

JENNIFER POTTHEISER/USTA

US Open Tennis Championships - Marketing Toolkit

Learn more about IHG® Hotels & Resorts and the US Open Tennis Championships

IHG Hotels & Resorts is the Official Hotel and Loyalty Program Partner of the US Open Tennis Championships.

As a preeminent fixture on the global sporting calendar, the US Open presents an exciting new opportunity to create once-in-a-lifetime experiences for IHG's well-traveled guests and IHG® Rewards Club members.

To increase awareness of the partnership, please leverage the following hotel marketing toolkit.

Timing

- The US Open Tennis Championships will take place in New York City, August 26 – September 8, 2019 with Fan Week August 19-25 and Arthur Ashe Kids' Day on August 24.
- Hotels can promote the partnership beginning August 1. All assets should be removed by September 13.
- On-property activations must be submitted by August 8, 2019 (See Hotel Activation Form for more information)

Promote the partnership with approved assets found in Merlin. Please do not modify marketing assets or leverage US Open logos, marks or imagery without IHG and USTA approval (details to follow).

This toolkit includes the following reference materials:

- Partnership FAQ: Pages 3-5
- Approved On-Property Activation: Page 6

Digital assets can be found on Merlin:

- Sell Sheet: Page 7
- Poster: Page 8
- E-Signature: Page 9
- Signature Beverage Recipes: Pages 10-11

Coming Soon Landing Page: ihg.com/usopen

[Merlin Initiatives page](#)

Contact Info: ihgpartnerships@ihg.com

IHG® Hotels & Resorts is the Official Hotel and Loyalty Program Partner of the US Open granting IHG Corporate access to US Open logos, marks and images. Below is an outline of IHG's partnership with the USTA and how we are able to engage consumers. It is imperative to review and abide by these guidelines to avoid breach of contract.

Partnership FAQs

Q: How long will IHG be the sponsor of the US Open Tennis Championships?

A: IHG has signed a five-year agreement with the United States Tennis Association (USTA) to sponsor the US Open Tennis Championships through 2023.

Q: What are the dates of the US Open?

A: The dates of the 2019 tournament are August 26 – September 8, 2019.

Q: Where is the US Open held?

A: The US Open is located at the Billie Jean King National Tennis Center in Flushing Meadow – Corona Park, Flushing, NY.

Q: What assets do we have as part of our sponsorship agreement?

A: IHG's agreement offers sponsorship rights to Fan Week (8/19 - 8/23), Arthur Ashe Kids Day (8/24) and the US Open Tennis Championships main draw (8/26 - 9/8) in New York City, as well as the Western & Southern Open in Cincinnati, Ohio (8/10 - 8/18).

IHG will have a sponsor booth in the South Plaza of the National Tennis Center (NTC), a luxury suite, and courtside box seats in Arthur Ashe stadium for the US Open.

Q: Does IHG have access to the US Open logos, marks and imagery?

A: Yes, IHG Corporate has the rights to use the US Open logos, marks and imagery in accordance with their official brand guidelines. All uses must be reviewed and approved by the USTA.

For on property use of US Open logos or marks for your hotel, please submit your request via the [Hotel Marketing and Activation Approval Form](#).

Q: Does IHG have access to any player images?

A: No, IHG does not have the rights to use or market any player images.

Marketing and Activation FAQs

Q: How will IHG be marketing and activating the US Open?

A: IHG will be providing pre-approved marketing materials and activation ideas for hotels to utilize on property. These will be bundled in the US Open Marketing and Activation Toolkit, which will be delivered to hotels. Additionally, IHG will be hosting events at New York properties in strategic locations.

Q: Are hotels able to host their own parties, events or activations?

A: Hotels must follow the guidelines outlined in the US Open Marketing and Activation Toolkit. Please note that hotels must cover the cost of the event/activation. (NOTE: All marketing and activation plans must be submitted for review and approval via the [Hotel Marketing and Activation Approval Form](#) prior to launch)

Q: Could player images be obtained as part of a hotel marketing or activation plan?

A: Player images and rights must be negotiated with each player or their management. Player image usage can be obtained at cost to the hotel. (NOTE: All marketing and activation plans – including rights negotiated with players – must be submitted for review and approval via the [Hotel Marketing and Activation Approval Form](#) prior to launch)

Q: Can hotels create and offer booking packages as part of the US Open?

A: Since tickets must be pre-purchased for specific days and times, hotels will not be able to offer booking packages that include tickets. (NOTE: All marketing and activation plans – including booking packages on property – must be submitted for review and approval via the [Hotel Marketing and Activation Approval Form](#) prior to launch).

Q: Is the US Open Marketing and Activation Toolkit only for the Americas?

A: No, this toolkit will be available for all hotels globally.

Q: Is the Toolkit available to all brands?

A: Yes, there are 3 different versions of the Toolkit:

- IHG Hotels & Resorts branded playbook for all mainstream and upscale properties
- InterContinental Hotels & Resorts branded toolkits for all InterContinental properties
- Kimpton Hotels & Restaurants branded toolkits for all Kimpton properties

Q: What are the in-market dates?

A: The US Open is August 26 – September 8, 2019, and in-hotel marketing can be live from August 1 – September 13, 2019.

Marketing and Activation FAQs (continued)

Q: Can the hotel toolkit marketing assets be promoted before the campaign begins?

A: Yes, the marketing assets can be live prior to August 1, 2019, but should be removed by September 13, 2019.

Q: What assets are included in the Hotel Toolkits?

A: The Toolkit includes a Poster, an e-Signature, a Sell Sheet, and signature cocktail and mocktail recipes. Hotels can download the assets and use on property.

Q: How can hotels print the Poster?

A: Posters will be delivered in digital asset form and can be downloaded and printed by hotels.

Q: Are hotels able to post about the US Open on social channels?

A: Hotels are not able to post content with any US Open logos, marks or images, but they are able to re-post and share US Open content from IHG Corporate and IHG Rewards Club social handles.

Q: Where can the assets be found?

A: The assets can be found on Merlin.

Q: Who should we contact for additional questions?

- For all hotels in New York, contact pierre.boussier@ihg.com
- For all luxury brands outside of New York, contact curtis.johnson@ihg.com
- For all mainstream and upscale brands outside of New York, contact ihgpartnerships@ihg.com

On Property Activation

The below idea has been reviewed and approved by the US Tennis Association. This activation is not required, but if your property would like to take part, it is imperative to review and abide by these guidelines to avoid breach of contract.

Hotel Viewing Party

- Hotels can live-stream matches throughout the tournament in the lobby, restaurant, and bar areas
- Hotels can talk about and invite the guests on property to the watch party
- Hotels are NOT able to promote the watch party in their social or digital channels, or outside the property

If your property would like to host an activation outside of the watch party listed above, you MUST provide a detailed overview of the idea, including specific dates, for approval before launch. Please submit all additional ideas through the Hotel Marketing Activation and Approval Form.



Hotel Marketing and Activation Approval Form

IHG® Hotels & Resorts is the Official Hotel and Loyalty Program Partner of the US Open. IHG Corporate will be supplying pre-approved marketing toolkits and an activation idea (see below), but all additional creative and/or activations must be reviewed and approved by IHG and the United States Tennis Association (USTA) prior to launch and should be funded by the property.

Each hotel must fill out all required information and submit this form (and any supporting documents) before August 1, 2019, for approval of all marketing materials and activations on property. There should be one form per hotel.

- All hotels in New York, submit to: pierre.boussier@ihg.com
- All luxury hotels outside of New York, submit to: curt.johnson@ihg.com
- All midscale & upscale properties outside of New York, submit to: ihgpartnerships@ihg.com

Hotels will be notified of approval or additional comments via email. Approvals will take 5 – 8 business days as all information must be sent back to the USTA for review.

**Required information to complete approval process*

*Contact name:
*Phone number:
*Email:
*Hotel name:
*Hotel inncode:
*Date submitted:

Approved On-Property Activation Idea
The below idea has been reviewed and approved by the US Tennis Association. This activation is not required, but if your property would like to take part, it is imperative to review and abide by these guidelines to avoid breach of contract.

Hotel Viewing Party

- Hotels can live-stream matches throughout the tournament in the lobby, restaurant and bar areas
- Hotels can talk about and invite the guests on property to the watch party
- Hotels are **NOT** able to promote the watch party in their social or digital channels, or outside the property

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Hotel Marketing Activation and Approval Form

Sell Sheet

IHG[®] Sell Sheet

Use this sell sheet in your client meetings.

Size: 8.5x11in

[Click here to download](#)





JENNIFER POTTHEISER/USTA

The Perfect Match

IHG[®] Hotels & Resorts is proud to be the hotel partner of the US Open Tennis Championships.

Visit us at any of our 5,600+ properties worldwide.

August 26–September 8, 2019 | New York City

#ExperienceIHG

Sell Sheet

Poster

IHG[®] Poster

Use this poster to promote the partnership between IHG Hotels & Resorts and the US Open. Place throughout the hotel for awareness.

Size: 23.39x33.11in

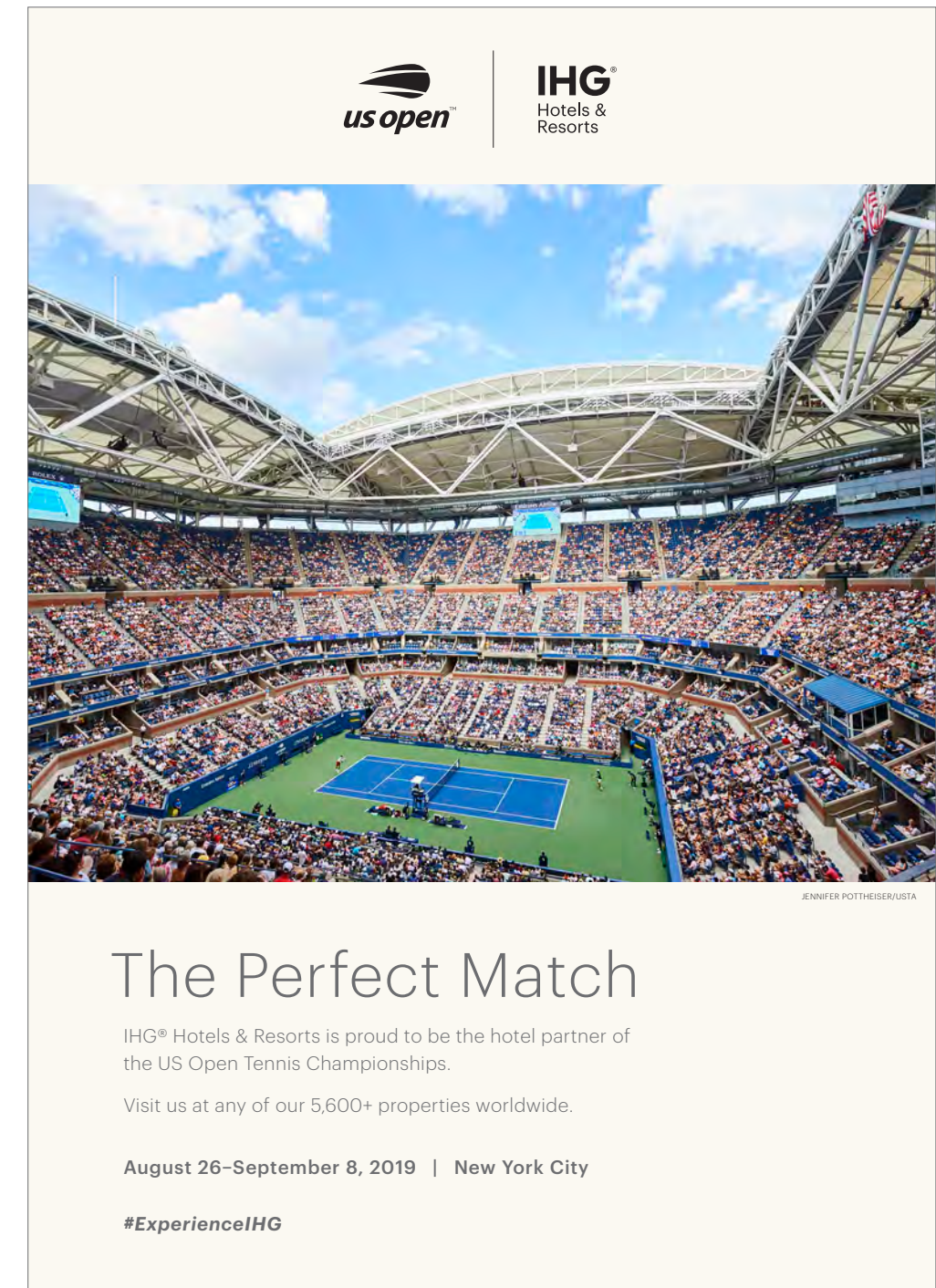
Do's

- Have poster printed professionally and mounted on foam core
- Display poster on easel or other tri-pod stand, etc.
- Display poster in location that is visible but does not reflect poorly on the brand
- Primary location should be main lobby; secondary lobby also ok. Not in/near bathroom, waste, etc.
- Check poster periodically to ensure good appearance

Don'ts

- Do not print the poster in the hotel
- Do not tape poster to glass doors, walls, elevator, etc.
- Do not leave a marked, ripped, etc. poster on display

[Click here to download](#)



Poster

E-Signature

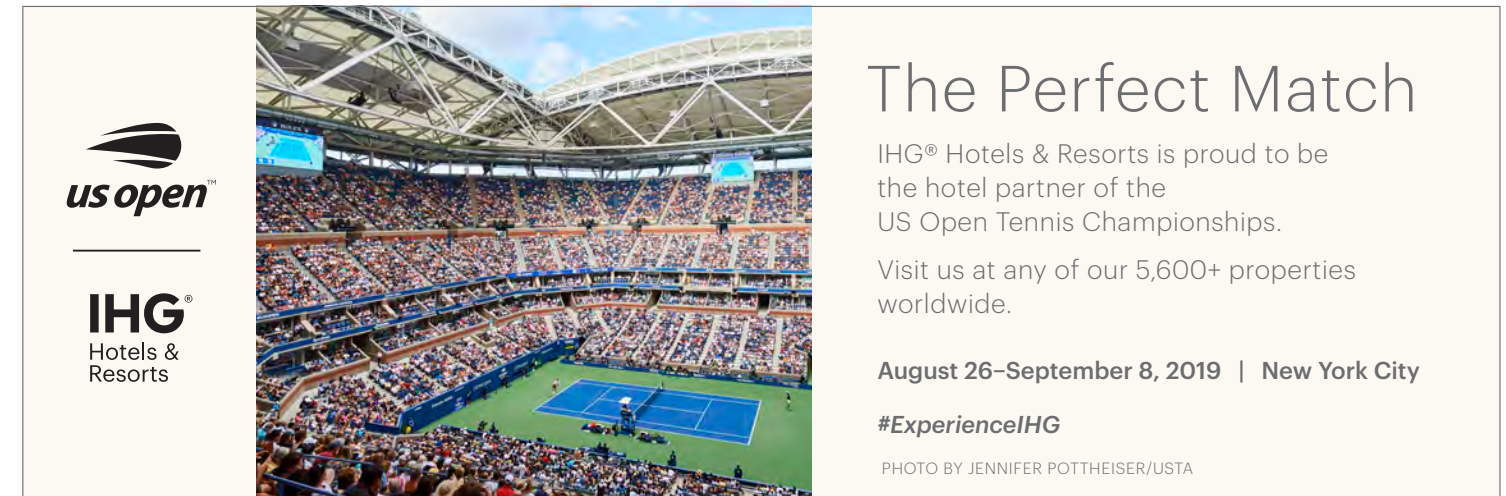
Promote this offer though email with
a customized signature

Please include the following signature in the emails
your hotel team sends, so that guests can learn about
the partnership between IHG Hotels & Resorts and the
US Open.

Size: 650x217px

[Click here](#) to download the e-Signature.

[Click here](#) to download general e-Signature banner
installation instructions.



e-Signature

Signature Beverage Recipes

The Lime Judge

Use these pre-approved alcoholic and non-alcoholic beverage recipes to promote the US Open at your food and beverage outlets.

[Click here to download:](#)

- Menu Card (consumer facing)
- Recipe Card (bartender ready)



Signature Beverage Recipes

Watermelon Smash

Use these pre-approved alcoholic and non-alcoholic beverage recipes to promote the US Open at your food and beverage outlets.

[Click here to download:](#)

- Menu Card (consumer facing)
- Recipe Card (bartender ready)

