



# CORPORATE HOSPITALITY GUIDELINES.

MAY 16-22, 2016

# IMPORTANT DATES

|                                   |                    |
|-----------------------------------|--------------------|
| Ticket Package Shipped            | Beginning of April |
| Contact Information Form (page 2) | April 15           |
| Certificate of Insurance          | April 15           |

# TOURANAMENT CONTACTS

**Jason Mackey**, Director of Sales  
(214) 944-5723  
jmackey@salesmanshipclub.org

**Bianca Belmares**, Corporate Sales Coordinator  
(214) 944-5722  
bbelmares@salesmanshipclub.org

# CONTACT INFORMATION FORM

**Email or Fax To:**  
**Bianca Belmares**  
**bbelmares@salesmanshipclub.org**  
**(214) 942-6760**

Please complete this form regarding your contact information for the 2016 AT&T Byron Nelson.

Please return form by Friday, April 15

Sponsor: \_\_\_\_\_

On-Site Contact(s): \_\_\_\_\_

Mobile/Cell Number \_\_\_\_\_

Date Arriving: \_\_\_\_\_

Date Departing: \_\_\_\_\_

Accommodations: \_\_\_\_\_

Staff that will be assisting you: \_\_\_\_\_

\_\_\_\_\_

# ACCOMODATIONS

**Four Seasons Resort**  
**4150 N. MacArthur Blvd.**  
**Irving, TX 75038**

\*\*Contact the Tournament Office if you are interested in one of the preferred villa rooms\*\*

**“Official Resort”**  
**(972) 717-0700**  
**[www.fourseasons.com/dallas](http://www.fourseasons.com/dallas)**

[La Quinta Inn & Suites – Las Colinas](#)  
4225 North MacArthur Blvd.  
Irving, TX 75038

(972) 261-4900  
[www.lq.com](http://www.lq.com)

[Courtyard by Marriott Dallas – Las Colinas](#)  
1151 West Walnut Hill  
Irving, TX 75038

(972) 550-8100  
[www.courtyard.com](http://www.courtyard.com)

[Dallas Marriott Las Colinas](#)  
223 West Las Colinas Blvd.  
Irving, TX 75039

(972) 831-0000  
[www.marriotthotels.com](http://www.marriotthotels.com)

[Fairfield Inn and Suites](#)  
630 W. John Carpenter Frwy  
Irving, TX 75039

(972) 550-8800  
[www.marriott.com](http://www.marriott.com)

[Hampton Inn](#)  
820 Walnut Hill Lane  
Irving, TX 75038

(972) 753-1232  
[www.hamptoninn.com](http://www.hamptoninn.com)

[Hyatt House](#)  
5901 North MacArthur Blvd.  
Irving, TX 75039

(972) 831-0909  
[www.hyatthouse.com](http://www.hyatthouse.com)

[Staybridge Suites – Las Colinas](#)  
1201 Executive Circle  
Irving, TX 75038

(972) 465-9400  
[www.ichotelsgroup.com](http://www.ichotelsgroup.com)

Visit [attbyronnelson.org](http://attbyronnelson.org) for additional lodging information

# CERTIFICATE OF INSURANCE

As a sponsor of the AT&T Byron Nelson, you are required to carry a certificate of insurance (COI) with a minimum of \$1,000,000 in general liability coverage per occurrence.

The certificate holder should be named as follows:

Salesmanship Club Charitable Golf of Dallas, Inc.  
106 E. 10th Street  
Suite 200  
Dallas, TX 75203

The tournament will in turn indemnify each sponsor under the tournament's umbrella policy.

Certificate of Insurance should be in the hands of the tournament no later than Friday, April 15 to:

Bette Rathjen  
AT&T Byron Nelson  
106 E. 10th Street  
Suite 200  
Dallas, TX 75203

Or

[brathjen@salesmanshipclub.org](mailto:brathjen@salesmanshipclub.org)

# VILLA DETAILS

## Villa Hours

- Villas are open from 8 a.m. until 60 minutes following conclusion of play, each day, Thursday - Sunday.
- The hours may be adjusted in the event of weather delays.

## Daily Tee Times

- Thursday - Sunday: The PGA TOUR determines the tee times. The first tee time is typically between 7:30 and 8:30 a.m. each day. The times will be posted at [www.attbyronnelson.org](http://www.attbyronnelson.org) and [www.pgatour.com](http://www.pgatour.com).

## Signage & Banners

- The tournament will provide signage with each corporation's name at the entrance of the villas and outside their specific unit.
- Sponsors may place signs inside their villa provided the signs are not visible from the golf course.

## Smoking Policy

- There is a "No Smoking" policy in effect for all hospitality venues including outside on patios.

## Weather Delays

- The PGA TOUR determines the status of play during the tournament.
- If inclement weather is in the vicinity, spectators will be advised via the electronic scoreboards.
- Ideas for entertaining your guests during a weather delay include having cards, games, and newspapers available. You may also want to have company representatives in your villa ready to discuss and distribute information on your company's products and services.

## Staff, company employees, and guest access

- Everyone must have an appropriate daily villa wristband. Before distributing wristbands to your guests, please reserve the appropriate number of wristbands for your staff each day.
- When your guests arrive at the villa, a volunteer will be at the entrance to verify and scan all wristbands. Guests will be able to leave and re-enter the villa throughout the day. Wristbands will be scanned each time anyone wishes re-enter the villa area.
- We recommend establishing a check-in system near the door of your villa to welcome and register your guests. All wristbands are printed with a unique crash number and barcode. Sponsors can use this numbering to track wristband distribution.
- We recommend holding back some villa wristbands or ordering additional wristbands ahead of time to have on hand for unexpected guests. Additional wristbands can also be purchased at the villa entrance.
- Spectators without correct wristbands can be assisted at the villa check-in area.
- Villa wristbands also allow entry to the course grounds and entry into the Pavilion.

## Children Admission to Hospitality Area

- All guests age three-and-over must have a hospitality wristband to enter the villa

# WRISTBANDS / WILL CALL

## Purchasing additional wristbands

- Additional villa wristbands are \$220 per wristband

## Before Tournament:

- Call or email Bianca Belmares at the tournament office
- Please allow 24 hour notice

## On-Site:

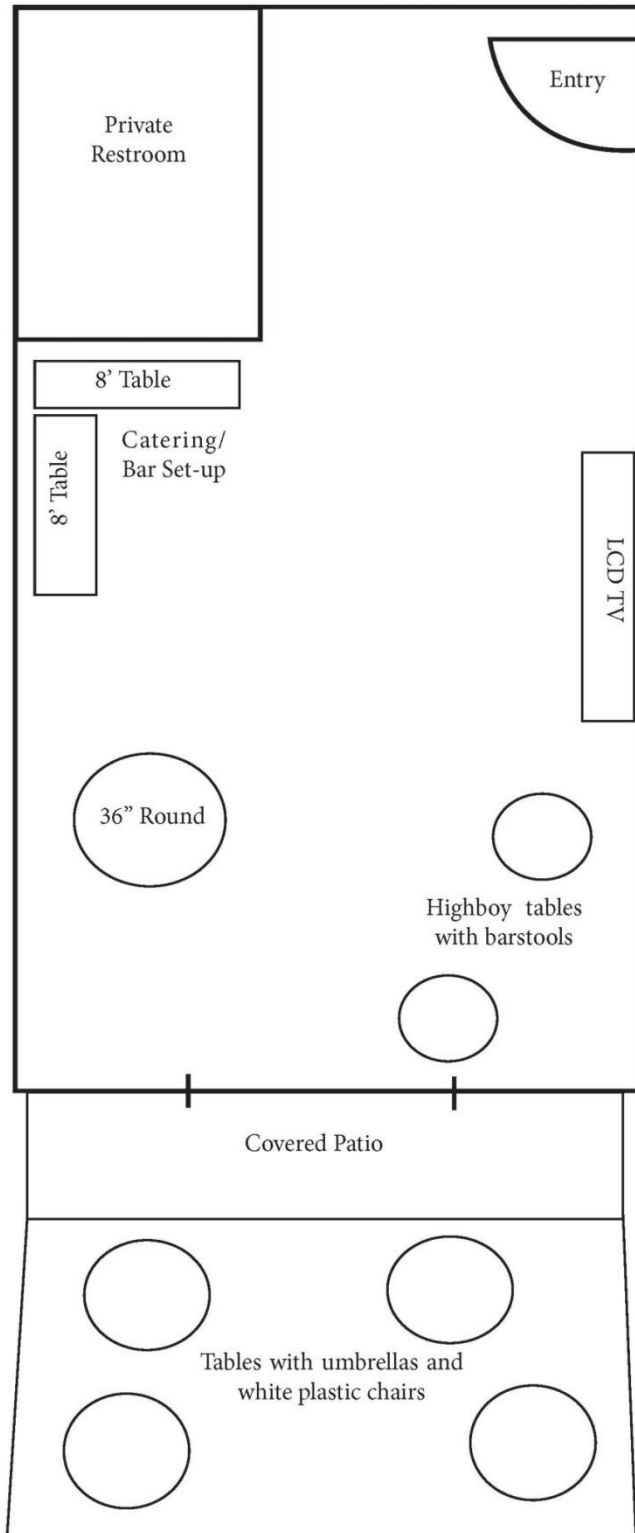
- Additional wristbands can be purchased at the entrance check-in for your designated area
- Purchase must be approved by the host
- Wristbands must be worn and visible at all times

## Will Call

- Will call is located at Champions Way, the main entrance to the tournament grounds
- The physical address is 4400 N. MacArthur Blvd, Irving, TX
- Open Monday through Sunday of tournament week starting at 8 am.
- Tickets or other items may be left under the name of the person picking up the envelope. A photo ID is required to pick up any items left at will call



# PATIO VILLA LAYOUT

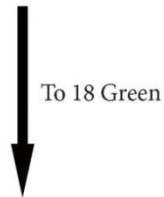


## Included Furniture:

- 28 – White Plastic Chairs
- 2 – 8' Tables (used for catering)
- 1 – 36" Round Table
- 4 – Umbrella Tables
- 2 – Highboy Tables
- 6 – Bar Stools
- 1 – Television
- 1 – Scoring Computer

## Dimensions:

Interior Space: 22' x 17'



# BAG POLICY / SECURITY

## Permitted items

- Clear plastic, vinyl or other carry items not exceeding 12" x 6" x 12"
- Clear, one gallon re-sealable plastic bag
- Small clutch purse, no larger than 6" x 6"
- All items are subject to search
- You will be asked to return all unauthorized items to your car before you are allowed to board shuttles or enter the tournament grounds

## Prohibited Bags and Other Prohibited Items

- No purses or backpacks larger than 6" x 6" x 6" will be allowed
- No clear bags larger than 12" x 6" x 12" will be allowed
- No coolers
- No cameras (Thurs. – Sun.)
- No briefcases or camera bags
- No "chair bags" allowed. Collapsible chairs are allowed, but bags must stay in the car



For more information on approved and prohibited items, visit [pgatour.com/prohibited-items](http://pgatour.com/prohibited-items)

## Security Guards

- Day: A volunteer will be at the entrance of each villa to check and scan all wrist-banded guests upon entry. Wristbands will be scanned each time you or your guests re-enter the villa area.
- Night: The tournament provides a limited, roving patrol of the course.

**\*\*The tournament does not accept responsibility for the security of any of the hospitality sponsor's property brought by the sponsor to the site. Securing these items during the day and night is the responsibility of the hospitality sponsor.**

# PARKING & SHUTTLES

## General Parking Information

- Each hospitality wristband includes complimentary parking in our public lot.
- The parking lot is located 10 minutes away from the course at the intersection of Highway 114 and Loop 12 (3400 Walton Walker Blvd., Irving, TX 75062).

## Shuttle Service

- Shuttles run continuously from the public parking lot, beginning at 6 a.m. each day, Wednesday-Sunday. Drop-off location is the main entrance on Champions Way.
- Due to the extended hours in the Pavilion on Friday and Saturday evenings, shuttle service is available from Champions Way to all preferred parking areas from 8 p.m. to 10:30 p.m.

## Shuttle Passes

- If you're planning on having a private shuttle for your guests you'll need a separate pass to access the drop-off areas.
- To obtain a shuttle pass, please email Bianca Belmares at [bbelmares@salesmanshipclub.org](mailto:bbelmares@salesmanshipclub.org).
- Shuttles are permitted to drop guests at the Byron Nelson Way entrance (the closest entrance to the villas) or at the O'Connor Ridge entrance (the closest entrance to the skyboxes).
- A shuttle pass is not required for shuttles that plan to drop guests on MacArthur Blvd. at Champions Way.

# PARKING & SHUTTLES

## Preferred Parking Lot Locations

### Byron Nelson Way – Lot 1

- Valet lot located off of Byron Nelson Way, adjacent to the Villas on 18 Green

### O'Connor Ridge Valet – Lot 10

- Valet lot located off of O'Connor Ridge, adjacent to No. 17

### Academy – Lot 4

- Course side parking at the Academy School on MacArthur. Complimentary shuttle service to Byron Nelson Way (No. 18)

### North Lake – Lot 6

- Course side parking at North Lake College on MacArthur. Complimentary shuttle service to Byron Nelson Way (No. 18) entrance

### 4650 Fuller Road – Lot 9

- Course side parking adjacent to No. 17. Complimentary shuttle service to O'Connor Ridge (No. 17) entrance

### Kimberly-Clark – Lot 8

- Course side parking adjacent to O'Connor Ridge (No. 17) entrance



# SHIPPING & DELIVERIES

## Before Tournament

If you have any materials that need to be shipped or delivered to the tournament, send them to the following address:

AT&T Byron Nelson Construction Entrance  
ATTN: Hospitality 2015 / **Your Company Name**  
4400 N. MacArthur Blvd.  
Irving, TX 75038

- Please contact Bianca Belmares at (214) 944-5722 prior to shipping items to notify her of the size of the shipment and the estimated time of arrival.
- **To ensure that your package does not get lost or misplaced, please put your company name on all shipped items.**
- Please note that we cannot accept shipments or deliveries before May 4.