

EXTRAORDINARY SPECIAL EVENTS

In the Summer of 2013, HPR planned and executed three events with significant importance to the golf community.

The Saint Andrew’s Golf Club in New York is the oldest private golf club in the United States. To celebrate the club’s 125th anniversary, HPR was called in to help create compelling and appropriate events, as well as manage and promote a slate of tournaments, clinics, VIP appearances, and a gala dinner dance.

HPR managed the club’s ties with two benefitting charities — the Folds of Honor and The First Tee of Metropolitan New York—and interfaced with title sponsor, IZOD, and a who’s who of corporate supporters.

The week of excitement culminated with the Gala Anniversary Dinner Dance at New York’s Waldorf Astoria hotel. Among other tasks, HPR organized a celebrity roundtable on the future of golf, a multi-media presentation, and a cast of actors in period costume portraying golfers throughout history.



The ballroom of the Waldorf Astoria for the St. Andrew’s gala

The next week, HPR managed the Reunion of U.S. Open Champions during the championship at Merion Golf Club. The event was two years in the planning and featured a roster of champions from Jack Fleck (1955) to Webb Simpson (2012) for an evening of recognition and celebration.

Working with the USGA, the club, outside suppliers, and the 27 U.S. Open winners and their representatives, HPR oversaw all logistics for the evening—from flights to menu planning to gifts and group transportation—including the one-of-a-kind group photograph shown here.

The culmination of HPR’s event trifecta was managing a fundraiser in support of The First Tee of Greater Philadelphia, an evening highlighted by the appearance of President George W. Bush, who sat for a candid conversation with Mike Tirico of ESPN and ABC Sports. PGA TOUR Commissioner Tim Finchem, The First Tee CEO Joe Louis Barrow, and a host of other notables from the worlds of business, politics, and sports were on hand to celebrate The First Tee’s 10 years of service to the Philadelphia area and raise \$1 million.

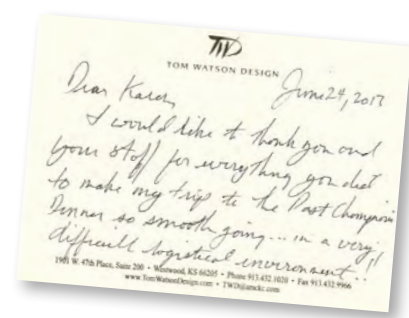
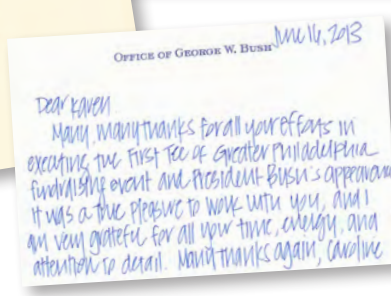
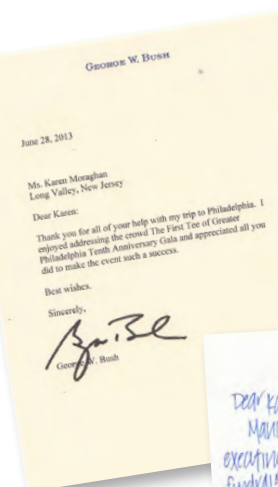
All planning and implementation was overseen by HPR, from speaker and guest arrangements to meals, plus all other logistics including working with the U.S. Secret Service and the President’s staff.



U.S. Open Champions at Merion, June 2013



A conversation between President George W. Bush and Mike Tirico



Kudos and compliments!

For special events that require attention to detail, handling of VIPs, and flawless execution, the golf world turns to HPR.