



USGA

43rd U.S. Senior Open Championship

June 29–July 2, 2023

SentryWorld, Stevens Point, WI



About SentryWorld

- 200-acre public parkland course original designer Robert Trent Jones Jr., calls "the Augusta of the North"
- Opened in 1982 as Jones' "Mona Lisa"
 - Reimagined in 2013–14 by Jones, Bruce Charlton, and Jay Blasi
 - Wisconsin's first SubAir system installed in 2020
- Signature par 3 16th—the Flower Hole—features 30,000 flowers
- Named Golf Digest's first-ever **Best New Public Course**
- Consistently awarded Golf Digest's Top 10 **Wisconsin Best in State**
- Hosted USGA 71st U.S. Girls' Junior Championship in 2019



Honoring Robert Trent Jones Jr., 2019



USGA 71st U.S. Girls' Junior Championship 2019



43rd U.S. Senior Open Championship

June 29–July 2, 2023 • SentryWorld • Stevens Point, Wisconsin • sentryworld.com/usso2023



Championship facts

- U.S. Senior Open Championship, June 29-July 2, 2023
- Past U.S. Senior Open champions include: Jack Nicklaus, Arnold Palmer, Gary Player, Lee Trevino, Peter Jacobsen, recent champions Bernhard Langer, Kenny Perry, Colin Montgomerie, and Steve Stricker
- SentryWorld joins a prestigious list of U.S. Senior Open host courses: Winged Foot, Oakland Hills, Scioto, The Broadmoor, Inverness, and Whistling Straits
- Largest purse in senior major championship golf, \$4 million total in 2020
- Approximately \$20+ million local economic impact (city, county, state)



Steve Stricker



Bernhard Langer



The field

- 156 professionals and amateurs from approximately 20 countries—including the U.S.—will compete for the most coveted championship in senior golf and the Francis D. Ouimet Memorial Trophy.
- Approximately half the field will be fully exempt into the championship through several categories—the other half will come from qualifying tournaments conducted at 30+ courses across the U.S.
- The championship is open to any professional or amateur golfer who is 50 years of age or older as of June 29, 2023. An amateur is eligible with a Handicap Index® not exceeding 3.4.
- In 2019, the USGA accepted entries from golfers in 48 U.S. states and the District of Columbia, as well as 32 foreign countries



Darren Clarke



Fred Couples



Championship attributes

Strong brand

We'll host the U.S. Senior Open and more than 150 golfers at the renowned SentryWorld.

Variable benefit

Those who secure a hospitality package will receive benefits such as client entertainment, associate recognition, and partner/vendor interaction.

Civic collaboration

Central Wisconsin companies of all sizes will come together to support the event in recognition of its positive impact on the community.

Regional impact

The Championship will deliver positive economic impact through thousands of attending fans and will provide significant, measurable media value through the NBC broadcast and attending media.



Hospitality opportunities

The 2023 U.S. Senior Open Championship offers a variety of hospitality options that will enable you to entertain clients, colleagues, and friends, while enjoying the world's most prestigious senior golf championship.





Hospitality packages

Hospitality package benefits include:

- Premium hospitality venues such as clubhouse rooms, and on-course skyboxes and chalets
- Exposure through official championship magazine advertisements
- Golf in the Championship Invitational
- Hospitality and gallery tickets
- VIP parking

Why support the 2023 U.S. Senior Open?

- Unique one-time event with first-class hospitality at the renowned SentryWorld
- Event success will provide significant economic impact and exposure for central Wisconsin
- Spread your investment over multiple annual budget cycles



Clubhouse rooms

The 2023 U.S. Senior Open offers full-week, private access to designated rooms within the clubhouse at SentryWorld.

Clubhouse rooms offer a prime location to your company to connect with clients in the most upscale environment at the Championship—just steps from all the action on the course.



Atrium



Grand Hall

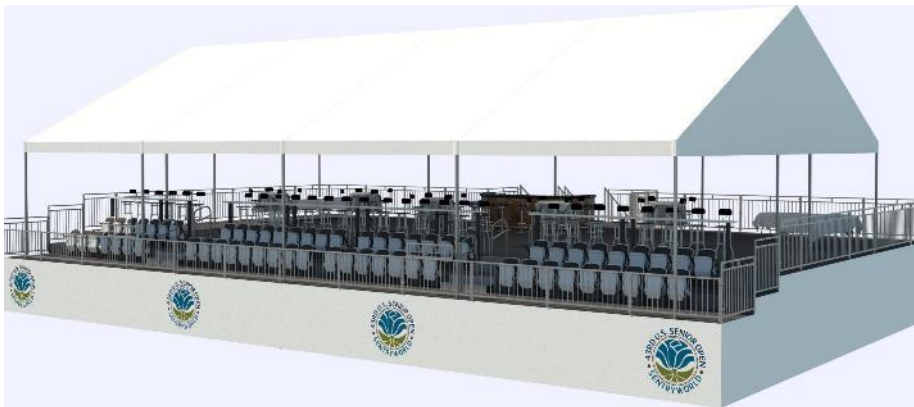


Community Room



On-course skyboxes and chalets

Positioned in prime locations on the golf course, private chalets and skyboxes offer the best views of all the action at the 2023 U.S. Senior Open. Structures will feature indoor and outdoor entertainment areas, fully furnished, with interior upgrades available.



Skyboxes



Chalet