From Tee to Green, American Express Returns to U.S. Open Championships to Enhance Fans’ Experience

Release Date:
Tuesday, June 4, 2019 9:00 am EDT

Terms:

Dateline City:
NEW YORK

Contacts:
Margot Leeds 212-225-1745 Margot.Leeds@aexp.com

AMERICAN EXPRESS CARD MEMBER LOUNGE AND MORE ON-SITE BENEFITS RETURN TO THE 2019 U.S. OPEN

As a longtime partner of the United States Golf Association (USGA), American Express will back Card Members for the 13th year at the U.S. Open Championship. The U.S. Open will take place June 13-16, 2019 at Pebble Beach Golf Links in Pebble Beach, California. It’s all about the fans, as American Express provides unforgettable experiences, unique access and exceptional service for Card Members across their passion areas.

To provide an exceptional end-to-end experience at the U.S. Open, American Express is offering many exciting benefits for customers, including the beloved American Express Card Member Lounge and special in-store benefits at participating small businesses in the surrounding community.

“As a long-standing USGA and U.S. Open partner, we understand the fans and customers’ needs,” says Lindsay Ulrey, Vice President, Sports & Venue Partnerships, American Express. “We look to provide services that alleviate their pain points and enhance the experience, whether you are an avid golf fan, a local merchant or enjoying your first U.S. Open experience.”

Throughout the U.S. Open grounds, American Express is offering an array of benefits, including:

- **American Express Card Member Lounge**: Located between the 11th and 12th holes and open exclusively to American Express Card Members and up to three of their guests, the lounge will be the ultimate respite, offering comfortable seating, food and beverages for purchase, a refresh station, Father’s Day cards, and even one of golf’s favorite games - Golden Tee.

- **Fan Services**: American Express will host three Fan Service locations across the grounds located at Fan Central, the 10th fairway and the 14th fairway. At each location, all fans will have access to phone charging lockers and course and Championship information. They can also pick up an American Express Radio, featuring the official radio broadcast of the Championship, between 9-11 a.m. PT during the Championship rounds, so they don’t miss a second of the action.

  American Express Card Members can pick up their radios anytime during Championship rounds, as well as rent portable phone chargers and Amex binoculars to follow their favorite players. Card Members can also keep an eye out for “American Express Fan Caddies” around the course to pick up their radios and binoculars.

- **Tony Finau Meet and Greet**: For the second year, American Express ambassador and top-ranked golfer Tony Finau will greet fans at the American Express Card Member Lounge and the Fan Services Fan Central location during the championship rounds, making for an unforgettable experience.

- **Gift with Card Purchase**: When Card Members spend $10 or more with their American Express Card at participating concession locations on the grounds, they will receive a complimentary commemorative U.S. Open cup.*

American Express is also proud to back the small businesses of Carmel-by-the-Sea, and Monterey – the towns surrounding Pebble Beach, California.

- American Express and the USGA will deliver approximately 500 toolkits to local merchants which include materials to help them promote their small business such as flyers, window clings, a social toolkit and more, encouraging fans to get out and Shop Small®.

- American Express is offering Card Members a gift with purchase from June 13-16, 2019 at local merchants just steps from the course including, Carmel Valley Coffee Roasting Co., Lula’s Chocolates and Mad Dogs & Englishman*. 

*Terms and conditions apply.
American Express continues partnership with top-ranked golfer Tony Finau at 119th U.S. Open.

From Tee to Green, American Express Returns to U.S. Open Championships to Enhance Fans’ Experience

Source URL: https://about.americanexpress.com/press-release/brand/tee-green-american-express-returns-us-open-championships-enhance-fans

Links: