



the Memorial Tournament™

PRESENTED BY



NEWS

5760 Memorial Drive • Dublin, Ohio 43017

For Immediate Release
October 1, 2014

INTRODUCTORY OFFER FOR BADGES TO THE 40TH PLAYING OF THE MEMORIAL TOURNAMENT PRESENTED BY NATIONWIDE NOW AVAILABLE

New Tournament Logos Unveiled

Dublin, Ohio – Officials of the Memorial Tournament presented by Nationwide announced today that badges for the 40th playing of the prestigious invitational hosted by golfing legend Jack Nicklaus are now available to the public.

The Memorial Tournament presented by Nationwide is June 1 – 7 at world-renowned Muirfield Village Golf Club.

Weekly Patron badges, which are valid Monday – Sunday and provide access to the Tournament grounds, are available for a special introductory rate of \$165 each through March 6, 2015.

The official launch of badge sales for the 2015 Memorial is marked by the return of the Daily Ticket Pack. This special ticket option allows patrons to choose their badge in a daily format, i.e. the buyer receives a ticket for each day of the Tournament in lieu of one weekly badge. Both Daily Ticket Pack and individual badge buyers receive one complimentary \$25 Food & Beverage card, per household (\$165 minimum purchase required) through March 6, 2015. Note: Package buyers receive multiple Complimentary Cards based on the single highest value of the package purchased.

Also returning for 2015 is the Golden Bear Club. An instant success that sold out when introduced last year, this venue provides access to a menu of items for purchase catered by Cameron Mitchell Premier Events, a cash bar, television viewing, private restrooms and open seating in a sports bar atmosphere. New for 2015, badge package buyers will now have the option to upgrade any package to include the

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Golden Bear Club badge in lieu of Pavilion access. Introductory pricing for the Golden Bear Club starts at \$265 each through March 6, 2015 for a weekly badge or the Daily Ticket Pack.

The Golden Bear Club is located within Patron Village in the heart of Tournament play between Hole No. 10 fairway and No. 14 green. Patron Village includes an area that is open to the public featuring upgraded food and beverage options, special merchandise, video screens, a patio and more.

The public may call the Tournament Ticket Office 9 a.m.-5 p.m. weekdays at 877-MT BADGE or visit <http://www.mtbadge.com> to purchase badges. Kids 16 and under can attend for free with a ticketed adult and kids 18 and under are admitted free on Wednesday, June 3, 2015 for Junior Golf Day. Daily practice round tickets for Monday, Tuesday and Wednesday are also available. The introductory cost is \$35 through March 6, and they are valid for all three practice-round days.

INDIVIDUAL BADGE OPTION BREAKDOWN

- **Daily Golden Bear Club Ticket Pack \$265**
Golden Bear Club and Grounds admission, Monday - Sunday. Receive one ticket for each day. Located adjacent to No. 10 fairway. Includes your choice of menu for purchase, cash bar, television viewing and open seating in a sports bar setting.
- **Weekly Golden Bear Club Badge \$265**
Golden Bear Club and Grounds admission, Monday - Sunday. Receive one badge valid the entire week. Located adjacent to No. 10 fairway. Includes your choice of menu for purchase, cash bar, television viewing and open seating in a sports bar setting.
- **Daily Patron Ticket Pack \$165**
Grounds only admission, Monday – Sunday. Receive one ticket for each day.
- **Weekly Patron Badge \$165**
Grounds only admission, Monday – Sunday. Receive one badge valid the entire week.
- **Any day Practice Round Ticket \$35**
Monday – Wednesday, grounds admission only. Includes three (3) Any Day Practice Round tickets to use on the day(s) of your choice.
- **Junior Ticket \$0**
Receive one ticket per ticketed adult for children 16 and under.

* NOTE: For more information, including badge package options please visit www.mtbadge.com.

In additional news, the Tournament's presenting partner, Nationwide, instituted a brand transformation in September of this year and the Memorial is proud to incorporate those changes into the

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Tournament's name and logo. Attached please find the new Memorial Tournament presented by Nationwide logo in both .JPEG and .EPS formats. Also included are new Tournament branding guidelines and a special 40th recognition logo. Please note that the word, Insurance is no longer included in the name or logo for the Memorial per the new branding guidelines.

"We want to offer our sincere congratulations to Nationwide on their successful rebranding launch," said Dan Sullivan, executive director of the Memorial Tournament. "Our partnership with Nationwide has been incredibly successful and we are excited to integrate their new vision into the Tournament's logo. We are equally thrilled to offer introductory pricing for the Memorial and we are confident the Tournament's 40th playing will add to the rich tradition the Tournament has established since its first playing 1976."

About the Memorial Tournament presented by Nationwide Insurance

The Memorial Tournament presented by Nationwide Insurance is held annually at Muirfield Village Golf Club in Dublin, Ohio, a suburb of Columbus. The Tournament, founded and hosted by Jack Nicklaus, is conducted each year with three goals in mind: to honor the memory of individuals living and deceased who have distinguished themselves in the game of golf; to showcase the world's best golfers competing on one of the most challenging venues in the world for the enjoyment of spectators; and to benefit many Greater Columbus Charities in alliance with the Nicklaus Children's Healthcare Foundation, Nationwide Children's and numerous other local organizations. For more information, visit www.thememorialtournament.com or call 614-889-6700.

About Nationwide

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor's. The company provides a full range of insurance and financial services, including auto, commercial, homeowners and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; specialty health; pet, motorcycle, boat and farm insurance. For more information, visit www.nationwide.com.

Nationwide, Nationwide is on your side, *Join the Nation* and the Nationwide N and Eagle are service marks of Nationwide Mutual Insurance Company.

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