

Schedule of Events



11 a.m. Roundtable - From Spectators to Players:

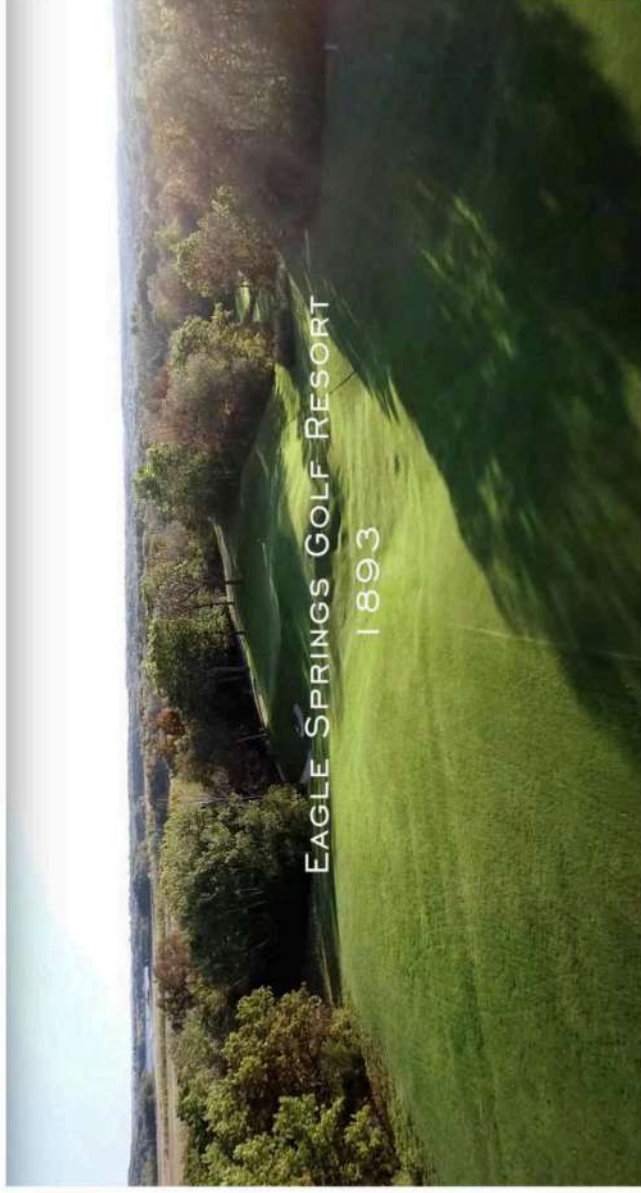
Welcoming Women to the Golf Community

12 p.m. Luncheon

12:45 p.m. Speakers

2 p.m. Social and Cocktail Hour





Welcoming Women to Golf

Facilitator – Anne Krug

Owner and Operator of Eagle Springs Golf Course



Our Roundtable Panel

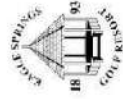
**Brooke Napiwocki, CFP, MBA, Partner and Wealth
Advisor with Pegasus Partners**

**Betsy Radue, Senior Director of Marketing and Integrated
Communications Executive, Stella & Chewey's and TEMPO
member**

**Andi Schoephoerster, Senior Assistant Golf Professional
at Erin Hills**



National Golf Foundation has stated that women make up more than 35% of the “Latent Demand.” This means another 7 million + females categorized as non-golfers have said they are “very interested” in trying traditional golf.





Historically, golf has been broadly regarded as a “man’s game.” Recently, that has changed, making golf more inclusive both in the private sector and public. The National Club Association stated that many private golf and county clubs are shedding stringent rules and making it more welcoming.



Golf Datatech's 2021 study showed that women account for close to 20% of the then \$5.59 billion golf market. Spending by women golfers on golf goods from 2014 to 2021 surged by more than 66%.



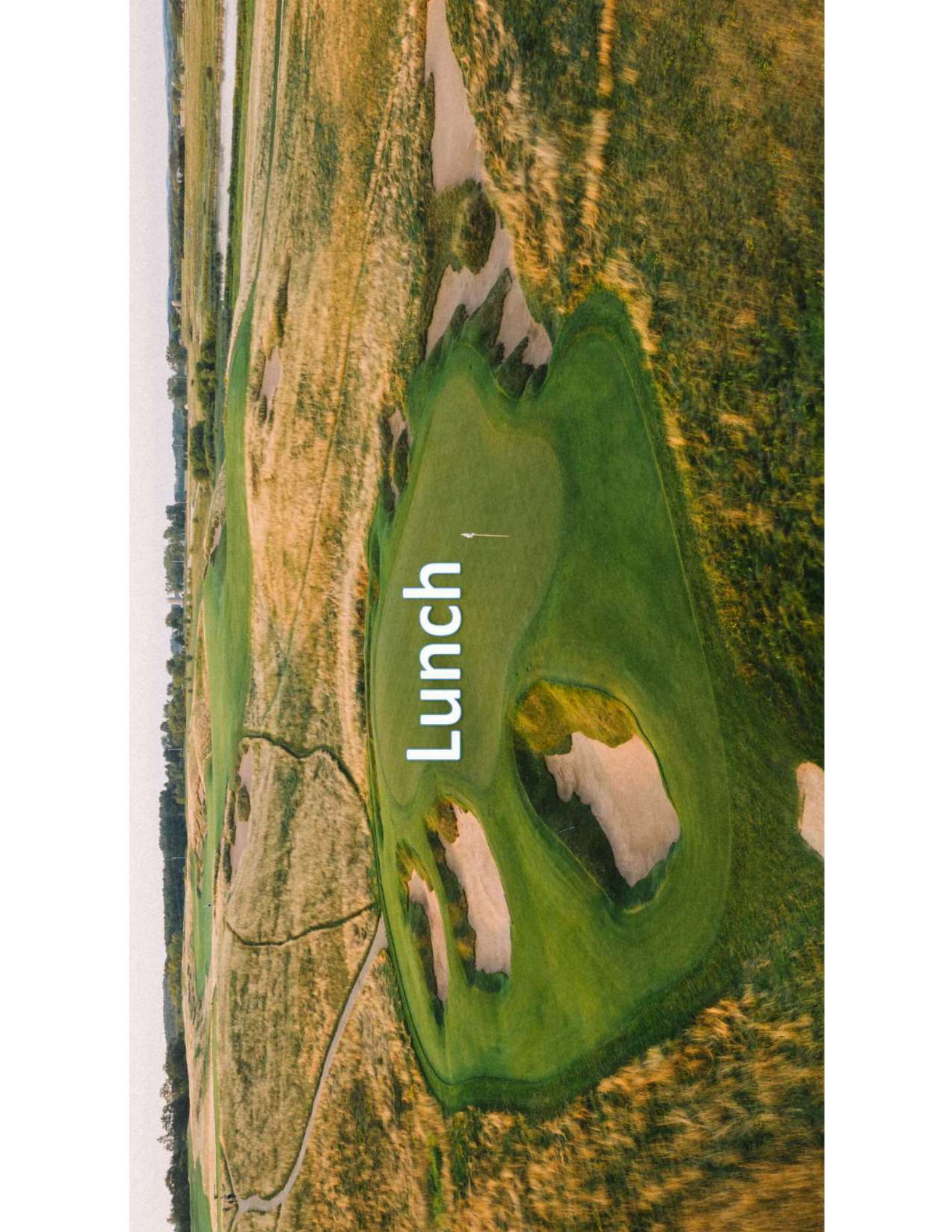


In the US, through 2045, we are expected to see \$84 trillion in wealth transferred to younger generations. Much of this will be moved from baby boomer men to their wives and children (because statistically, boomer men marry 2 years younger, and women live 5 years longer).

Women invest, give to philanthropy, and generally spend differently than men. This is important for the spending we discussed previously, but it is also from a philanthropy standpoint. Many of our golf courses represented here host charitable golf outings.

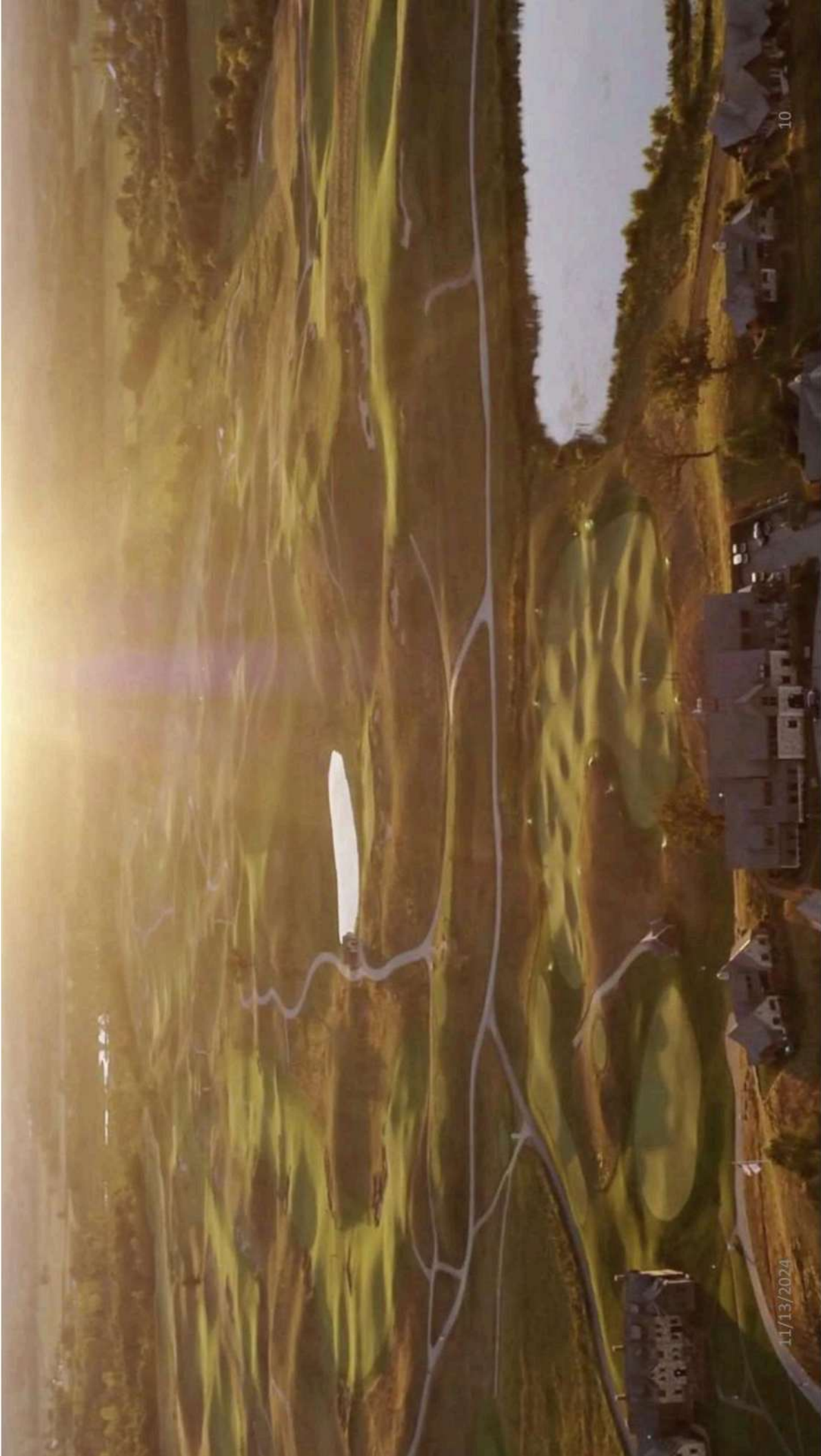
Ty Arvold, Executive Chef

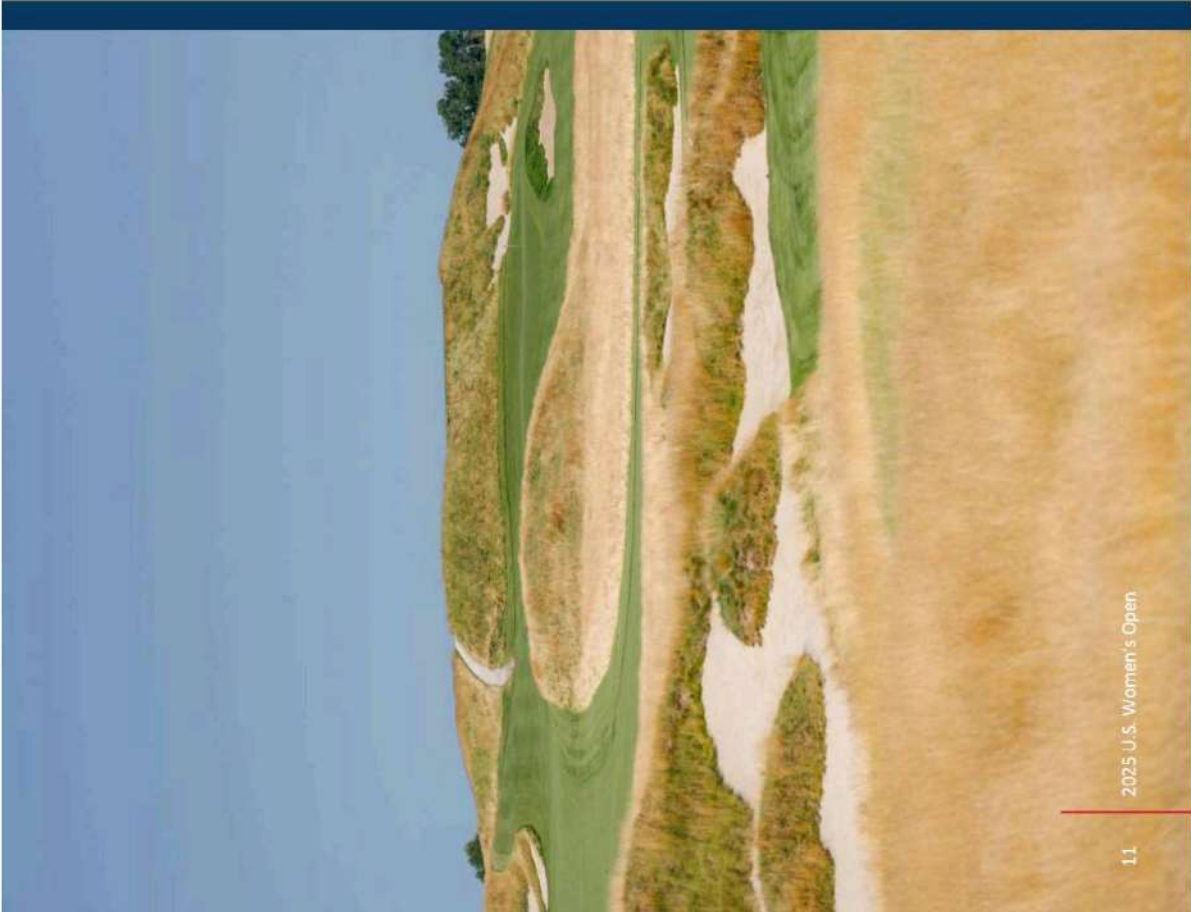




Lunch

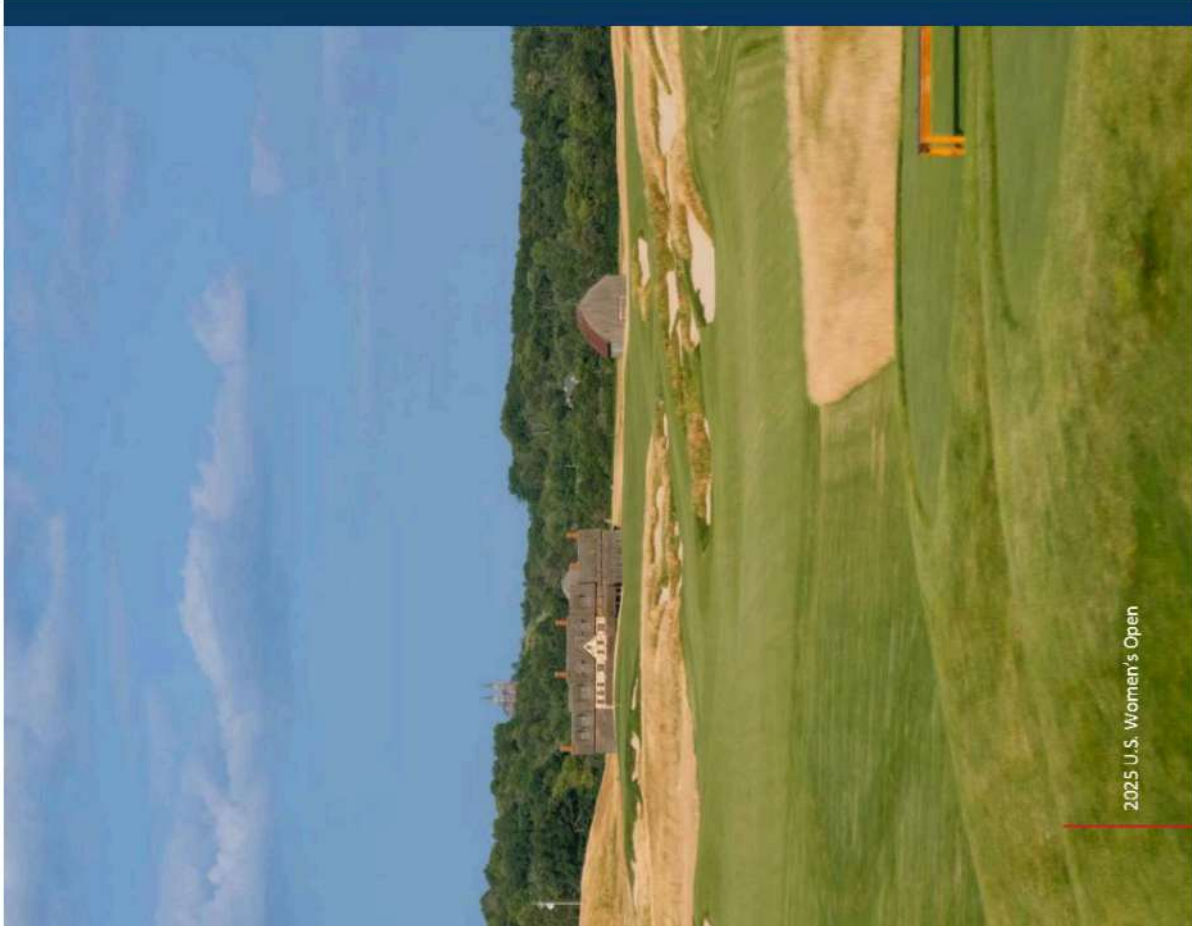






ERIN HILLS GOLF COURSE

- Located 35 miles northwest of Milwaukee
- Daily fee public golf course ~ walking course.
- Privately owned by Andy Zeigler.
- Season runs May – mid-October
 - 27 Full-time team members
 - 325 Seasonal team members
- Lodging Offered ~ 37 Beds
- Staff – 27 FTNS, 350+ Seasonal.



ERIN HILLS GOLF COURSE & USGA

- Erin Hills has been a staple of recent USGA Championships with **the 2025 U.S. Women's Open being the fifth** conducted at the course.
- This will be the first U.S. Women's Open hosted at Erin Hills.
- Erin Hills hosted the **first U.S. Open in the state of Wisconsin in 2017** where Brooks Koepka took home his first of two consecutive U.S. Open titles.
- The course has also **hosted select Championships** including 2008 U.S. Women's Amateur Public Links, the 2011 U.S. Amateur, and the 2022 U.S. Mid-Amateur.

THE NEXT FIVE AT

ERIN  HILLS

FUTURE CHAMPIONSHIPS

- 2027 U.S. AMATEUR FOUR-BALL
- 2030 U.S. WOMEN'S AMATEUR FOUR-BALL
- 2033 U.S. WOMEN'S AMATEUR
- 2035 U.S. AMATEUR
- 2039 U.S. JUNIOR AMATEUR

 USGA

Unify



World Handicap System/GHIN
Allied Golf Associations
USGA Course Ratings

Showcase



15 National Championships
(male/female, junior/senior, pros/amateurs)

Govern



The Rules of Golf
Equipment Standards
Amateur Status

Advance



Grow the Game
DE&I
Sustainability

Our purpose is to **UNIFY** the golf community, **SHOWCASE** the golfers who inspire us, **GOVERN** the sport to ensure a solid foundation and **ADVANCE** the good of the game, for the next 100 years and beyond.

An aerial photograph of a golf course at dusk. The clubhouse and clubhouse tower are visible on the left side of the image. The golf course is illuminated by warm, golden light, and the sky is a mix of purple and blue. The text "80TH U.S. WOMEN'S OPEN" and "CHAMPIONSHIP" is overlaid in white, bold, sans-serif font on the left side of the image.

80TH U.S. WOMEN'S OPEN CHAMPIONSHIP

USGA[®]

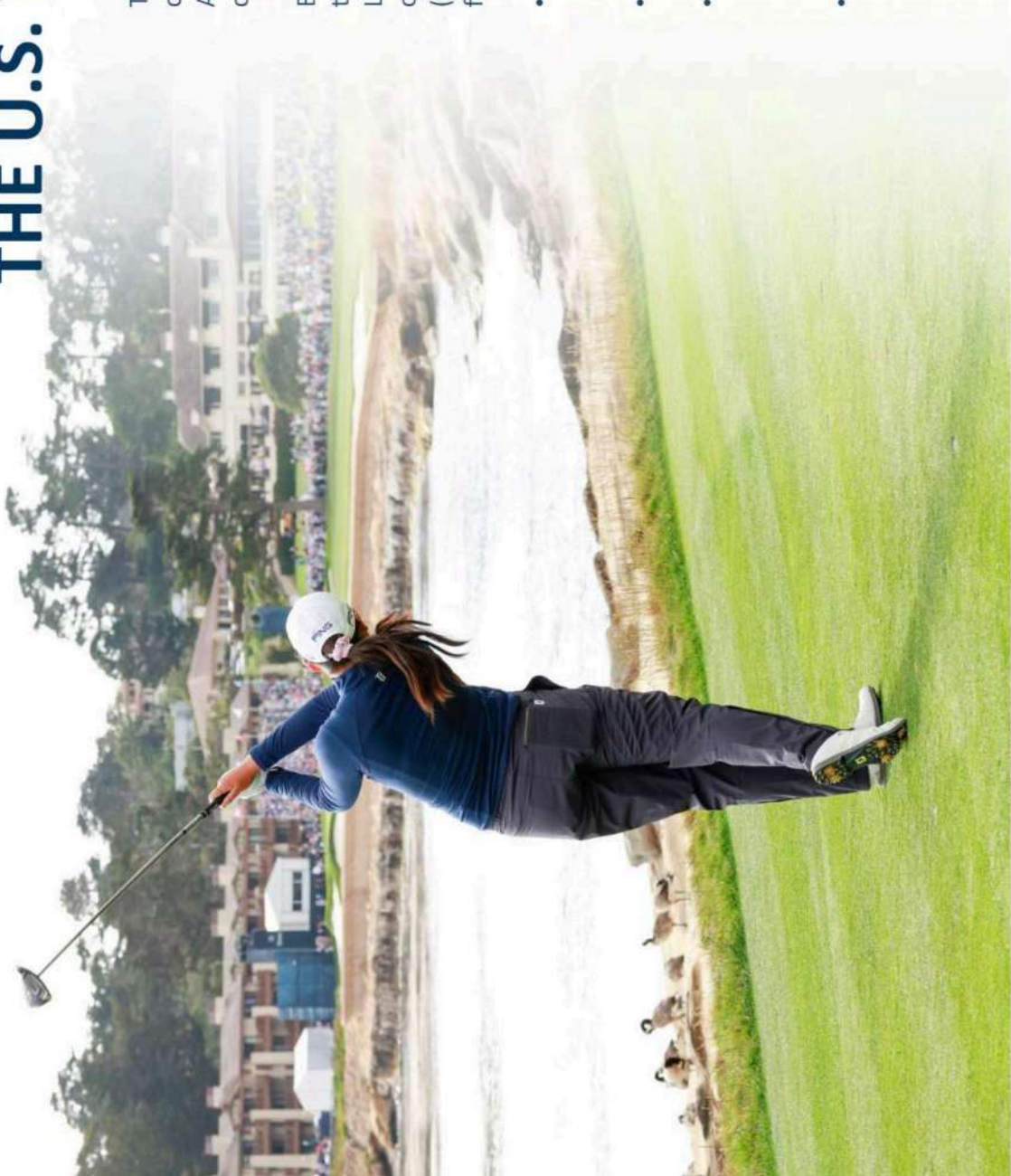
THE U.S. WOMEN'S OPEN



The U.S. Women's Open, one of 15 national golf championships conducted by the United States Golf Association (USGA), is the oldest of the five major championships in women's golf.

Established 77 years ago in 1946, the U.S. Women's Open is the only event to have been recognized as a major by the LPGA since the group's founding in 1950. Originally operated by the Women's Professional Golfers Association (WPGA) for its first three years and the LPGA for the next four, it became a USGA event in 1953.

- Since 2018, the championship has normally been held the week after Memorial Day
- \$12M Purse in 2024
- The U.S. Women's Open is typically the second major of the year and has the highest purse in women's golf (increasing even further in 2024)
- In recent years, the U.S. Women's Open has truly become the world arena of women's golf.



U.S. WOMEN'S OPEN BY THE NUMBERS



40M+

Total Impressions (Up 21% YoY)



5.9M

Total Viewership
(Most streamed women's golf event
in NBC sports history)



44K+

Total fans on-site during Championship
(highest attended since 2015)



11M

Video content views on digital channels
(largest for non-U.S. Open
Championship)



26

Total hours of live broadcast coverage
across NBCU platforms



183K+

Average HH Income

48%



52%



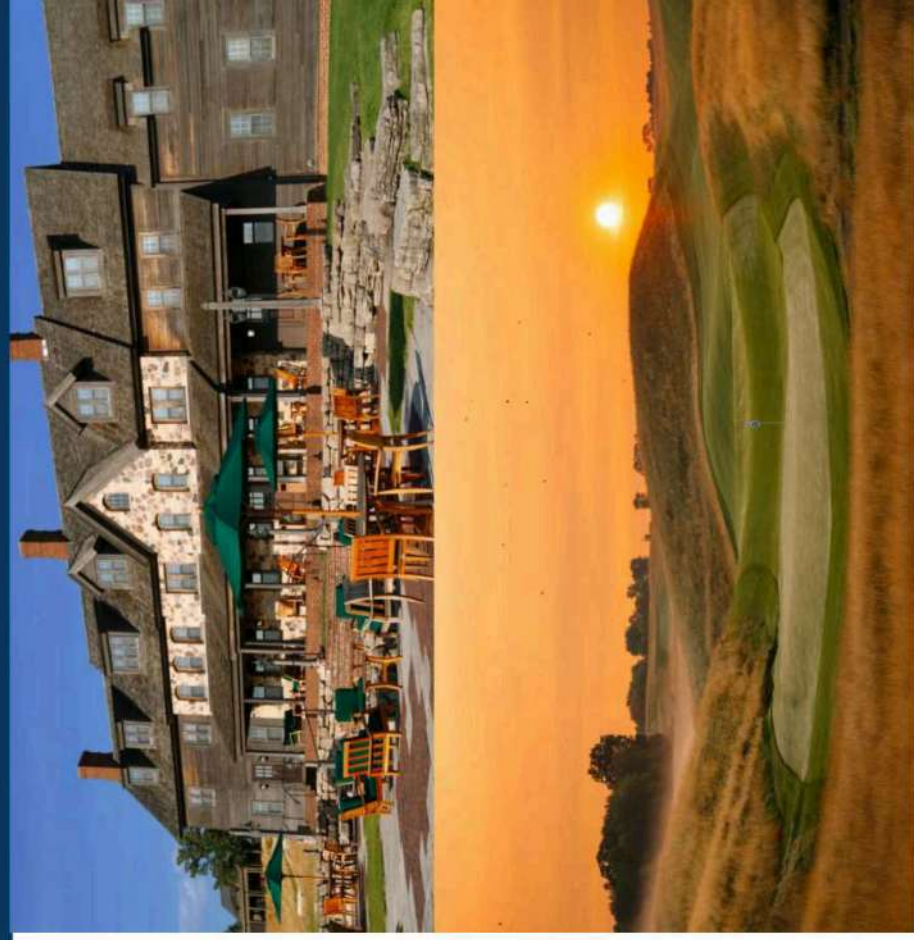
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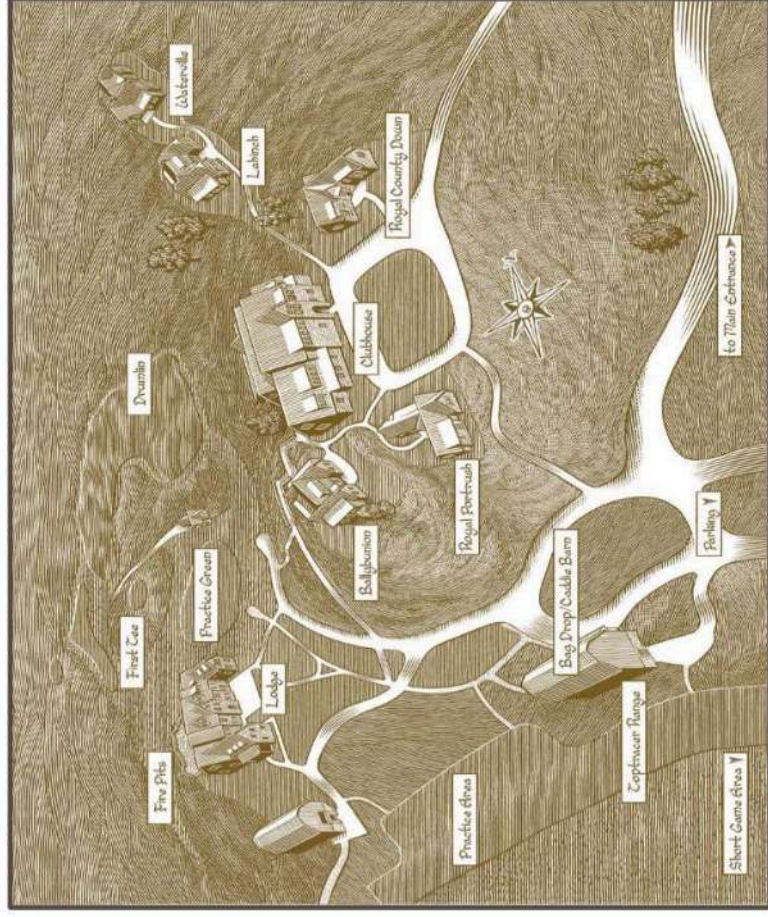
CHAMPIONSHIP WEEK PREVIEW

Saturday, May 24th through Sunday, June 1st

- **Saturday, May 24th – Sunday, May 25th**
 - Player arrivals
- **Monday, May 26th – Tuesday, May 27th**
 - Practice rounds 1 & 2
- **Wednesday May 28th**
 - Final Practice Round
 - Open to Public
- **Thursday, May 29th- Sunday, June 1st**
 - Championship Rounds
 - Open to Public



Facilities Usage at Erin Hills




TICKETS & CORPORATE SALES



**Katy Kluge,
Coordinator,
U.S. Women's
Open
Championship**

kkluge@usga.org



**Volunteer
Information and
updates from the
USGA.**

VOLUNTEER DEDICATION

- **QUANTITY**
 - Over 1,900 volunteers working over 40,000 hours
- **EXPERIENCE**
 - Exclusive Volunteer Hospitality area, a credential allowing championship access for the week, making lifelong friends and championship logoed apparel.
- **COMMUNITY INVOLVEMENT**
 - 10-18 local golf club and organizations will be represented in the marshalling program on course.
- **COMMITTEES**
 - Over 13 unique committees including committees like Fan Services, Merchandise, Walking Scorers and Marshals.

[PLEASE VISIT USWOMENSOPEN.COM](http://USWOMENSOPEN.COM)



**Start planning now
to engage with
members and
league players from
your club.**



Special Holiday Gift Offer!

Limited time offer! Fans who spend at least \$100 before taxes and fees on a single purchase will receive a holiday ornament made by Signs By The Sea featuring the 2025 U.S. Women's Open logo. The limited-time offer is valid through December 31st.

- Ornament will be shipped to the billing address used to complete the ticket purchase
- Qualifying purchases completed after December 16th will have ornament delivered in January 2025

TICKET OPPORTUNITIES

2025 U.S. Women's Open Tickets: Erin Hills Golf Club (Wi.), May 26 - June 1



Trophy Club Ticket Package

\$300 plus tax and fees

The Trophy Club ticket offers a premium experience to enjoy all the action, including a premium space with a view of golf.

- Ticket package includes one (1) Trophy Club ticket each day, Wednesday - Sunday of the Championship
- Premium facility includes a variety of seating options and premium food and beverage options for purchase
- Includes upgraded restroom facilities
- Includes all access that a gallery ticket receives

[BUY NOW](#)



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.

- Ticket package includes one (1) Gallery Ticket each day, Wednesday - Sunday, of the Championship
- General Admission to the grounds of Erin Hills to watch your favorite players
- Ability to walk the course and sit in various grandstands
- Food and beverage available at concession stands
- Complimentary parking

[BUY NOW](#)



Gallery Flex 5-Pack

\$175 plus tax and fees

Gallery tickets offer grounds access to Erin Hills during the 80th U.S. Women's Open.

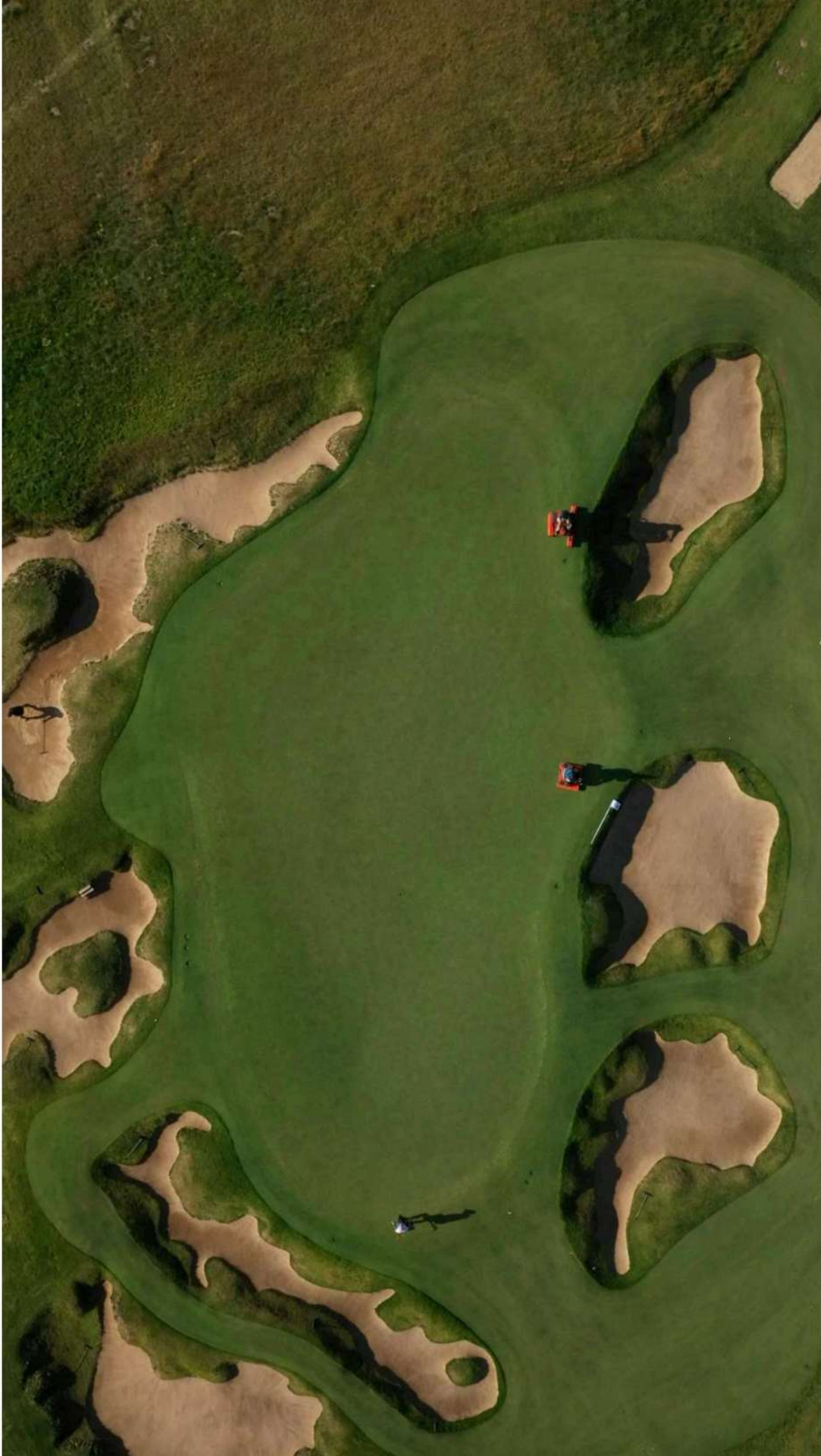
- Ticket package includes five (5) gallery tickets that are good for any one day Wednesday - Sunday of the Championship
- General Admission to the grounds of Erin Hills to watch your favorite players
- Ability to walk the course and sit in various grandstands
- Food and beverage available at concession stands
- Complimentary parking

[BUY NOW](#)

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







**Zach Reineking,
Senior Director of
Course Maintenance**
zach@erinhills.com

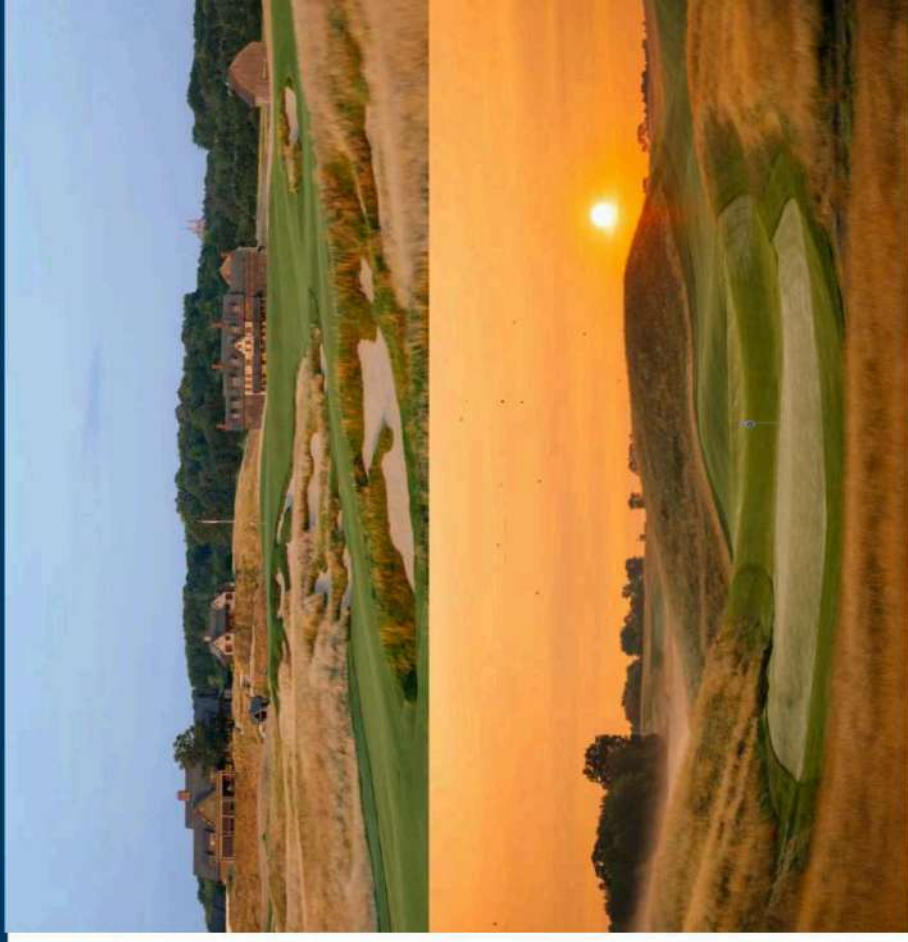
Erin Hills Facility Facts

Golf Course and Surrounding Area

- Erin Hills resides on 652 acres
- Golf course utilizes 250 acres
- Bentgrass greens, tees and fairways
- Fairways conversion
 - 2020 – fescue to bentgrass
- Fine fescue rough and naturalized areas
- Four acres of greens
 - Average green is 5,500 sq ft
- Four acres of tees
- Forty acres of fairways
- One hundred fifty acres of naturalized areas

Practice Facility and Drumlin

- Practice Facility
- 20 Acre Facility
- 1.5 acre practice tee
- Short game facility with two regulation greens and 6 practice bunkers
- Two putting greens
- Drumlin (putting course)
- 62,000 sq ft facility
- Illuminated with 12 high output LED lights
- Elevation change up to 10 feet
- Twelve hole course



Golf Course Preparations

- USGA Course Preparations Memo
 - Developed after several site visits
 - Input from USGA Agronomist and Director of Women's Open
 - Template for course setup
 - Mowing heights
 - Greens performance
 - Course firmness / Water usage
 - Suggestions for course Modifications
 - Tee locations for specific yardages
- Erin Hills Preparation
 - Bunker restoration 2023 – 2024
 - Updated drainage
 - Improved bunker sand
 - Tee construction
 - Holes 7, 10, 18
 - Established more desirable distance





Golf Course Preparations

- Technology and Data-Driven Management
 - Growth Potential
 - Clipping yeild
 - Collected daily
 - Plant Growth Regulators
 - Tracked with growth models
 - Environmental Conditions
 - Spio Sensors, TDR
 - Water Moisture Content
 - Temperature
 - Salinity
 - Performance Metrics
 - USGA GS3 Ball
 - Green speed
 - Firmness
 - Trueness
 - Smoothness

Greens Performance Metrics



Championship Week Setup

2025 Women's U.S. Open Equipment / Staffing Requirements

Task	Staff	Required Equipment	Efin Hills Inventory	Required Support	Notes
Walk Mow Greens	12	12 - Toro Flex 1021 6 - Toro MDX-D Carts 6 - Transpro 200 Trailers	8 - Toro 1021 6 - Toro MDX-D Carts 6 - Toro Transpro 200 Trailers	4 - Toro 1021 0 0	
Walk Mow Greens Clean Ups	2	2 - Toro Flex 21 2 - Toro MDX-D Carts	2 - Toro Flex 21 2 - Toro MDX-D Carts	0	
Walk Mow Surround 4.9.12.16	1	1 - Toro Flex 21 1 - Toro MDX	1 - Toro Flex 21 1 - Toro MDX	0 0	
Greens Rollers	4	4 - Smithco XL - 80 Rollers 4 - Toro HDX	3 - Smithco XL 4 - Toro HDX	1 - Smithco XL 0	
Walk Mow Tees	8	8 - Toro 1000 4 - Toro MDX-D 4 - Transpro 100 Trailers	8 - Toro 1000 2 - Toro Transpro Trailers	2 - Toro 1000 back-up 4 - MDX-6TX Carts 2 - Toro Transpro Trailers	
Mow Approaches	8 2 2	8 - Toro Triflex 2 - Toro HDX Carts (clippings) 2 - Toro MDX Carts (clippings)	3 - Toro 3360 / 4 - Toro 3360 2 - Toro HDX	1 - Toro Triflex	EH purchase 2 - MDX-D
Mow Fairways	6 5 2 4	6 - Toro 3550 (front 9) 5 - Toro 5010 - h (back 9) 2 - Toro HDX (clippings) 2 - Carts (blow w/ys/quality control)	6 - Toro 3550 2 - Toro HDX	2 - Carts	EH purchase 5 - 5010 - h
Mow Practice Facility	1 1	2 - Toro 3550 or 5010-h 1 - Toro Triflex		2 - Toro 3550/5010-h 1 - Toro Triflex	
Mow Rough	4	2 - Toro 4000-D 2 - Toro Sidewinders	1 - Toro 4000 2 - Toro Sidewinders	1 - Toro 4000	
Course Set-Up	4	2 - Carts	1 - Club car	1 - Cart	
Hand Water / Quality Control	4	2 - Carts	0	2 - Carts	
Tee Service (Tee Clean-Up)	2	2 - Carts	0	2 - Carts	
Service Vehicle	4	4 - Carts	0	4 - Carts	
Make Bunkers / Fill Divots	15	6 - Carts (4 - 4 seaters / 2 utility)		6 - Carts	
	90-95	25 staff / 15 caddies / 55 volunteers			



Zach Reineking, Senior Director of Course Maintenance

Questions?