

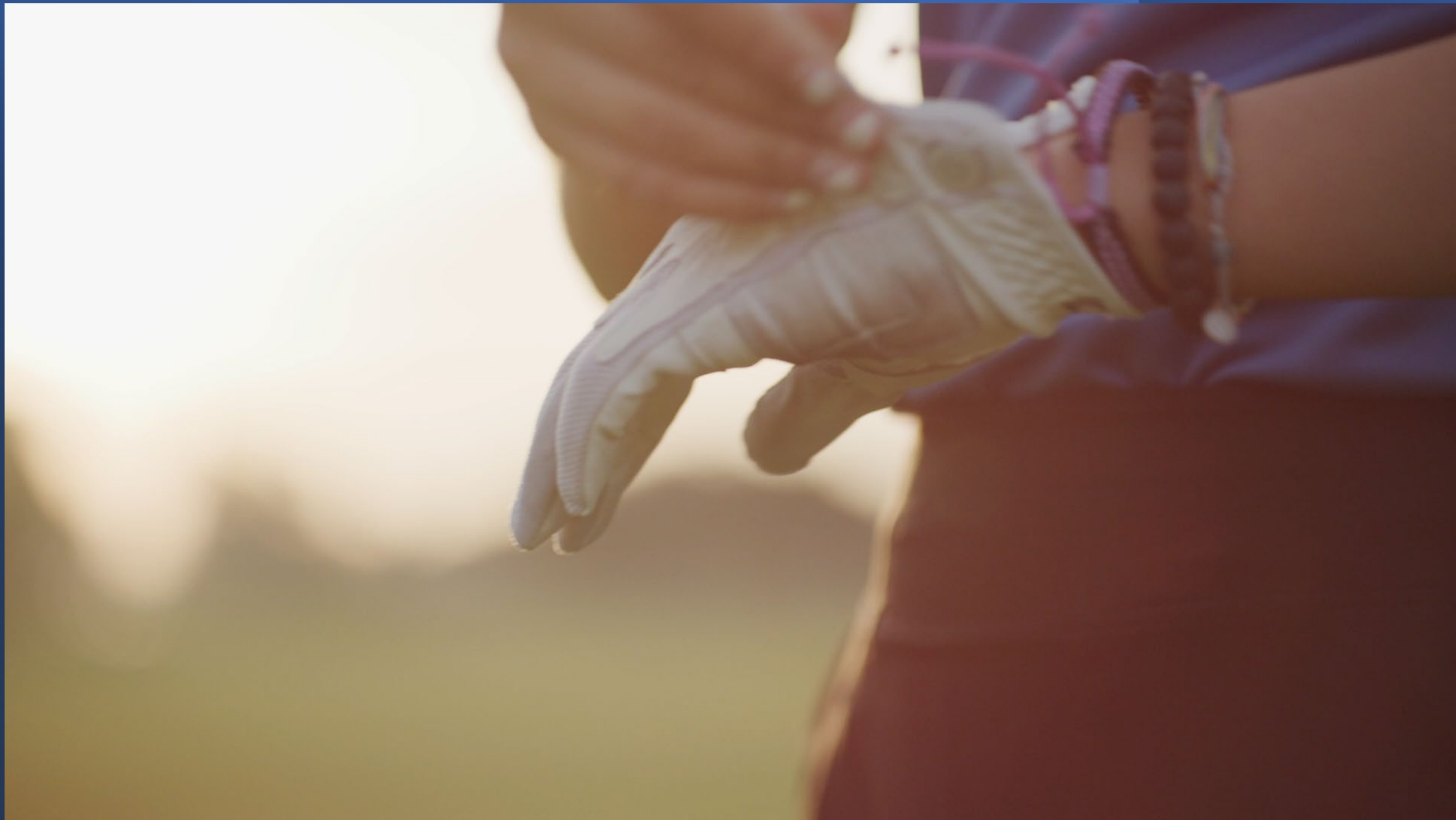
# 2024 U.S. Women's Open

Presented by Ally

May 30 – June 2, 2024

Lancaster City Alliance Presentation



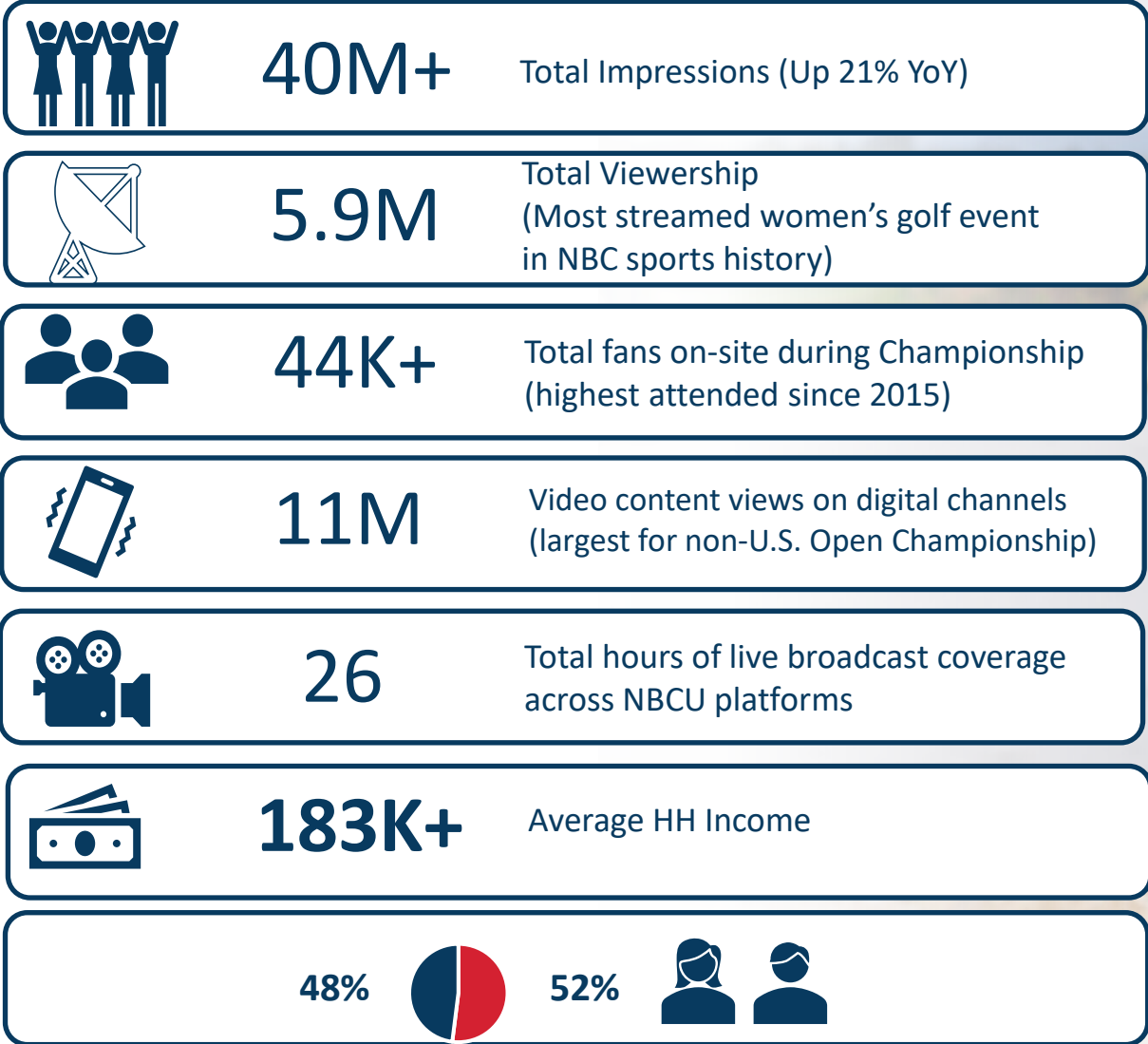


# U.S. WOMEN'S OPEN

- Conducted annually since 1946 (79th Edition)
- Recognized as the world's premier women's golf championship
- \$12M Purse in 2024
- The U.S. Women's Open is one of 15 annual national championships conducted by the USGA
- Past champions include Betsy Rawls, Mickey Wright, Annika Sorenstam, Paula Creamer, Michelle Wie and Ariya Jutanigarn



# 2023 U.S. WOMEN'S OPEN BY THE NUMBERS



# U.S. WOMEN'S OPEN AT LCC

- This will be the second U.S. Women's Open held at Lancaster Country Club.
- Record breaking crowds attended the 2015 tournament.
- Lancaster holds the third most championship entries with 1,874 players filing.
- InGee Chun, the 2015 champion, has maintained a close relationship with the club and surrounding community, including significant charitable efforts that have helped hundreds of club employees and their families.



# CHAMPIONSHIP WEEK PREVIEW

Saturday, May 25<sup>th</sup> through Sunday, June 2<sup>nd</sup>

- **Saturday, May 25<sup>th</sup> – Sunday, May 26<sup>th</sup>**
  - Player arrivals
  - Pre-Merchandise sale
- **Monday, May 27<sup>th</sup>**
  - Practice rounds
  - Pre-Merchandise sale
  - Volunteer Party
  - Member Access
- **Tuesday, May 28<sup>th</sup>- Wednesday May 29<sup>th</sup>**
  - Practice Rounds
  - Open to Public
- **Thursday, May 30<sup>th</sup>- Sunday, June 2<sup>nd</sup>**
  - Championship Rounds



# BROADCAST

- 26 hours of coverage across NBC, USA and Peacock
- 16.5 hours of Live From the U.S. Women's Open across Golf Channel and Peacock
- Featured group coverage during championship rounds



*Live From The U.S.  
Women's Open*



*U.S. Women's Open  
Digital Programming*



**USGA** APP  
USWOMENSOPEN.COM

# VOLUNTEER DEDICATION

## QUANTITY

Over 1,600 volunteers work over 40,000 hours.



## EXPERIENCE

Exclusive Volunteer Hospitality area, a credential allowing championship access for the week, making lifelong friends and championship logoed apparel

## COMMITTEES

Over 13 unique committees, including committees like Fan Services, Merchandise, Walking Scorers and Marshals



## COMMUNITY INVOLVEMENT

10 - 18 local golf clubs and organizations will be represented in the marshalling program on course



# TICKET PACKAGES



## Daily Gallery Ticket

**Starting at \$25 plus tax and fees**

Gallery tickets offer grounds access for fans to experience all the action while following the world's best players.



## Gallery Ticket Package

**\$150 plus tax and fees**

Gallery tickets offer grounds access for fans to experience all the action while following the world's best players at the U.S. Women's Open.



## Daily 1761 Club Ticket

**Starting at \$55 plus tax and fees**

The 1761 Club ticket offers access to a premium space right of the 16th Hole, and near Holes 12 and 13 as well.



## 1761 Club Ticket Package

**\$350 plus tax and fees**

The 1761 Club ticket offers a premium experience to enjoy all the action, including a premium space right of the 16th Hole.



## Daily Penn Club Ticket

**Starting at \$275 plus tax and fees**

The Penn Club is our most prestigious ticket offering and includes the following:



## Penn Club Ticket Package

**\$2,000 plus tax and fees**

The Penn Club is our most prestigious ticket package and includes the following for (1) person, all six days (Tues.-Sun.) of the Championship.



## Group Tickets

Are you interested in a group outing to the 2024 U.S. Women's Open Presented by Ally at Lancaster Country Club? Click the link below and fill out the form, then a member of the ticketing team will follow up with more information!

# USGA FAN EXPERIENCE

## ATTENDANCE

Fans from all over the country will be coming to the Lancaster community to experience the championship



## ACTIVATIONS

Unique autograph and photo opportunities throughout the championship. Over 10,000 pieces of merchandise in the Merchandise Pavilion

## FAMILY FRIENDLY

All juniors 17 and under can attend the Women's Open for free. Junior activities and exhibitions all week



## PREMIUM EXPERIENCES

Clubhouse hospitality spaces, private hospitality tents and upgraded ticket options

# USGA FAN EXPERIENCE



# COMMUNITY ENGAGEMENT

## Organic Marketing Plan – Key Stakeholders

- Lancaster Country Club
- City of Lancaster
- Discover Lancaster
- Lancaster Chamber of Commerce
- Lancaster General/UPenn Medicine
- LNP Online
- Golf Association of Philadelphia
- Manheim Township
- East Lampeter Township
- Lancaster County



*Celebrating Amateur Golf  
since 1897*



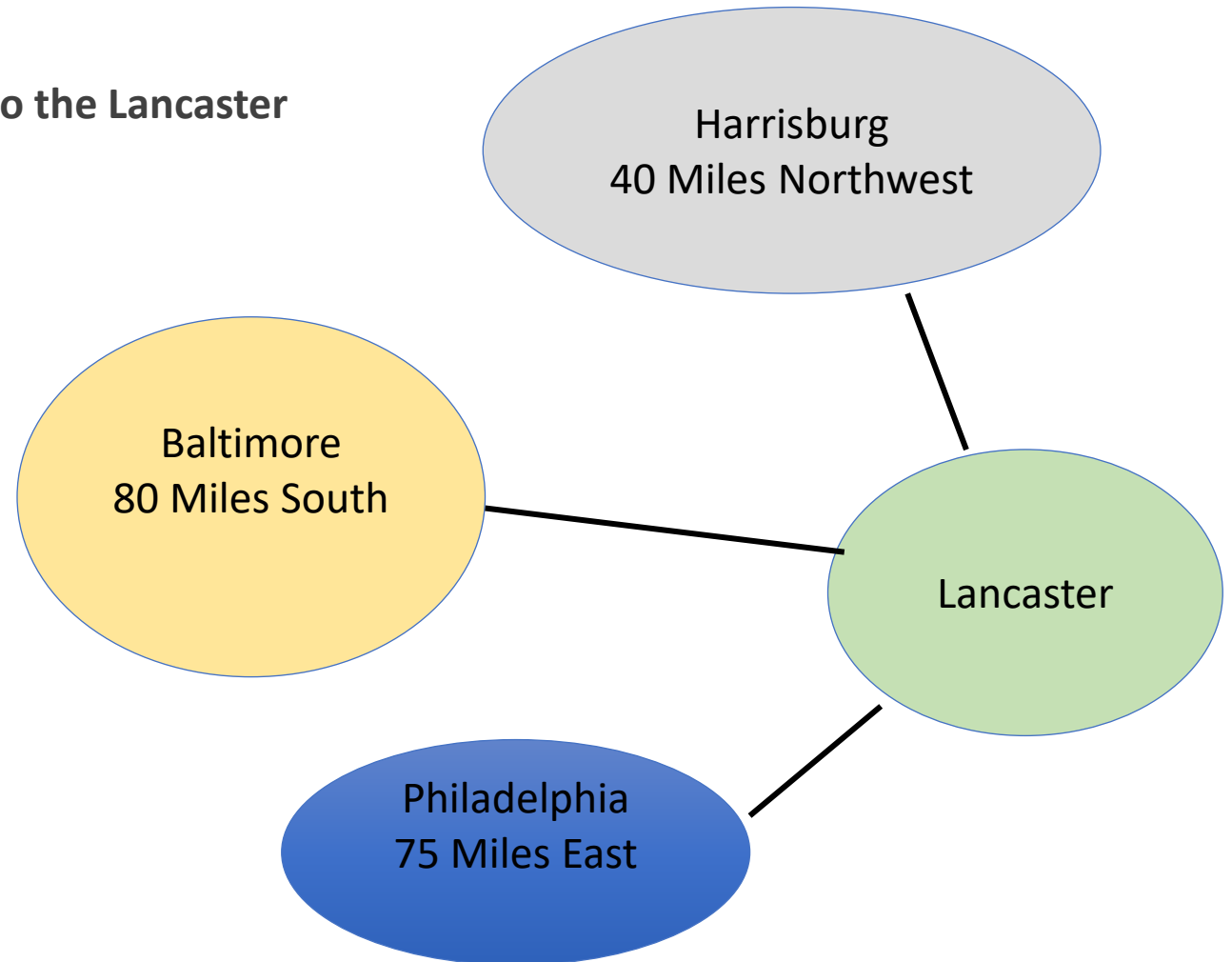
**Lancaster Chamber**



**Penn Medicine  
Lancaster General Health**

# REGIONAL AND LOCAL ECONOMIC IMPACT

- Estimated \$30M economic impact back to the Lancaster community
  - Accommodations
  - Restaurants
  - Vendor travel
  - Local shopping
  - Airport travel
  - Special events



# 79th U.S. Women's Open Championship

Lancaster Country Club  
May 27- June 2, 2024

