



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

TOURNAMENT 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

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

(972) 261-4900
www.lq.com

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

(972) 550-8100
www.courtyard.com

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

(972) 831-0000
www.marriotthotels.com

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

(972) 550-8800
www.marriott.com

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

(972) 753-1232
www.hamptoninn.com

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

(972) 831-0909
www.hyatthouse.com

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

(972) 465-9400
www.ichotelsgroup.com

Visit 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

PLATINUM CLUB DETAILS

Platinum Club Hours

- Platinum Club is 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 and www.pgatour.com.

Signage

- The tournament will provide signage with each corporation's name at the entrance of Platinum Club.

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.

PLATINUM CLUB ACCESS

Staff, company employees, and guest access

- Everyone must have an appropriate daily Platinum Club 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.
- Spectators without correct wristbands can be assisted at the Platinum Club check-in area.
- 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 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

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

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.
- 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

