Pittsburgh is proud to host the 116th annual U.S. Open Championship at the legendary Oakmont Country Club. One of the most difficult courses in North America, Oakmont has hosted more combined USGA and PGA Championships than any other course in the U.S., including eight U.S. Open Championships.

Widely considered golf's ultimate test, the 2016 U.S. Open Championship will return to Oakmont for the ninth time, June 16-18. An international collection of the world's top golfers will begin formal practice rounds at Oakmont starting on Monday, June 13.

While the eyes of the golf world will be focused on the U.S. Open at Oakmont, Pittsburgh will also gain the attention from media around the world. According to the USGA, the U.S. Open is expected to bring more than \$120 million in economic impact to the city of Pittsburgh and surrounding areas, demonstrating that Pittsburgh is an ideal location for high-profile sports events.

Open for All™ Community Events

There are many exciting events surrounding the U.S. Open that are open now. Take your place alongside some of the greatest names in golf history and by your hand at hitting period-specific clubs in a custom golf simulation in the interactive experience American Golf History - Coming to Life at the Carnegie Science Center through June 15.

Digital Placement

BUY ONE GET ONE 50% OFF

SAVE 30% 20% - 34%
20% Off on all Golf Apparel
20% Off on all Golf Footwear
20% Off on all Golf Accessories

SAVE \$20 \$39.99
SAVE \$20 \$39.99
SAVE \$20 \$39.99
15% Off \$19.99
FREE SHIPPING & RETURNS
ON FOOTWEAR AND APPAREL
DICKS.COM

SINK A PUTT & WIN A PRIZE!

TRY THE U.S. OPEN EPIC PUTT CHALLENGE! COME HAVE YOUR PHOTO TAKEN WITH THE U.S. OPEN TROPHY!

MAY 28 - SOUTH HILLS VILLAGE
JUNE 4 - CRANBERRY
JUNE 11 - SOUTH HILLS VILLAGE

Social Media Outreach

DICK'S Sporting Goods
May 25 at 2:00pm · @

Putt your way into U.S. Open history with the 2016 U.S. Open Epic Putt Challenge, happening all day at our South Hills location on Saturday, May 28. Compete for a chance to win prizes and get your photo taken with the #USOpen Trophy, appearing for 4 hours only! Learn more: <http://bit.ly/1L2x3cU>

2016 U.S. OPEN EPIC PUTT CHALLENGE

Like Comment Share

549

60 shares

AT&T 2:32 PM 33%
DICK'S Sporting Goods

isaardicou · Dick's Sporting Goods · FOLLOW

isaardicou #USGA #puttputt crewcup Nice

19 likes

60 shares