



ORIGINS

Hospitality at The Open

149TH ROYAL ST GEORGE'S

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.





Behind the scenes the stage is set by the craftsmen and experts whose skills have always played their part, since the origins of the game, in making The Open the most celebrated contest in golf.

149TH ROYAL ST GEORGE'S

Royal St George's has a unique place in golfing history. Set amidst the undulating dunes of Kent's coastline, it was here – in the Garden of England – that The Open was first played outside Scotland in 1894.

The club's distinctive, thatched shelter huts date back to that time. They lend a charming air, but don't be deceived – this is a links of great complexity.

Every hole runs in a different direction and crosswinds race over most of them.

This will be the 15th time Royal St George's has hosted The Open, with legends such as Sandy Lyle and Greg Norman both previous winners. The most recent champion to lift the Claret Jug here was Northern Ireland's Darren Clarke in 2011.

ORIGINS

Hospitality at The Open

The Open craftsmen and experts are the inspiration behind the hospitality experience for The 149th Open at Royal St George's. Divided into four tiers – Champions, Engravers, Caddies and Scorers – each offers a unique way to enjoy the Championship. Together they cater to every taste and budget. Champions, Engravers, Caddies and Scorers 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



CADDIES

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 – offering unrivalled access to the course and players, as well as world-class hospitality in a spacious environment away from the crowds.

Built with the golf enthusiast in mind, this experience takes you behind the scenes at Royal St George's and delves into the history and unforgettable stories of The Champion Golfers.

Reserved seats in the 1st Tee and 18th Green Grandstands 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



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



Benefits

- Stunning views from the upper balcony
- Located overlooking the 16th green
- Official Open admission ticket with Fast Track entrance
- Parking pass (1 per 2 guests)
- Reserved seating area in the 1st Tee Grandstand
- Reserved Seat in the 18th Green Grandstand
- Opportunity to play the Championship course the Monday after The Open*
- ‘Behind the Scenes’ experiences with unprecedented access to restricted areas at The Open such as access to NBC Studios, Media Centre and other VIP experiences
- Exclusive Open Gift
- Souvenir programme and Order of Play
- Q&A with past or present player

* Subject to availability

Dining and drinks

- Breakfast selection from the kitchen including warm pastries, fruit, smoothies and the morning’s papers
- Lunch consisting of a wide variety of grazing plates, featuring the finest local and seasonal produce
- Sweet and savoury afternoon snacks to return to after being out on the course
- Full complimentary bar throughout the day, including fine wines, beer, Champagne, spirits and soft drinks

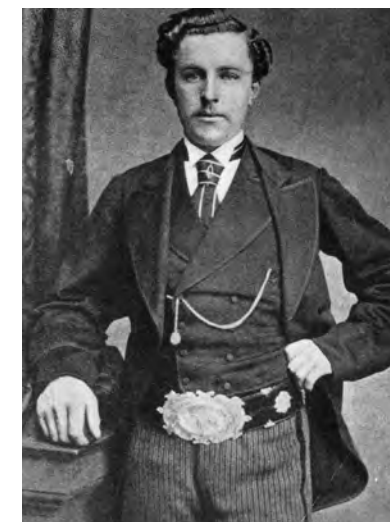
THE CLARET JUG

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.

Pricing

Thursday 15 July	£1250
Friday 16 July	£1300
Saturday 17 July	£1400
Sunday 18 July	£1600
Weekly	£5200
Weekly (with Golf)	£6300

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





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

Engravers is one of our most exclusive, polished experiences at The 149th Open, offering a relaxed environment for you and your guests to enjoy all the action away from the crowds.

With a stunning location overlooking the deceptively difficult Par 3, 16th, you will always be at the heart of the action. This is the hole that cost Thomas Bjørn the title in 2003, where his hopes of lifting the Claret Jug evaporated when he took three shots to get out of the sand. Before or after your meal, you are ideally placed to get out amongst the action and walk the course.

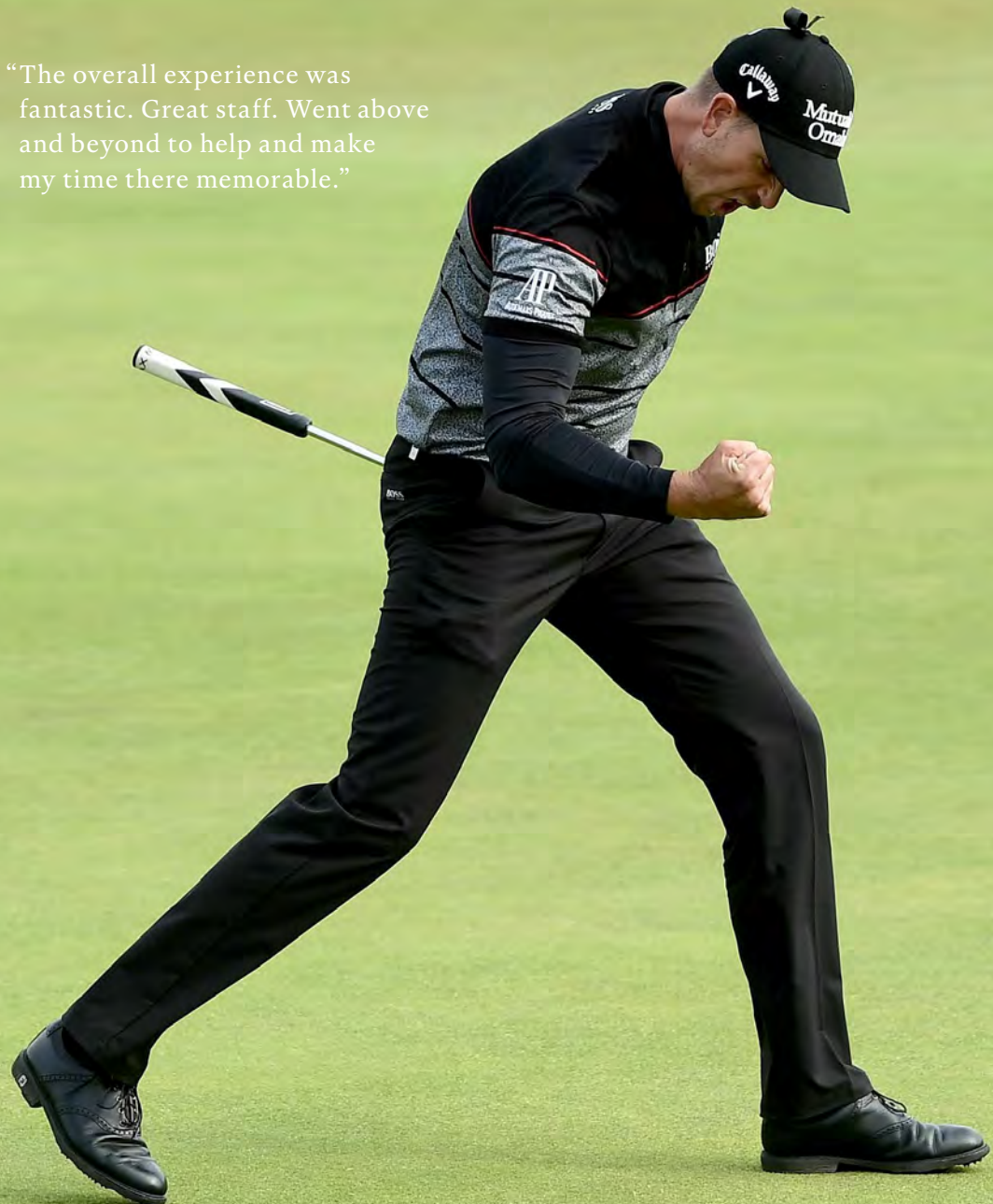
You and your guests will be treated to the finest cuisine throughout the day including Champagne and canapés and a four-course à la carte lunch.

"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



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



Benefits

- Located overlooking Royal St George’s challenging, Par 3, 16th hole
- Exclusive Open Gift
- Q&A with past or present player
- Parking pass (1 per 2 guests)
- Official Open admission ticket with fast track entrance
- 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 18th Green Grandstand seats

*Subject to availability

Dining and drinks

- Your choice of plated breakfast served alongside warm pastries, seasonal fruits and freshly squeezed juices and the morning’s papers
- Champagne and canapé reception
- Four-course à la carte lunch featuring local produce
- Full complimentary bar throughout the day, including fine wines, beer, Champagne, house spirits and soft drinks
- Afternoon tea served as your group returns from the course

Pricing

Wednesday 14 July	N/A
Thursday 15 July	£850
Friday 16 July	£900
Saturday 17 July	£900
Sunday 18 July	£1050

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



ENGRAVERS SUITES

Give your guests the five-star treatment with a private room. 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.

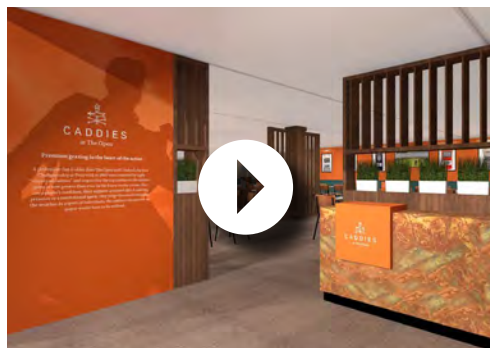
This distinctive package is available for four days only. Ideal for hosting corporate events, Engravers Suites can also be customised to reflect your brand.



CADDIES

at The Open

A profession that is older than The Open itself. Indeed, the first Championship at Prestwick in 1860 was contested by eight “respected caddies” and respect for the top caddies in the modern game is now greater than ever. In the know on the course, they are a player’s confidant, their support, a trusted ally. A calming presence or a motivational spark, they judge the mood and gauge the weather. In a sport of individuals, the caddie is the partner no player would want to be without.



Premium dining in the heart of the action

Caddies has an informal style, providing a comfortable base for your day at The Open, whilst still offering a host of premium benefits in a spacious and relaxed environment.

Its private balcony on the lower level of the Origins Pavilion overlooks the 16th hole – so close to home, but so hard to navigate with eight bunkers and a sloping green. This is a hole that can make or break a player's Open dreams.

The delicious Kent fare is designed by our talented and creative chefs, allowing you the flexibility to come and go as you please, whether watching from the balcony or out on the course.

Caddies is the perfect location to enjoy up to 10 hours of world class golf and premium hospitality with clients, guests, friends or family away from the crowds.





Benefits

- Located alongside the 16th hole
- Private lower level balcony
- Parking pass (1 per 4 guests)
- Official admission ticket to The Open with Fast Track entrance
- Souvenir programme and order of play
- Full TV coverage of play
- Airconditioning
- Private restroom facilities for hospitality guests
- Dedicated hospitality staff to ensure the smooth running of your day

Dining and drinks

- À la carte breakfast on arrival
- Premium four course choice menu featuring local produce
- Full complimentary bar, including wines, beer, Champagne, house spirits and soft drinks
- Afternoon Tea served to the table following your afternoon on the course
- Reserved seating on shared tables.

*Larger groups may be accommodated on private tables

Pricing

Wednesday 14 July	N/A
Thursday 15 July	£700
Friday 16 July	£800
Saturday 17 July	£750
Sunday 18 July	£900

Prices are per person excluding VAT at 20%.
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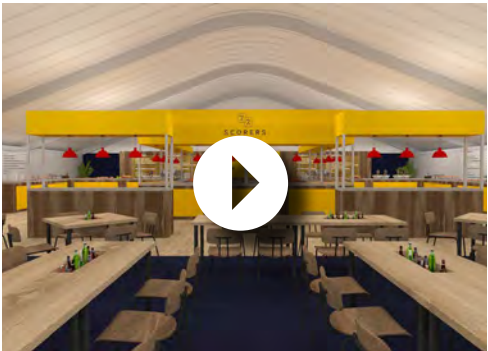




SCORERS

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.



72

Hearty classics served up in a stylish and relaxed environment

Situated inside the popular Spectator Village, this experience lends luxury to your day in a relaxed and spacious environment. Close to the famous yellow Open leaderboard on the 18th hole, you are in the thick of things with easy access to the course.

Enjoy the lively atmosphere of the private garden and watch events unfold on the TV screen. Keep one eye on the scores as you savour the hearty classics on offer throughout the day.

Upgrade to Scorers Premium and you will benefit from 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 30 years later, posting a leader board update first remains a matter of pride.



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



Benefits

- Located in the Spectator Village a short walk from the 1st and 18th holes
- Parking pass (1 per 4 guests)
- Official admission ticket to The Open with fast track entrance
- Full TV coverage of play within the club
- Welcome desk with experienced hosting staff
- Private garden area with large outdoor screen covering all the action
- Private restroom facilities
- Private tables to suit your group size. Smaller groups will be on shared tables.

Dining and drinks

- Breakfast rolls and a selection of pastries with tea, coffee and juices
- Roaming waiters to assist with beverage service
- Freshly prepared three course lunch with locally sourced produce
- Delicious sweet and savoury afternoon snacks
- Complimentary wine, beer and soft drinks

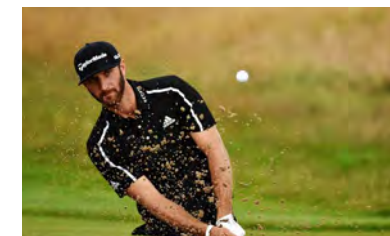
SCORERS PREMIUM

Reserve a private table for 10 in Scorer's for an additional £1000 excluding VAT.

Pricing

Wednesday 14 July	£250
Thursday 15 July	£400
Friday 16 July	£425
Saturday 17 July	£425
Sunday 18 July	£450

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



Hospitality Itinerary

08:30

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

12:00

Enjoy a delicious lunch.

(Based on a day in Engravers)

09:00

Kick-start your day with a hearty breakfast.

16:30

Catch your breath with afternoon tea.

11:30

Toast the players with a Champagne reception.

19:00

The perfect finish, your day is complete.

GATE TIMES

Approximate daily opening times:

Day	Date	Gate
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*
Friday	16 July	6.00 am*
Saturday	17 July	7.00 am*
Sunday	18 July	7.00 am*

* Denotes approximate times. Subject to change.

HOURS OF PLAY

Daily tee times are as follows:

First	Last
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.	
6.35 am*	4.16pm*
6.35 am*	4.16pm*
9.00 am*	4.00pm*
8.00am*	2.30pm*



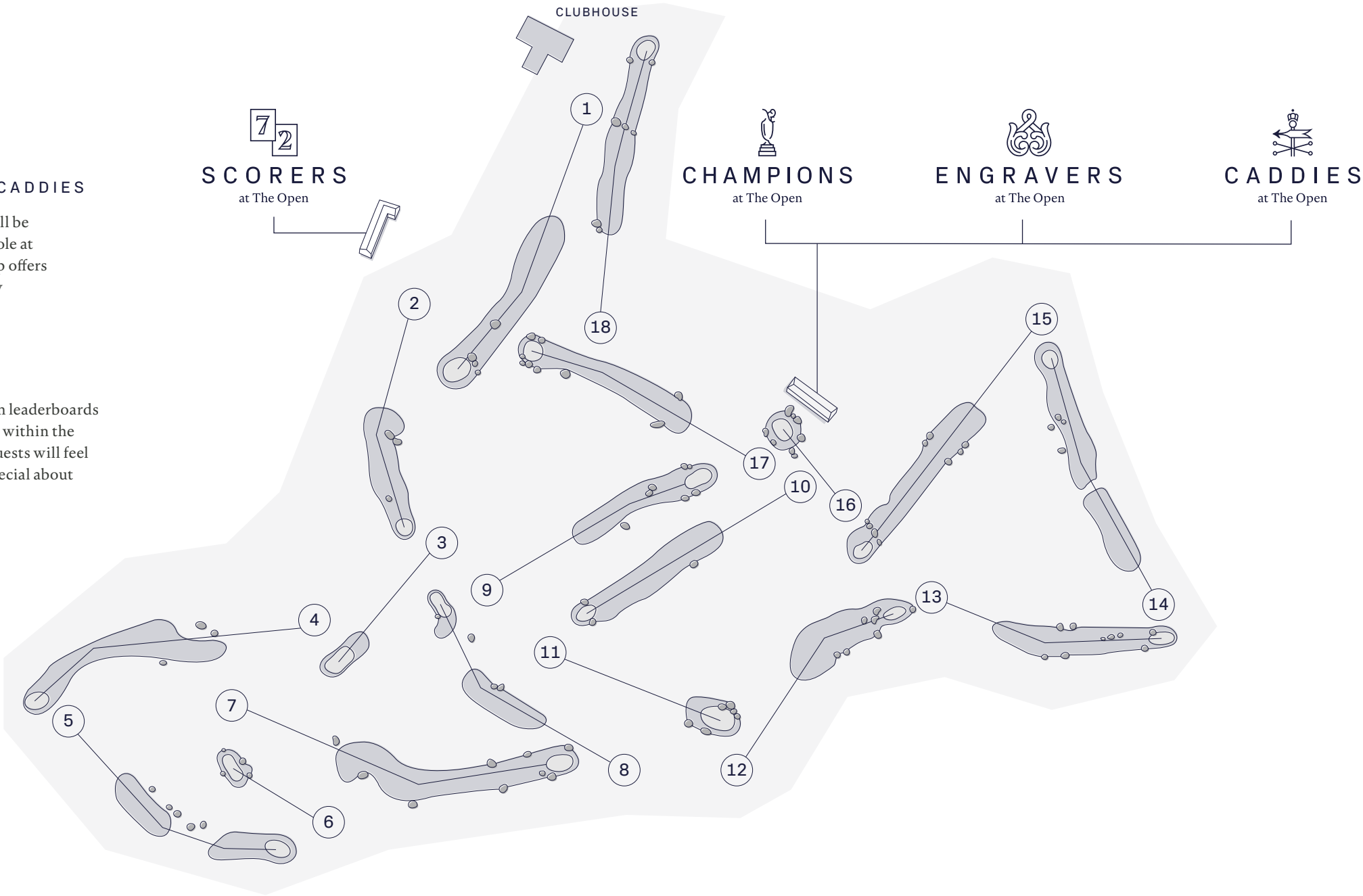
Locations

CHAMPIONS, ENGRAVERS & CADDIES

The destination of the Claret Jug could well be decided on the deceptively devilish 16th hole at Royal St George's. This stunning backdrop offers guests spectacular views from the balcony overlooking this par 3, 163 yard hole.

SCORERS

A short walk from the famous yellow Open leaderboards on the 18th hole, Scorers is ideally situated within the popular and vibrant Spectator Village. Guests will feel at ease knowing that everything that is special about The Open is just a few steps away.



Features

	CHAMPIONS	ENGRAVERS	CADDIES	SCORERS
Location	Overlooking the Par 3, 16 th green	Overlooking the Par 3, 16 th hole	Overlooking the Par 3, 16 th hole	Spectator Village
Championship day prices from	£1250 + VAT	£850 + VAT	£700 + VAT	£400 + VAT
Parking pass (1 per 2 guests)	●	●	–	–
Parking pass (1 per 4 guests)	–	–	●	●
Fast track admission ticket	●	●	●	●
View of the course	●	●	●	–
Q&A with past or present player	●	●	–	–
Exclusive gift from The Open	●	●	–	–
Private balcony	●	●	●	–
Private garden area	–	–	–	●
Private restroom facilities	●	●	●	●
Souvenir programmes	●	●	●	–*
Air conditioning	●	●	●	–
Private/Reserved tables	●	●	●†	–*
Reserved seating area in the 1 st Tee Grandstand	●	–	–	–
Reserved Seat in the 18 th Green Grandstand	●	–	–	–
Exclusive “behind the scenes” experiences	●	–	–	–
Breakfast	●	●	●	●
Flexible Lunchtime Dining	●	●	●	●
Grazing style buffet	●	–	●	●
4-course lunch	●	●	–	–
Afternoon tea and snacks	●	●	●	●
Complimentary wine, beer and soft drinks	●	●	●	●
House spirits and Champagne	●	●	●	–

* 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 149th Open at Royal St. George's, 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 149th Open you will help us support these projects and many more.

For more information go to [RandA.org](https://www.RandA.org)



Hospitality at The Open

149TH ROYAL ST GEORGE'S

11 – 18 July 2021

150TH ST ANDREWS

10 – 17 July 2022

151ST ROYAL LIVERPOOL

16 – 23 July 2023

152ND ROYAL TROON

14 - 21 July 2024

Book your official hospitality experience for The 149th Open.

Contact our hospitality advisors now for more information.

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Renders are artist impressions only and are subject to change.