

THE OPEN[®]

148TH ROYAL PORTRUSH



Authorised Hospitality Provider Programme

The 148th Open

History will be made in 2019 when The Open returns to the stunning and iconic coastline of Northern Ireland for the first time since Max Faulkner became Champion Golfer in 1951.

Royal Portrush will once again play host to the world's greatest golfers from 14- 21 July 2019 as they battle to become the Champion Golfer of the Year and take home one of the most cherished trophies in sport, the Claret Jug.

With the 2019 Championship fast approaching, The R&A would like to introduce to you our new Authorised Provider programmes - the new way that organisations will be able to gain access to official tickets and hospitality packages for The Open.

Through these new programmes, we look forward to developing great partnerships whilst helping even more people from around the world experience golf's original and most international championship.



148TH
ROYAL PORTRUSH



AUTHORISED HOSPITALITY PROVIDER PROGRAMME	SILVER	GOLD
BENEFITS		
Permission to resell hospitality packages to The 148th Open in 2019, either standalone, or as part of a package including travel and/or accommodation	✓	✓
Hospitality Providers will receive commission on all sales made	✓ (10%)	✓ (15%)
Permission to promote The Open for 2019, or your packages including tickets to The Open, via the following channels:	<ul style="list-style-type: none"> i. On your website ii. Via your customer database (email, direct mail, SMS) iii. In any in-house print publications (e.g. your own brochures, direct mails) iv. Via your social media pages (organic posts only) 	On all Marketing channels
Listed as an Authorised Hospitality Provider on TheOpen.com	✓	✓
Use of the official Authorised Provider logo		✓
2 complimentary weekly tickets (course admission) to The Open		✓
The R&A will provide approved imagery, copy and official agent brochure (PDF) to support marketing efforts	✓	✓
REQUIREMENTS		
You must commit to a minimum value of hospitality sales for The Open. If the minimum value is not reached following the conclusion of the event, the third party agrees to top up their contribution to the minimum value mark	Minimum Value: £25,000	Minimum Value: £85,000
You agree to pass the names of each individual hospitality purchaser to The R&A for event security reasons. You also agree to ask each of their purchasers whether they would like to receive marketing communications directly from The Open. In instances where this is a yes, the following data fields must be provided to The R&A: title, first name, surname, email address, date of birth, full postal address	✓	✓

Please note:

1. Authorised Providers are only permitted to use The Open Authorised Provider logo.
2. Authorised Providers must always refer to the event as The Open, The 148th Open or The 148th Open at Royal Portrush in 2019.
3. If you do not join the Silver or Gold level hospitality provider programmes, but refer customers to book hospitality directly with The Open, then you will be eligible to 5% commission.
4. Approval must be sought from The R&A before the completion of any onward sales to sub-agents.
5. Any marketing or promotion relating to The Open must be pre-approved by the R&A before being posted / published online or printed.



This is the one. The Open