



CORPORATE HOSPITALITY GUIDELINES.

MAY 16-22, 2016

IMPORTANT DATES

Ticket Package Shipped	Beginning of April
Corporate Signage (Exhibit C)	March 31
Furniture Request Form	April 15
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

[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

CATERING INFORMATION

Villa Sponsors

Four Seasons

Contact: Michael Harrison

Phone: (972) 717-2422

Email: michael.harrison@fourseasons.com

Your designated catering manager will contact you in April.

Common Questions

Can we bring margarita machines, popcorn makers, etc. to our villa?

- You cannot bring your own machines. Your designated caterer can work with you to accommodate all of your catering needs.

Can our guests leave our villa with beverages?

- Villa guests cannot carry beer, wine or mixed drinks from your villa when they leave, nor can they bring them into your villa.

When does the caterer stop serving alcohol each day?

- Alcohol service ends 60 minutes following the conclusion of play.

Is there a minimum amount we're required to spend with the caterer?

- You are not required to spend a set dollar amount with the Four Seasons. Some sponsors change their menu and bar options based on who's been invited on each particular day.

What are some ways to help control our catering costs?

- Offer a full or expanded menu on days when VIP's are invited to your villa
- Have "happy hour" for a set time in the afternoon and offer a few mixed drinks rather than having a full bar all day

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

VILLA DETAILS

Access to villa to set up

- Tuesday, May 17 after 2 p.m.
- Please call Bianca Belmares prior to coming out to the golf course to confirm.
- Tickets and parking are not required on Tuesday.
- If you plan to come out on Wednesday to set-up, please allocate Wednesday tickets and parking included in your package for staff to use.

Villa Hours

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

Daily Tee Times

- Wednesday: Gold Pro-Am tee times are from 7 to 9 a.m. and 12 p.m. to 2 p.m., using a two-tee start.
- 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 & 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.

VILLA ACCESS

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 \$100 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

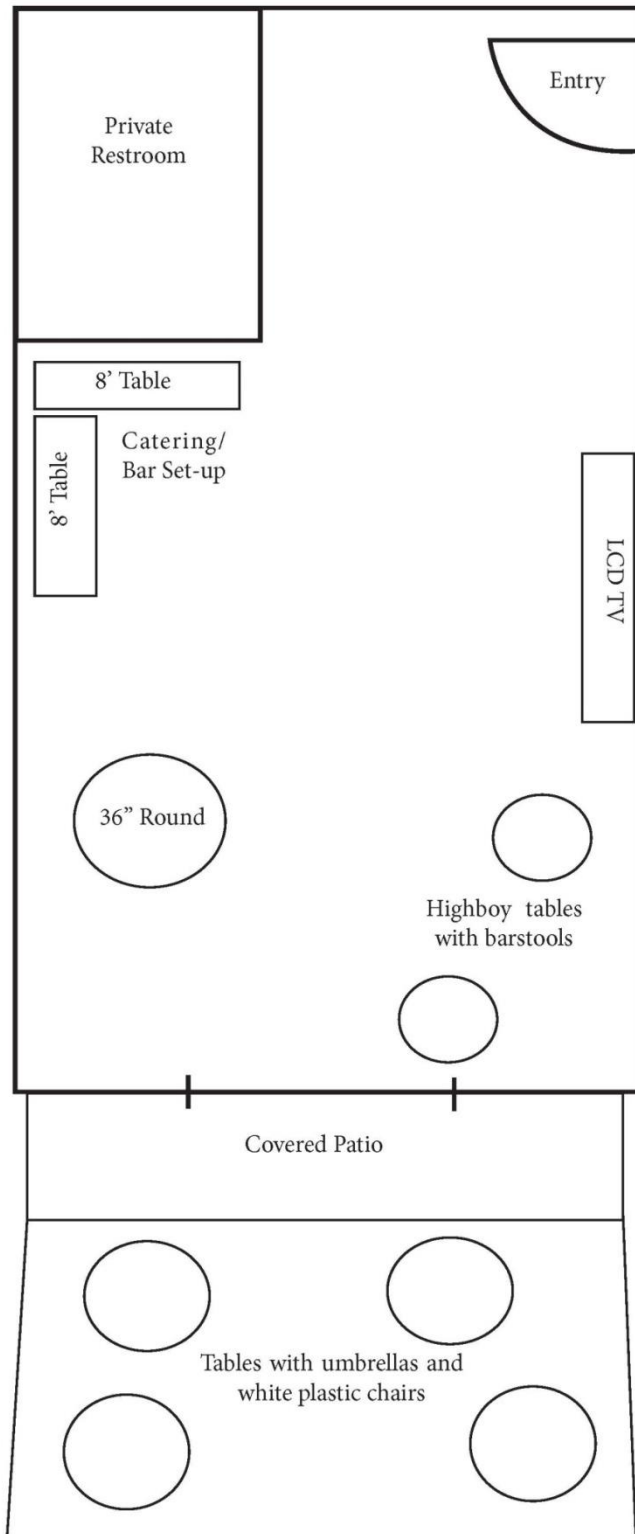
Wristband Limits:

- Patio Villas Maximum of 140 per day
- Balcony Villas Maximum of 70 per day
- Poolside Villas Maximum of 60 per day

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

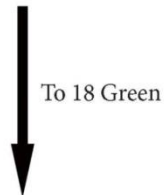


Included Furniture:

- 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'



PATIO VILLA FURNITURE REQUEST FORM

SPONSOR NAME: _____

DATE: _____ **DUE: FRIDAY, APRIL 15**

STANDARD ITEMS INCLUDED:

- 28 – WHITE PLASTIC CHAIRS
- 2 – 8’ X 30” TABLES (USED FOR CATERING)
- 1 – 36” ROUND TABLE
- 4 – LAWN TABLES (4 UMBRELLAS)
- 2 – HIGHBOY TABLES
- 6 – BAR STOOLS
- 1 – TELEVISION
- 1 – SCORING COMPUTER

ITEM	# REQUESTED	TOTAL
6’ Table	x \$18	\$
8’ Table	x \$19	\$
3’ x 3’ Table	x \$18	\$
White Plastic Chair	x \$9	\$
30” Round Highboy Table	x \$25	\$
Bar Stool	x \$18	\$
Lawn Table	x \$15	\$
Umbrella	x \$70	\$

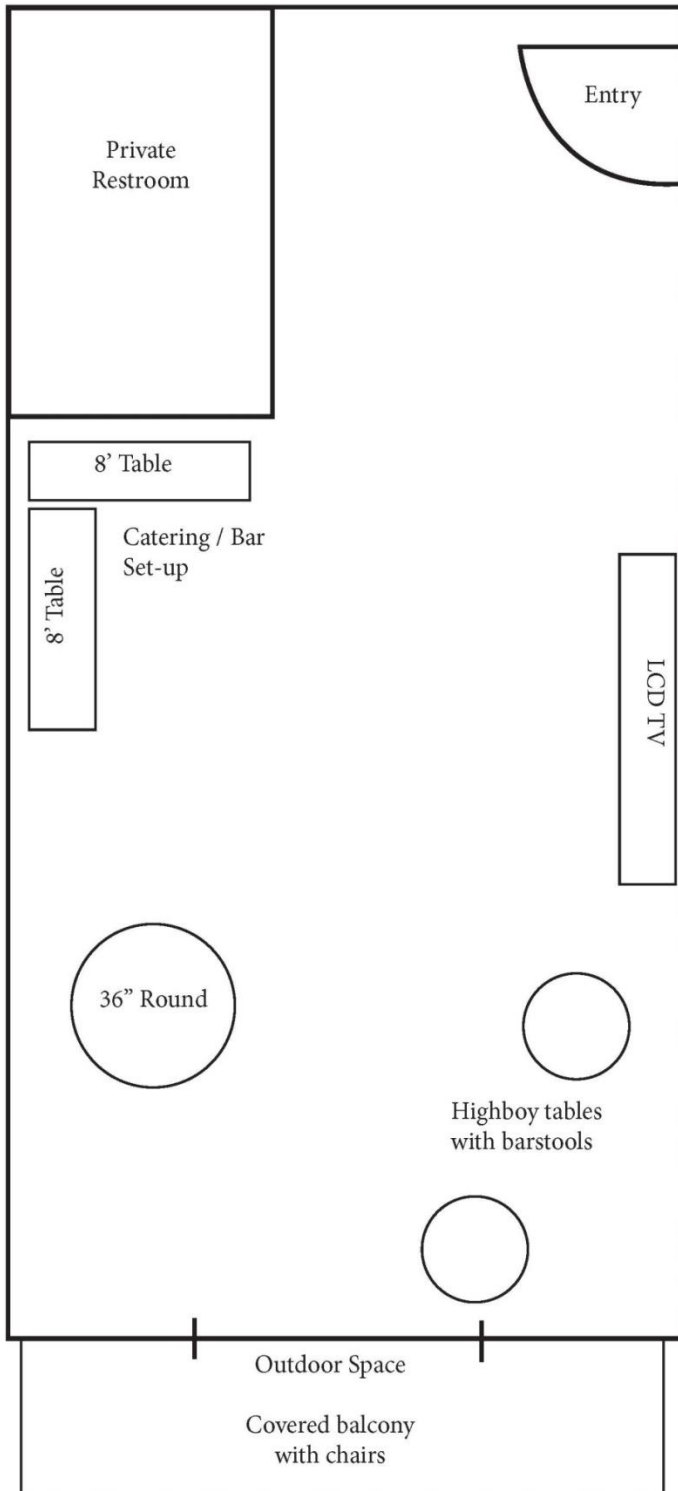
TOTAL COST: _____

Sponsor Authorization: _____

Printed Name: _____

The tournament office will invoice sponsors for furniture add-ons after tournament. Please contact Bianca Belmares with any questions, (214) 944-5722; Fax: (214) 942-6760; email: bbelmares@salesmanshipclub.org

BALCONY VILLA LAYOUT



Included Furniture:

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

Dimensions:

Interior Space: 22' x 17'

BALCONY VILLA FURNITURE REQUEST FORM

SPONSOR NAME: _____

DATE: _____ **DUE: FRIDAY, APRIL 15**

STANDARD ITEMS INCLUDED:

- 12 – WHITE PLASTIC CHAIRS
- 2 – 8' X 30" TABLES (USED FOR CATERING)
- 1 – 36" ROUND TABLE
- 2 – HIGHBOY TABLES
- 6 – BAR STOOLS
- 1 – TELEVISION
- 1 – SCORING COMPUTER

ITEM	# REQUESTED	TOTAL
6' Table	x \$18	\$
8' Table	x \$19	\$
3' x 3' Table	x \$18	\$
White Plastic Chair	x \$9	\$
30" Round Highboy Table	x \$25	\$
Bar Stool	x \$18	\$

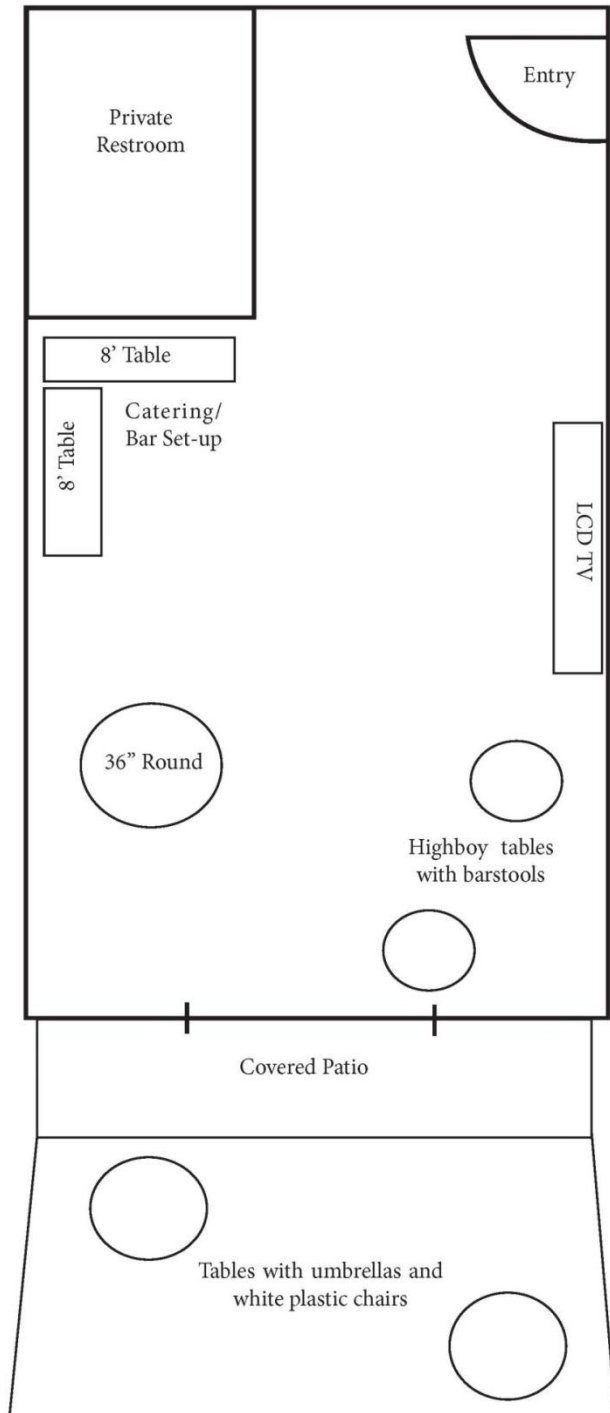
TOTAL COST: _____

Sponsor Authorization: _____

Printed Name: _____

The tournament office will invoice sponsors for furniture add-ons after tournament. Please contact Bianca Belmares with any questions, (214) 944-5722; Fax: (214) 942-6760; email: bbelmares@salesmanshipclub.org

POOLSIDE VILLA LAYOUT



Included Furniture:

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

Dimensions:

Interior Space: 22' x 17'

POOLSIDE VILLA FURNITURE REQUEST FORM

SPONSOR NAME: _____

DATE: _____ **DUE: FRIDAY, APRIL 15**

STANDARD ITEMS INCLUDED:

- 20 – WHITE PLASTIC CHAIRS
- 2 – 8' X 30" TABLES (USED FOR CATERING)
- 1 – 36" ROUND TABLE
- 2 – LAWN TABLES (2 UMBRELLAS)
- 2 – HIGHBOY TABLES
- 6 – BAR STOOLS
- 1 – TELEVISION
- 1 – SCORING COMPUTER

ITEM	# REQUESTED	TOTAL
6' Table	x \$18	\$
8' Table	x \$19	\$
3' x 3' Table	x \$18	\$
White Plastic Chair	x \$9	\$
30" Round Highboy Table	x \$25	\$
Bar Stool	x \$18	\$
Lawn Table	x \$15	\$
Umbrella	x \$70	\$

TOTAL COST: _____

Sponsor Authorization: _____

Printed Name: _____

The tournament office will invoice sponsors for furniture add-ons after tournament. Please contact Bianca Belmares with any questions, (214) 944-5722; Fax: (214) 942-6760; email: bbelmares@salesmanshipclub.org

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



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 2014 / **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.

After Tournament

If you have any materials that need to be shipped back to your office after tournament please follow the following steps:

- Make sure boxes are taped and labeled with the appropriate shipping information (FedEx or UPS Label).
- Let Bianca Belmares know that there are boxes in your villa needing to be taken to the operations compound.
- The Tournament Staff is not responsible for lost or stolen items. It is the sponsors responsibility to make sure that all items are properly packed and labeled. Any loose items left in a villa will be discarded.