



2017



# U.S. HICKORY OPEN™

AT THE DEL MONTE GOLF COURSE

PRESENTED BY THE SOCIETY OF HICKORY GOLFERS

WEST COAST DEBUT  
JULY 10-12, 2017



2017 EVENT INVITATION



## **The U.S. Hickory Open, hosted by the Society of Hickory Golfers, makes its West Coast debut at the historic Del Monte Golf Club in Monterey, California, July 10-12, 2017.**

Operated by Pebble Beach Resorts, Del Monte is a landmark course that has played an instrumental role in popularizing golf in the West since its inception in 1897.

**The U.S. Hickory Open is a fixture of the Society of Hickory Golfers and represents the premier hickory golf tournament of the year. Over 100 Hickory Players from throughout the United States, Canada and Europe will participate in this event using wood shafted clubs conforming to the era from before 1935.** [The winning score last year was just 7-over par.]

The 2017 USHO is the fourth and final of the major “championship series” events of the SoHG in the 2016-17 season. Players compete, year-round, for total points, akin to the famed FedEx Cup and the PGA Tour.

**Corporate sponsorship packages are available and can be tailored to your specific needs. Please contact Robert Birman at (360) 774-3631 or [rob.birman@gmail.com](mailto:rob.birman@gmail.com), or Jim Davis at [jdavis2364@gmail.com](mailto:jdavis2364@gmail.com) for details.**



photo: Northwest Hickory Players



# About Del Monte

Only a few visitors to Hotel Del Monte in 1897 would have heard about, much less played, the newest craze in sports sweeping America: the game of golf. **Golf was introduced to California in 1892** when a recent English immigrant, Charles E. Maud, laid out the Pedley Farms Golf Course (later to become known as Victoria Golf Club) in Riverside, some 60 miles east of Los Angeles. Interest in golf grew rapidly and the 1890s saw many new golf courses being built. By 1900 there were nearly one hundred golf courses in California.

In the Bay area, the Burlingame Golf Club, still in existence today, was the first to organize in 1893. It was followed by the Presidio Golf Course in 1895. **The Hotel Del Monte Golf Links came soon after in 1897**, with Maud as its architect. The nine-hole course measured 2219 yards. At the time, Hotel Del Monte was a popular destination resort for the “smart set” and included a polo field and a race track.

In spring of 1901, former U.S. Open champions gave an exhibition at Del Monte. Del Monte hosted the inaugural amateur and open championships of the newly formed Pacific Coast Golf Association, comprising clubs from California, Oregon, and Washington. Some regard this open championship as the first California State Open, won by Scotsman Robert Johnstone, club professional at Presidio, with a score of 148 for 36 holes.

**The course was expanded in 1903, becoming the first golf course in California to boast 18 holes.**

**Today, only two of California’s earliest golf courses remain in operation: Del Monte Golf Course and the course at the Presidio in San Francisco, built in 1896.**



## U.S. Hickory Open Schedule

The current schedule below is subject to change. Please check for updates as the event draws nearer.

### Monday, July 10

**7:30 a.m. – 6:00 p.m.**

Practice Rounds. Schedule your practice round with the Pro Shop at Del Monte Golf Course – 831-373-2700.

**5:00 p.m. – 7:30 p.m.**

Welcome reception and Club Swap/Trade Show. Hors d'oeuvres served.

### Tuesday, July 11

**9:30 a.m.**

First round 2017 U.S. Hickory Open

**6:00 p.m.**

Tournament dinner and raffle drawing.

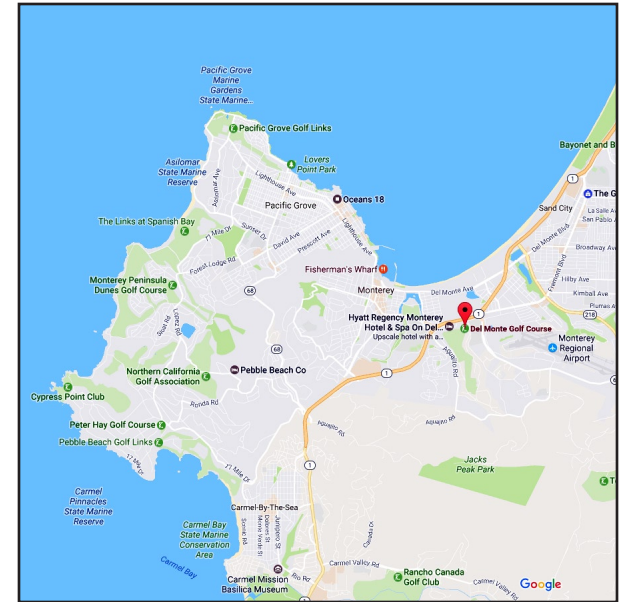
### Wednesday, July 12

**9:30 a.m.**

Final round of 2017 U.S. Hickory Open

**2 p.m.**

Results and prize presentations.



**Details and Registration: <https://www.hickorygolfers.com/us-hickory-open/>**







# Sponsorships

## Del Monte Golf Club - Monterey, California, July 10-12, 2017

Jones	Hagen	Vardon	Ouimet	Banquet	Sarazen
\$5,000	\$3,000	\$1,500	\$750	\$500	\$250
Four USHO entry fees, exclusive feature profile in fall edition of <i>The Wee Nip</i> , 16 raffle tickets, full page ad in U.S. Hickory Open Program, logo on event banner, free hole sponsorship, and framed poster.	Four USHO entry fees, 12 raffle tickets, two-third-page size ad in U.S. Hickory Open Program, logo on banner, and free hole sponsorship.	Two USHO entry fees, 8 raffle tickets, half-page ad in U.S. Hickory Open Program, logo on banner, and free hole sponsorship.	One practice round foursome, 4 raffle tickets, half-page ad in U.S. Hickory Open Program, listing on event banner, and free hole sponsorship.	Half-page ad in U.S. Hickory Open Program, listing on event banner, and free hole sponsorship. Banquet sponsors will receive specific recognition at our awards ceremony.	Half-page ad in U.S. Hickory Open Program and free hole sponsorship.
Value \$2,575	Value \$1,975	Value \$1,250	Value \$740	Value \$425	Value \$275

Please contact Robert Birman at (360) 774-3631 or [rob.birman@gmail.com](mailto:rob.birman@gmail.com), or Jim Davis at [jdavis2364@gmail.com](mailto:jdavis2364@gmail.com) to confirm your sponsorship.





## Del Monte Golf Club - Monterey, July 10-12, 2017



Photo: Northwest Hickory Players

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AT THE DEL MONTE GOLF COURSE

## SPONSORSHIP PLEDGE FORM

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Entity to Receive Acknowledgement: ☐ Name ☐ Company

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web URL: \_\_\_\_\_

**Yes! Count me in as a sponsor for the 2017 U.S. Hickory Open at Del Monte!**

Level: (choose one)

☐ Jones/\$5,000

☐ Hagen/\$3,000

☐ Vardon/\$1,500

☐ Ouimet/\$750

☐ Banquet/\$500

☐ Sarazen/\$250

Payment: (choose one)

☐ Check Enclosed

☐ Credit Card

☐ Debit Card

Card Information:

☐ Visa

☐ Mastercard

Card Number: \_\_\_\_\_ Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Payments payable to Society of Hickory Golfers. Camera-ready artwork for program book ads can be e-mailed to [rob.birman@gmail.com](mailto:rob.birman@gmail.com) prior to June 1. Please convert fonts to outlines or include fonts with your digital file. EPS, ID, AI, PDF or JPG files preferred. Large files can be shared via Drop-box or other similar services. SoHG can design your ad for you upon request. Please furnish all copy for your ad via e-mail. The tournament committee will attempt to affirm all graphics with you in advance of the event, where possible. Thank you for supporting SoHG and the inaugural debut of the USHO on the West Coast in 2017. Your support is greatly appreciated! Questions? Call (360) 774-3631.

Mail this form to 1908 35 Street, Port Townsend, WA, 98368, USA. Deadline: June 1, 2017