> *“Our fans will receive a ticketing experience that’s as exceptional as the championships themselves, and SeatGeek is the right partner to deliver that. - Amanda Weiner, managing director, Ticketing and Global Media at the USGA.”*

NEW YORK, N.Y. and LIBERTY CORNER, N.J. — May 7, 2025—SeatGeek, the high-growth technology platform transforming the live event experience for fans, teams and venues, and the United States Golf Association (USGA) today announced a multi-year partnership, making SeatGeek the Official Ticketing Provider of some of golf’s most notable championships, including the U.S. Open, U.S. Women’s Open Presented by Ally and U.S. Senior Open. The newly launched partnership will debut with the USGA’s 2026 championship season, beginning with a May 22, 2025, pre-sale for select groups ahead of the 2026 U.S. Women’s Open, set to be played next summer at the iconic Riviera Country Club in Pacific Palisades, Calif.

With SeatGeek, golf fans, as well as corporate and hospitality clients, will enjoy a modern, intuitive ticketing experience—and rightsholders will get a platform designed to drive revenue and reduce complexity. Features like these turn ticketing into a strategic advantage:

- Streamlined Checkout That Drives Conversion: With SeatGeek, fans can build their perfect championship experience—selecting tickets across multiple days and sessions in a single transaction. Fewer clicks mean fewer drop-offs, translating to more fans and more revenue.
- On-Site Engagement: SeatGeek’s fan engagement platform, Rally, enhances the fan journey, with “Know Before You Go” information seamlessly integrated right into fans’ digital tickets, easy access to onsite upgrades, as well as personalized offers based on customer profiles. The USGA and SeatGeek will also collaborate on an on-site fan photo opportunity to be displayed at the U.S. Open and U.S. Women’s Open beginning in 2026.
- Real-Time Insights for Smarter Sales: With every fan action captured in SeatGeek’s unified backend, operators gain a 360° view of performance across ticket types, sessions and audiences.

“Our fans will receive a ticketing experience that’s as exceptional as the championships themselves, and SeatGeek is the right partner to deliver that,” said Amanda Weiner, managing director, Ticketing and Global Media at the USGA. “Their innovative platform helps us rethink how we serve our audience, from flexible purchasing options to smart on-site features, so that every touchpoint adds value to the fan experience. This partnership is another step forward in how we continue to use technology to engage with golf fans worldwide.”

As part of the new deal, USGA will leverage SeatGeek’s high-powered box-office solution, Unify, to streamline ticketing operations and optimize event-day experiences. Unify will empower the USGA to manage inventory more effectively and deliver tailored experiences for fans attending its championship events using real-time data and analytics—discoverable in one complete platform. In addition, SeatGeek will present the onsite Ticket Office at both the U.S. Open and U.S. Women’s Open.

“The USGA is setting a new standard for what modern golf fandom can be, where tradition meets innovation in all the best ways,” said Russ D’Souza, co-founder & president of supply at SeatGeek. “They’re not just using technology as a tool, but also embracing it as a strategy to bring fans closer to the action, and that resonates with us deeply. We look forward to working with the USGA to redefine the championship experience while continuing to grow our presence within the world of golf.”

With this landmark partnership, SeatGeek solidifies its status as a leading ticketing platform in professional golf. The USGA joins a notable group of industry leaders already working with SeatGeek, including the PGA of America and the

Ladies Professional Golf Association (LPGA), underscoring the company's growing influence across the sport.

SeatGeek's growing roster of partners also includes some of the most influential organizations in sports and entertainment, including six NFL teams, three NBA teams, two NHL teams, and multiple clubs within the MLS, NWSL and the EPL. It also has league-wide and organizational partnerships with properties such as Major League Baseball (MLB) and the United Soccer League (USL).

**About the USGA**

The USGA is a mission-based golf organization whose purpose is to unify the golf community through handicapping and grassroots programs; to showcase the game's best talent through the U.S. Open, U.S. Women's Open Presented by Ally and 13 other national championships and our museum; to provide unbiased global governance with The R&A through the playing, equipment and Amateur Status rules; and to advance issues important to golf's future, with a focus on driving sustainability, accessibility and inclusion. As a nonprofit association, our work and our team are driven to act for the good of the game. For more, visit usga.org.

**About SeatGeek**

SeatGeek was founded in 2009 when three live event fans had the crazy idea that modern technology could improve the live event-going experience for everyone--fans, teams and artists. Today, SeatGeek offers a trusted marketplace for fans to easily buy and sell tickets to the events they love and provides primary box office technology for some of the most prominent names in sports and entertainment globally.

For further information: Julia Pine, jpine@usga.org

---

https://mediacenter.usga.org/press-releases?item=123136