



experts in
sports
event
marketing

The 139th Open Championship, St Andrews 15th – 18th July 2010

The Open celebrates its 150th anniversary in 2010, and marks the occasion by returning to St Andrews – The Home Of Golf. XSEM is delighted to offer official on-site hospitality packages at The Open Championship in 2010, which will allow you to relax and soak up the action as Tiger Woods tries to complete a unique hat-trick of Open titles at St Andrews.

XSEM can offer four distinct packages, all including:

- Official Open Championship admission ticket
- Souvenir programme and Order of Play
- Car park pass (1 per 2 guests)
- Closed circuit television coverage
- Outside relaxation area
- Company signage for private chalets
- Table decorations

For details of food and drink please see relevant package overview.

PACKAGE 1

OPEN CLUBHOUSE from £

The Clubhouse is the premier package available in the Hospitality Village. Follow your favourite player on the links, then retire to the comfort of the Clubhouse. Guests will also get a chance to meet one of the legends of the game. The a la carte menu offers a range of choices that change throughout the day as the executive chef takes a range of traditional dishes and serves them with a contemporary twist. Combine the excellent food with a fully stocked bar and list of fine wines and you have a day the perfect day.

PACKAGE 2

OPEN GUEST from £

With direct access to the championship course, you will be well-placed to enjoy the hospitality and the day's golf. Your package will include:

- Bacon rolls, tea and coffee
- Champagne lunch reception
- Three course lunch
- Afternoon tea

PACKAGE 3

ROADHOLE FINE DINING VIP PACKAGE

Located on the top floor of the Old Course Hotel, with spectacular panoramic views over the world's most famous golf course, the Road Hole Fine Dining Restaurant is the most attractive place to watch the world's best golfers take on the renowned Road Hole.

Your VIP day starts with an exclusive Scottish breakfast. You will enjoy a gourmet four course luncheon and delicious afternoon tea buffet.

This special anniversary VIP experience includes a seat in the Grandstand located at the 17th or 18th hole.

PACKAGE 4

HOME OF GOLF PACKAGES

This is your opportunity to be entertained at The Official Open Championship hotel.

With a combination of classically elegant and contemporary interiors, the hotel offers luxurious facilities and a warm welcome in the finest Scottish traditions. Enjoy a golfer's breakfast to tee off your day at The Open, then return for a sumptuous three course lunch accompanied by fine wines and, later on, an afternoon tea buffet featuring the best of Scottish produce.



DATE	Package 1	Package 2	Package 3	Package 4
Thursday 15 July	£515	£415	£770	£415
Friday 16 July	£515	£415	£770	£415
Saturday 17 July	£460	£375	£695	On req.
Sunday 18 July	£460	£375	£695	On req.

Details correct at time of going to press and may be subject to change.
Subject to VAT

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