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CONTACT | JOCELYN BAUER  
P | 312.951.0700  
E | JOCELYNBAUER@VIPSM.COM

## VIP SPORTS MARKETING ANNOUNCES NEW HOSPITALITY LOCATION FOR MASTERS

**JANUARY 6, CHICAGO** – VIP Sports Marketing is pleased to announce the location of its new hospitality venue for the upcoming Masters Golf Tournament: 250 Boy Scout Road. Due to the City of Augusta realignment project of Berckmans Road, Augusta National Golf Club bought the The Lodge on Heath from VIPSM. 2016 marks VIPSM’s 17<sup>th</sup> consecutive year at the Masters, and for the last 7 years, The Lodge on Heath was VIPSM's previous Masters Event location.

In anticipation of further land acquisitions by Augusta National, VIPSM strategically selected Boy Scout Road, so its clients would have quick, convenient and easy access to future course entrances.

The new hospitality site will continue to offer first class services and amenities. This includes private transportation, valet parking, premium open bars, multiple TVs, massage therapists, gourmet breakfast, lunch and hors d'oeuvres as well as hand-rolled sushi and cigars.



(Front Entrance)

The facility will provide guests with a relaxed and comfortable environment with access to front and back patios through floor to ceiling glass doors.



(Banquet Hall)



(Lounge)



***(Outdoor Back Patio)***

VIPSM clients scheduled to attend the 2016 Masters (or future tournaments) will receive event information in the weeks preceding the tournament detailing the new site and its location. VIPSM representatives will be contacting clients to inform them of the change.

The 2016 Masters Golf Tournament will take place April 4 -10<sup>th</sup> in Augusta, GA.

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#### **ABOUT VIP SPORTS MARKETING**

VIP Sports Marketing was founded in 1998 with the focus of providing personalized customer service for clients at a variety of corporate hospitality events. Since then, VIP has grown to specialize in premium tickets, concierge services and conference planning, in addition to corporate hospitality. [www.vipsm.com](http://www.vipsm.com) | 312.951.0700