



ORIGINS

Hospitality at The Open

150TH ST ANDREWS

11 - 18 July 2021

The Open is where reputations are built and history made as the world's best players battle it out for the title of Champion Golfer of the Year.



150TH ST ANDREWS

The likes of Willie Park Snr and Old Tom Morris could never have imagined what The Open would become when they played in the 1st Championship at Prestwick in 1860, with a field of just 8 players.

Now, 161 years, and 149 Opens later the home of golf will host The 150th Open at the Old Course, St Andrews. On what is sure to be a historic Open with record crowds,

the world's greatest players will descend on Fife to try and capture the Claret Jug.

The Home of Golf, the home of great Champions. The 150th Open will be played on the historic links of The Old Course for the 30th time.



ORIGINS

Hospitality at The Open

The Open craftsmen and experts are the inspiration behind the hospitality experience for The 150th Open at St. Andrews. Divided into four tiers – Champions, Engravers, Clubmakers and Scorers – each offers a unique way to enjoy the Championship. Together they cater to every taste and budget. The experiences are all driven by the same pursuit of perfection. Their roles are central to the heritage and rich tradition of the Championship, adding to the prestige and unique personality of The Open.



CHAMPIONS

at The Open



ENGRAVERS

at The Open



CLUBMAKERS

at The Open



SCORERS

at The Open



CHAMPIONS

at The Open

To win The Open is to shape history and pass into legend. For this is a contest unlike any other and it creates Champions so unique, they break the mould.

From the beginning, when Willie Park Sr. won the first Championship at Prestwick in 1860, they have created history. Each Champion writes his own story and these stories are what sets The Open apart. To be Champion Golfer of the Year is more than being a member of an exclusive club, more than a hall of fame – it is to be part of forever.

Unprecedented access and an unforgettable experience

Champions at The Open is a dream come true for any golf fan. Built with the golf enthusiast in mind, this experience takes you behind the scenes at St Andrews and delves into the history and unforgettable stories of The Champion Golfers.

Located in the 5* Old Course Hotel, guests in Champions will receive exclusive access to the famous Road Hole Restaurant and the entire fourth floor, boasting a whisky bar and the West Deck Terrace. Offering panoramic views of the Old Course and out to the West Sands, this is the ideal position to watch the action unfold.

Reserved seats in the 18th Green Grandstand* guarantee superb views of the world's greatest golfers. You will have the chance to follow in their footsteps and play the Championship course following The Open.* A truly unforgettable experience.

* Subject to availability

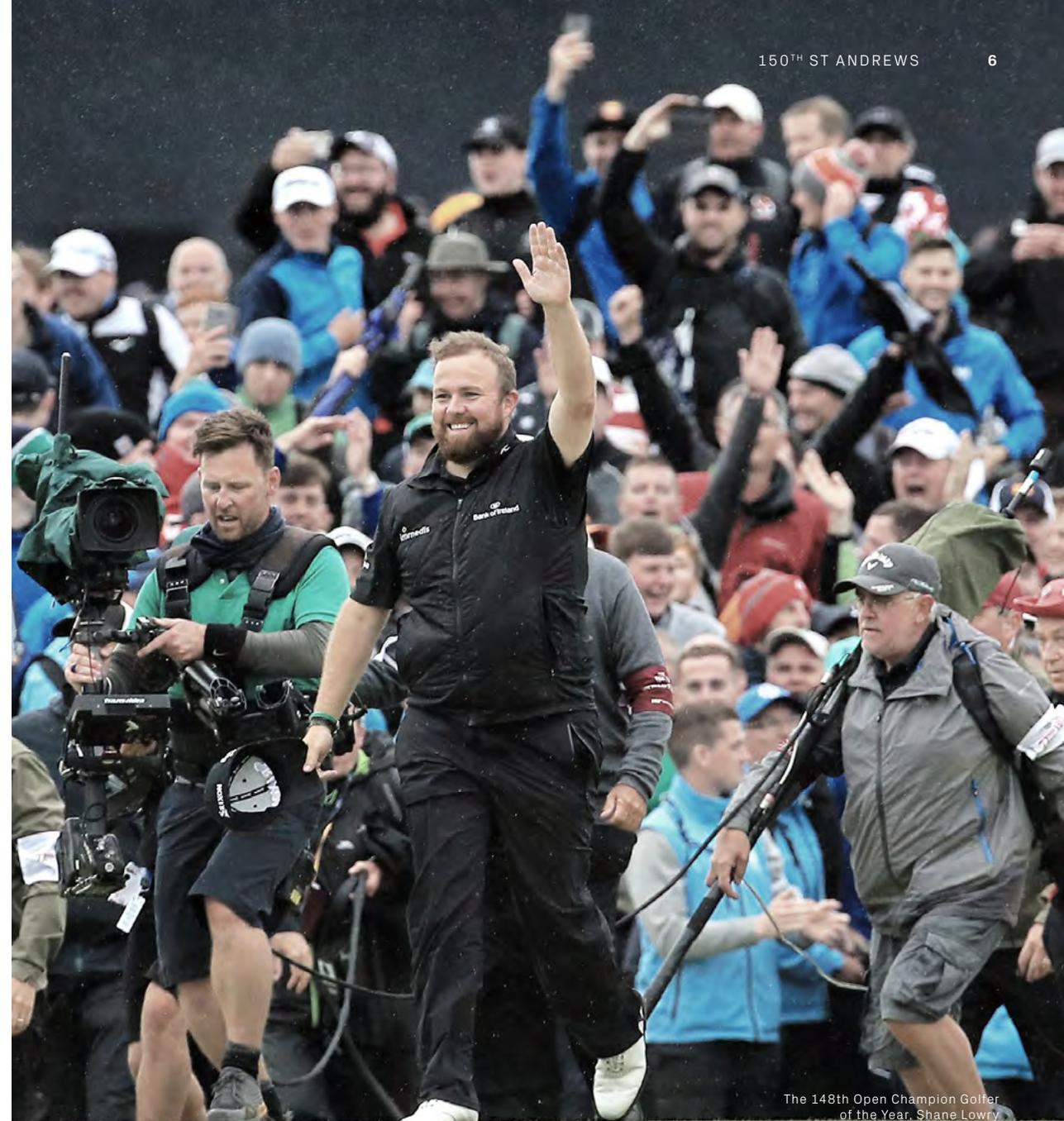
Benefits

- General Admission ticket to The 150th Open with Fast Track entrance
- Located on the fourth floor of the 5* Old Course Hotel with stunning views of the Road Hole and across the famous Links course
- Reserved seating in the 18th Green Grandstand
- 'Behind the Scenes' experiences with unprecedented access to restricted areas at The Open such as the NBC Studio, Media Centre and other VIP experiences
- Personal shopping experience
- Q&A with a past or present player
- Opportunity to play the Old Course the Monday after The Open*
- Access to the West Deck Terrace at The Old Course Hotel
- Reserved parking pass (1 per 2 guests)
- Private tables to suit your group size*
- Full TV coverage of play throughout the facility
- Private restroom facilities
- Welcome desk with experienced hosting staff

* Subject to availability

Dining and drinks

- A full Scottish breakfast with a selection of fruits, pastries, juices and speciality coffee
- À la carte lunch menu featuring local and seasonal produce
- Traditional Afternoon Tea to return to having been out on course
- Complimentary premium drinks package including Champagne, fine wines, beers, spirits and soft drinks
- Access to the Whisky Tasting Room





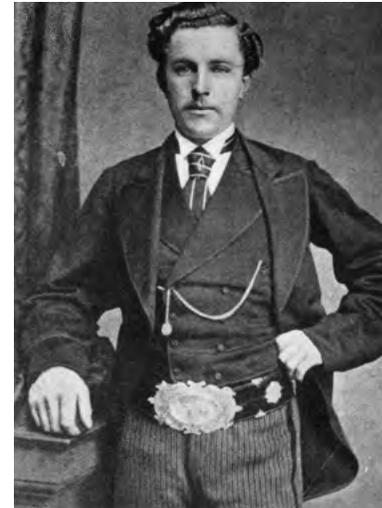
“Fantastic service, great location, excellent food and atmosphere. I loved the fact that it was exclusive and not crowded.”

Jordan Spieth of the United States chips onto the 18th green

Pricing

Thursday 15 July	£1,750
Friday 16 July	£2,000
Saturday 17 July	£2,000
Sunday 18 July	£2,500
Weekly (Thu- Sun)	£7,500
Weekly including Golf	£9,000

Prices are per person excluding VAT at 20%.
All package details are subject to change.



THE CLARET JUG

The Golf Champion Trophy, now commonly referred to as the Claret Jug, was made by Mackay Cunningham & Company of Edinburgh and was hallmarked 1873. The first Champion Golfer to receive the new trophy was the 1873 winner, Tom Kidd, but Tom Morris Jr's name was the first to be engraved on it as the 1872 winner.





ENGRAVERS

at The Open

The engraver's art is all about precision and the finest detail. It is a silver service – premium, polished, select – demanding grace under pressure to deliver the highest quality workmanship when the winner is known and the world is watching. The Champion Golfer of the Year lifts the Claret Jug, but only the engraver is entrusted to leave their mark on it.

Fine dining in a refined atmosphere

Celebrate The 150th Open in Engravers, one of our most exclusive, polished experiences.

With a stunning location overlooking golf's most famous course, guests of Engravers will enjoy views of the world's best as they aim for the landing area off the tee known as the Elysian Fields, avoiding the Beardies Bunkers and navigating Hell Bunker, one of the largest and most infamous bunkers on the Links. You will be in prime position on the upper level balcony to see how they master this tricky Par 5, 14th hole.

Treat yourself to over 10 hours of the finest cuisine, including mid-morning Champagne and canapés as well as a four-course à la carte lunch, not to mention the fully inclusive bar.

Benefits

- General Admission ticket to The 150th Open with Fast Track entrance
- Located overlooking the Old Course's, Par 5, 14th fairway
- Private balcony on the upper level
- Exclusive Open Gift
- Q&A with past or present player
- Reserved parking pass (1 per 2 guests)
- Souvenir programme and order of play
- Full TV coverage of play
- Air conditioning
- Private restroom facilities within the pavilion
- Welcome lounge and hospitality hosting staff
- Private tables to suit your group size
- Access to purchase Grandstand seats on the famous 17th green of the Road Hole*

* Subject to availability



Dining and drinks

- Full Scottish breakfast served alongside warm pastries, seasonal fruits and freshly squeezed morning juices
- Champagne and canapés
- Four-course fine dining lunch highlighting local and seasonal produce
- Full complimentary bar, including wines, beer, house spirits as well as free flowing Champagne
- Traditional Afternoon Tea including scones served with strawberry jam and clotted cream alongside a selection of sweet treats served to your group as you return from the course



“The overall experience was fantastic. Great staff. Went above and beyond to help and make my time there memorable.”

The Swilcan Bridge spans between the first and eighteenth fairways

Pricing

Thursday 15 July	£850
Friday 16 July	£900
Saturday 17 July	£900
Sunday 18 July	£950

Customers who purchase a place in Engravers will be given the opportunity to purchase a 17th Hole Grandstand Seat for an extra £125.

Prices are per person excluding VAT at 20%. All package details are subject to change.



“Probably the most difficult name I ever had to tackle was Mark Calcavecchia at Troon. I made sure I checked that out a few times!”

ALEX HARVEY, CLARET JUG MASTER ENGRAVER



Engravers Suites

Give your guests the five-star treatment with a private suite. Each suite has its own balcony with perfect views of the players as they battle it out. Our dedicated team will be on hand to serve fine cuisine throughout the day. This distinctive package is available for four days only.

Ideal for hosting corporate events, Engravers Suites can also be customised to reflect your brand. Bespoke packages are on offer for 30 guests or more and prices are available upon application.



CLUBMAKERS

at The Open

The clubmaker's expertise has been sought after since The Open began in 1860. Cutting-edge technology and high-tech materials now define the modern game, but their craft continues to be inspired by the heritage and values of the past. Iron heads are no longer forged by hand in the foundry, but the quest to refine a club to enhance a player's game remains the same.

Enjoy The 150th Open within luxurious surroundings

Clubmakers at The Open offers guests an unforgettable experience within the 5* Old Course Hotel. Located in the Hall of Champions, situated next to the famous Road Hole, guests will enjoy world-class hospitality from the moment they arrive.

With access to a private garden, where only a small wall separates the world's greatest golfers from guests, Clubmakers offers the perfect balance of witnessing sublime golf whilst indulging in the best Scottish fayre St Andrews has to offer.

Enjoy over 10 hours of fully inclusive hospitality in a prime position, as elite golfers use the tools of their trade to try to claim the enviable title of Champion Golf of the Year.

Benefits

- General Admission ticket to The 150th Open with Fast Track entrance
- Located in the Hall of Champions within the 5* Old Course Hotel
- Access to a private garden alongside the 17th hole
- Souvenir programme and order of play
- Parking pass (1 per 4 guests)
- Air conditioning
- Full TV coverage of play throughout the facility
- Private restroom facilities
- Welcome desk with experienced hosting staff
- Private tables to suit your group size*

* Subject to availability



Dining and drinks

- A full Scottish breakfast with a selection of fruits, pastries, juices and speciality coffee
- Three course lunch menu featuring local and seasonal produce
- Traditional Afternoon Tea
- Complimentary bar including Champagne, wines, beers, house spirits and soft drinks



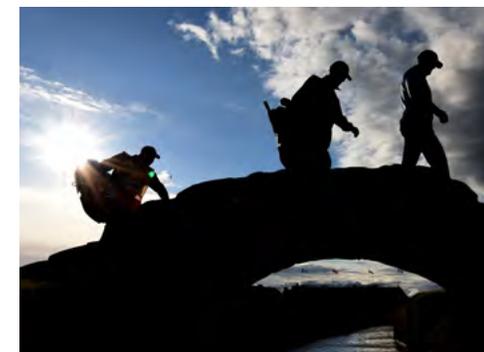


Danny Willett of England teeing off on the 18th Hole of the Old Course

Pricing

Thursday 15 July	£650
Friday 16 July	£700
Saturday 17 July	£700
Sunday 18 July	£750

Prices are per person excluding VAT at 20%.
All package details are subject to change.





SCORERS

at The Open

Every shot logged. Fairways hit or missed, clubs used off the tee and to the green. The drives, the chips, the putts. Scores recorded, checked, signed for. A numbers' game with its own language. At the first Open in 1860, competitors' scores were scrutinised and written down by their gentlemen backers and independent markers. Digital hand-held devices are now the tool of the scorer's trade. Yet echoes of the past remain. On the 18th green, the sound of the scores being manually updated on the giant leaderboard recalls the origins of The Open.

Hearty favourites served up in a relaxed and informal environment

Situated inside the popular Spectator Village, this experience offers hospitality to those looking for a more informal environment. The atmosphere never disappoints and the location, just a short walk away from the 16th hole of the Old Course, ensures you are never far away from the action.

Enjoy the social aspect of Scorers and benefit from the use of a private garden whilst watching the drama unfold on the TV screens. Keep one eye on the scores as you savour the hearty favourites and fresh salads which are served up by our experienced chefs.

Upgrade to Scorers Premium and you will benefit from guaranteeing your own private table for the entire day. This is available for 10 guests per table.

OUR ICONIC LEADERBOARDS

Pupils from the boarding schools of Charterhouse and Cranleigh have been manually operating the two leaderboards at the 18th green since 1979. Assisted by real-time digital scorekeeping, the students still change the names, scores and positions by hand. More than 40 years later, posting a leader board update first remains a matter of pride.

Benefits

- General Admission ticket to The 150th Open with Fast Track entrance
- Located in the Spectator Village a short walk from the 16th hole
- Parking pass (1 per 4 places purchased)
- Full TV coverage of play throughout the facility
- Private garden area with a TV screen covering all the action
- Private restroom facilities
- Informal unreserved seating inside and outside
- Welcome desk with experienced hosting staff



Dining and drinks

- A Great British breakfast buffet accompanied by continental pastries and a fruit and granola station
- Roaming beverage service
- Grazing buffet lunch serving wholesome hearty favourites alongside fresh salads and an abundant ploughman's selection
- A dessert station guaranteed to satisfy even the sweetest tooth
- "Golfers Tee" including a selection of sweet treats, scones and homemade sausage rolls
- Complimentary wine, beer and soft drinks



“The whole experience was just marvellous. A sporting memory that will last forever.”



Retief Goosen of South Africa teeing off on the 18th hole of the Old Course

Pricing

Wednesday 14 July	£225
Thursday 15 July	£375
Friday 16 July	£400
Saturday 17 July	£400
Sunday 18 July	£425

Prices are per person excluding VAT at 20%. All package details are subject to change.

SCORERS PREMIUM

Thursday 15 th July	£475
Friday 16 th July	£500
Saturday 17 th July	£500
Sunday 18 th July	£525

Prices are per person. Scorsers Premium is only available for tables of 10 guests.



Hospitality Itinerary

08:30

Doors open – make the most of everything with an early start.

08:30

Kick-start your day with a hearty breakfast.

11:30

Toast the players with a Champagne reception.

12:30

Enjoy a delicious lunch.

16:30

Catch your breath with afternoon tea.

19:00

The perfect finish, your day is complete.

(Based on a day in Engravers)

GATE TIMES

Approximate daily opening times:

Day	Date	Gate	First	Last
Sunday	11 July	9.00 am*		
Monday	12 July	7.00 am*		
Tuesday	13 July	7.00 am*		
Wednesday	14 July	7.00 am*		
Thursday	15 July	6.00 am*	6.35 am*	4.16pm*
Friday	16 July	6.00 am*	6.35 am*	4.16pm*
Saturday	17 July	7.00 am*	9.00 am*	4.00pm*
Sunday	18 July	7.00 am*	8.00am*	2.30pm*

* Denotes approximate times. Subject to change.

HOURS OF PLAY

Daily tee times are as follows:

Players will be practising throughout the day. Information will be available on TheOpen.com and will be displayed on the large screens around the course.



Darren Clarke of Northern Ireland hitting the opening tee shot at The 148th Open

Locations

CHAMPIONS & CLUBMAKERS

The destination of the Claret Jug could well be decided on the challenging 17th “Road Hole” of the Old Course in St Andrews.

Set within the salubrious surroundings of the famous five-star Old Course Hotel, our Champions and Clubmakers experiences provides guests with unrivalled hospitality to celebrate The 150th Open.

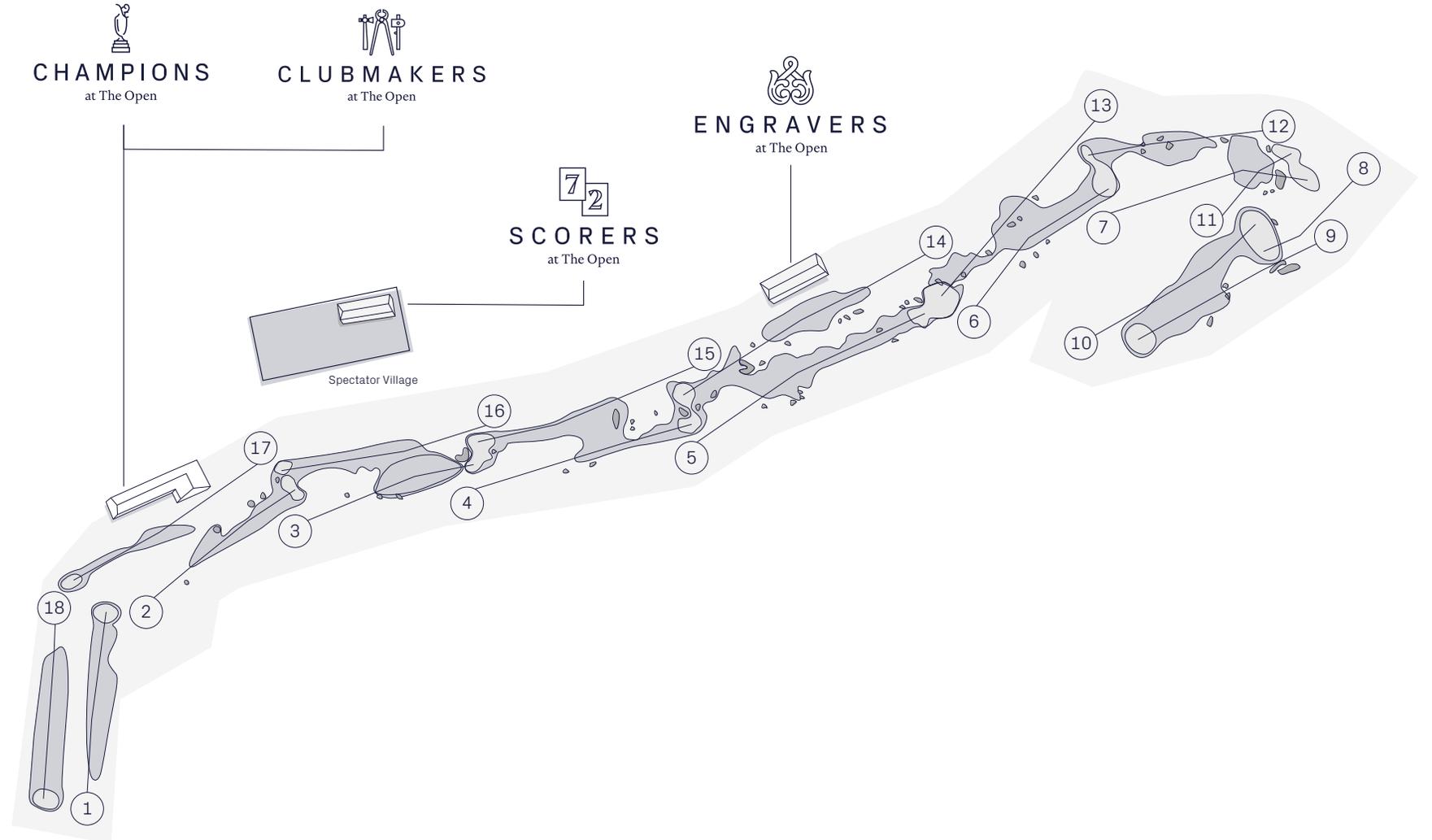
SCORERS & SCORERS PREMIUM

Located in the popular Spectator Village close to the 16th hole, this experience delivers an atmosphere that never disappoints.

Guests will feel at ease knowing that everything that is special about The Open is just a few steps away.

ENGRAVERS AND SUITES

Overlooking the Par 5, 14th Fairway, guests of Engravers will enjoy views of the world’s best as they aim for the landing area off the tee known as the Elysian Fields, avoiding the Beardies Bunkers and navigating Hell Bunker, one of the largest and most infamous bunkers on the Links.



Features

	CHAMPIONS	ENGRAVERS	CLUBMAKERS	SCORERS
Location	Fourth Floor of the Old Course Hotel	14 th Fairway of the Old Course	Hall of Champions, Old Course Hotel	Spectator Village
Championship day prices from	£1,750 + VAT	£850 + VAT	£650 + VAT	£375 + VAT
Reserved parking pass (1 per 2 guests)	●	●	–	–
Reserved parking pass (1 per 4 guests)	–	–	●	●
General Admission Ticket with Fast Track Entrance	●	●	●	●
Q&A with past or present player	●	●	–	–
Exclusive gift	●	●	–	–
Private balcony	●*	●	–	–
Private garden area	–	–	●	●
Private restroom facilities	●	●	●	●
Souvenir programmes	●	●	●	– [^]
Air conditioning	●	●	●	–
Private/ Reserved tables	●	●	● [†]	– [^]
Reserved seat in the 18 th Green Grandstand	●	–	–	–
Access to purchase reserved seat on 17 th Green Grandstand	–	●	–	–
Exclusive behind the scenes experiences	●	–	–	–
Breakfast	●	●	●	●
Champagne and canapes	●	●	–	–
Roaming beverage service	–	–	–	●
4 course lunch	●	●	–	–
3 course lunch	–	–	●	–
Grazing buffet lunch and dessert station	–	–	–	●
Afternoon Tea and snacks	●	●	●	●
Complimentary wine, beer and soft drinks	●	●	●	●
House spirits and Champagne	●	●	●	–

* West Deck Terrace

[^] Available when upgrading to Scorers Premium

[†] Smaller groups may be on shared tables



The R&A is aiming to invest £200 million into the growth and development of golf around the world over the next 10 years using proceeds from The Open, golf's original Championship. By booking official hospitality and joining us for The 150th Open at St. Andrews, you are supporting a drive to increase participation and establish more opportunities for people of all ages and abilities to enjoy the sport. Funding provided by The R&A will help to support golf participation initiatives, coaching programmes, facilities and provision of equipment in many countries. By experiencing official hospitality at The 150th Open you will help us support these projects and many more.

For more information go to RandA.org

ORIGINS

Hospitality at The Open

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11 – 18 July 2021

151ST ROYAL LIVERPOOL
10 – 17 July 2022

TheOpen.com/Hospitality2021

Renders are artist impressions only and are subject to change.