USGA Media Center

FAR HILLS, N.J. (Jan. 13, 2016) – The United States Golf Association (USGA) and Deloitte today announced a multiyear strategic partnership intended to accelerate the USGA's impact on the game of golf and foster greater collaboration and innovation around services that benefit golfers and facilities.

The USGA and Deloitte first teamed up in 2014 to assess existing programs and explore ways to build and deepen engagement within the golf community in order to better meet the evolving expectations of the modern golfer, state and regional golf associations (SRGAs), and clubs/facilities.

For more than a century, the USGA and SRGAs have collaborated on a number of fundamental services for golfers, including the administration of the USGA Handicap System™, competitions and education programs. As the game of golf has evolved, the USGA and the SRGAs are jointly adapting and advancing the ways in which they serve golfers and golf facilities.

Through extensive research and analysis, Deloitte assisted the USGA in creating a strategy to enable the USGA and SRGAs to modernize, streamline and ultimately increase the value of these services to the game. This vision, which the USGA intends to realize over the coming years, should build stronger relationships with all those who administer and play an integral role in influencing the health of the game.

"We are excited to welcome Deloitte as a strategic partner of the USGA," said Mike Davis, USGA executive director. "For the last two years they have worked with us to reimagine how we can better serve certain parts of the game. Together, we hope to empower people to connect in new ways with golf by enhancing the ways we interact with all of those who love and play it."

"We share the USGA's vision to make the game more inclusive and responsive to how people think, act, engage, recreate and live today," said Cathy Engelbert, chief executive officer of Deloitte LLP. "Golf instills incredible values, including collaboration, competitiveness and integrity. We are proud to support this tremendous game and to lend our business insight and innovation concepts to help the organization and the game of golf continue thriving in the future."

In addition to its professional services work with the USGA, Deloitte will support USGA initiatives and championships, including programs that celebrate volunteerism, and promote inclusion and innovation in and beyond the golf community.

To learn more about the USGA and their work with Deloitte, watch thisvideo or read this case study.

Established in 2006, the USGA corporate partner program works with distinguished global organizations to create year-round initiatives that deliver on shared goals, build stronger relationships with key audiences and positively impact the game of golf. Deloitte joins American Express, IBM, Lexus and Rolex as official USGA partners.

About the USGA

The USGA conducts the U.S. Open, U.S. Women's Open and U.S. Senior Open, as well as 10 national amateur championships, two state team championships and international matches, attracting players and fans from more than 160 countries. Together with The R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, equipment standards and World Amateur Golf Rankings. The USGA's reach is global with a working jurisdiction in the United States, its territories and Mexico, serving more than 25 million golfers and actively engaging 150 golf associations.

The USGA is one of the world's foremost authorities on research, development and support of sustainable golf course management practices. It serves as a primary steward for the game's history and invests in the development of the game through the delivery of its services and its ongoing "For the Good of the Game" grants program. Additionally, the USGA's Course Rating and Handicap systems are used on six continents in more than 50 countries.

For more information about the USGA, visit http://www.usga.org.

About Deloitte

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including 80 percent of the Fortune 500. Our people work across more than 20 industry sectors to deliver measurable and lasting results that help reinforce public trust in our capital markets, inspire clients to make their most challenging business decisions with confidence, and help lead the way toward a stronger economy and a healthy society.

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