

# SentryWorld to host 2023 U.S. Senior Open

June 27–July 2



This summer, the best male golfers from around the world (age 50 and up) will gather in picturesque Stevens Point to compete in the pinnacle of senior golf. The U.S. Senior Open—to be broadcast by NBC and available in more than 90 countries—will put a spotlight on SentryWorld and shine a light on all that's good about our small college community, including its abundant natural beauty and outdoor activities—and **your business!**

## Who's coming

- 156 golfers (plus caddies and officials)
- 2,000+ volunteers
- 50,000+ fans of all ages
- Dozens of media outlets

## What will it mean

- 6+ days of heavy vehicle traffic in the area
- Thousands seeking food and lodging
- \$20 million economic impact on the region

## How to prepare

The U.S. Senior Open will be the biggest sporting event ever played in central Wisconsin. But the focus won't just be on golf. Fans, golfers, and volunteers will be exploring the Stevens Point area—especially after play concludes around sunset each day. Whether your business is retail or service-oriented, expect extra patrons. Here are a few things you may want to consider for your business to make the most of this increased exposure:

### Shine a spotlight on your business:

- Enhance exterior and interior spaces
- Add flowers or other seasonal decorations
- Update your signage as needed

### Plan for increased business:

- Offer specials
- Bulk up your inventory
- Secure adequate staffing
- Consider extending hours of operation

This championship will deliver a positive economic impact to the region and leave a lasting imprint on those who attend it. Thanks for being a part of it!

## Event schedule\*

### Practice rounds

- Tuesday, June 27
- Wednesday, June 28

### Championship rounds

- Thursday, June 29
- Friday, June 30
- Saturday, July 1
- Sunday, July 2

\* Expect bigger crowds during championship rounds

### Promote the event and your business:

- Hang the event poster provided
- Use the U.S. Senior Open logo and images provided
- Use #USSeniorOpen and tag @SentryWorld in your social media posts
- Share the excitement with posts like "We're proud to host the #USSeniorOpen in Stevens Point..." or "Join us in Stevens Point for the #USSeniorOpen..." and link to the ticket page: [ussenioropen.com](https://ussenioropen.com)

## Questions?

To learn more, contact Michael Cataldo, Championship Services Manager at 715-544-1031 or [michael.cataldo@sentryworld.com](mailto:michael.cataldo@sentryworld.com)