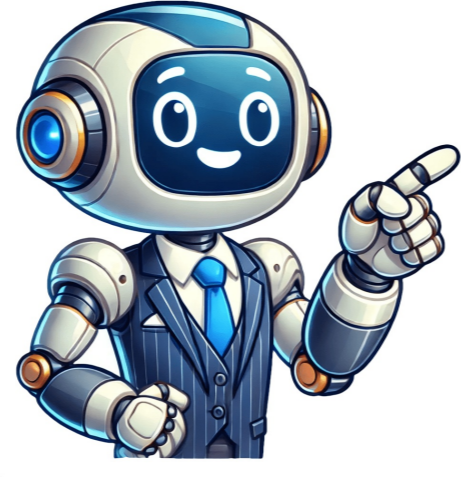


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Augusta masters flag

We have officially arrived at the first Major Championship of the 2024 PGA Tour season. The 88th year of The Masters Tournament begins on Thursday, April 11th at Augusta National Golf Club in Augusta, Georgia.Augusta National Golf Club: Hole-by-Hole Guide >>>This year, The Masters is offering a new premium hospitality package for golf fans, called "Map and Flag" which comes with a \$17,000.00 ticket price. Included inside are premium food and drink options, as well as an "expansive food hall and high-energy sports bar," according to Map & Flag's website. More than 80 TVs carrying tournament coverage are inside the venue, and patrons also will have access to an outdoor garden and a merchandise shop. [SB]First Look: Map and Flag - The Official Masters Hospitality Experience Map and Flag Photos: Fans willing to spend the extra money on the package, which will be located across Washington Road - close to Augusta National Golf Club, will receive a tournament badge on arrival to the venue. The all-inclusive club also comes with spectacular views, overlooking the 18th green. Once fans are inside the venue, they will be able to avail of all the package has to offer including three eating options, a state-of-the-art entertainment system and an outdoor lounge area. Here are more details, outlined in an article posted on The Daily Mail. Food and Drink Club members will be provided an unlimited amount of premium food and drink options during the event. There will be three dining options available, offering breakfast along with lunch and dinner options that include 'masterfully crafted sandwiches'. The Carvery is the perfect option for meat lovers as the restaurant offers a wide range of meat-based meals.The last place customers can grab a bite to eat is The Marketplace, with choices on the menu offering coffee, donuts, pastries, salads, charcuterie and cheese selections. The reportedly 26,000 square feet venue will also have multiple bars, where customers can make use of their all-inclusive drink tab. Paying \$17,000 for a ticket at any event is pricey so when it comes to amenities and entertainment at these venues, fans expect the best. Map and Flag will be no different and will offer full coverage of each hole across 80 TVs in the club so fans don't miss a second of the action. There will be TVs both inside the club and also in the outdoor garden. Dress CodeAs the Masters is one of the most prestigious events in golf, the patrons will be expected to dress appropriately at Augusta National. Although a specific dress code has not been stated, the Augusta National Golf Club notes as the Masters is the 'last non-commercialized sporting event in the world, guests are asked to refrain from using any corporate signage, outerwear or company-specific lanyards.'Instead guests are 'encouraged to use the Club-provided or Masters branded'. lanyards.House Rules The Masters is well known for its strict no mobile phones policy on the course and this tradition will extend to the new 'Map and Flag' hospitality club. The venue's website clearly states that cell phones, cellular capable devices, beepers, electronic devices and tablets are also prohibited from the venue.The website also asks that the taking of photos inside the venue be refrained. The Masters Tournament is the most coveted title in professional golf, but it is also one of the most exclusive experiences available to golf fans. Augusta National Golf Club is famous for its exclusivity, and its latest hospitality initiative proves it. "Map and Flag" is a hospitality initiative that debuts in 2024 at the Masters. It is a system of weekly passes valued at no less than \$17,000 each, according to a Sports Business Journal report. These premium passes include access to the hospitality venue as well as the tournament itself. This option also includes exclusive food and beverage options, as well as a sports bar and an exclusive merchandise shop. At this new hospitality venue for the Masters, fans will enjoy more than 80 televisions broadcasting the event. "Map and Flag" will open at 6:30 a.m. and close one hour after the conclusion of each round. The Masters organizers did not reveal how many "Map and Flag" passes were sold, although they did present the three facilities that will serve fans each day: "The Grille": will serve breakfasts between 06:30 am and 10:00 am, and lunch/dinner from 11:00 am until closing time. Service will include The Masters' classic sandwiches."The Carvery": Will operate with the same hours as "The Grill" but specializes in Western-style breakfast and smoked beef brisket and pork ribs for lunch/dinner."The Marketplace": Open from 06:30 am until the close of the event. It is designed for quick refreshments, including coffee, donuts and pastries in the mornings and fruit, salads, charcuterie, cheese, freshly shucked oysters and chilled shrimp cocktail from 11:00 am. "Map and Flag vs. Berckmans Place at the Masters "Map and Flag" will be competing with "Berckmans Place" during the event. The latter is the hospitality option that has existed at Augusta National for 10 years and, until now, was the most exclusive option to enjoy the event. "Berckmans Place" began operations in 2013 and, during its first season, sold out its 400 capacities (at \$4,000 each) in a matter of minutes. In 2022, passes for this facility cost \$6,000 each. The price includes all patrons' (the name given to guests at Augusta National) consumption at any of the five "Berckmans Place" themed restaurants. The facility features a merchandise store and extra-scale replicas of the seventh, 14th and 16th greens.The event will begin this Thursday, April 11, at Augusta National Golf Club. The event runs through April 14. About the author Quick Links Edited by Luke Koshi The Masters' new hospitality setup will join Berckmans Place as one of the most sought-after destinations in sports. Harry How/Getty The toughest ticket in sports just added a sweet new perk.A new hospitality offering named "Map and Flag" will debut at the Masters when the golf world returns to Augusta National in a little more than a month, the Sports Business Journal reported on Monday morning. The offering will provide a brand-new Masters experience to an unspecified number of fans for the nosebleed price of \$17,000 for the week. Map and Flag is the formal name for the hospitality project announced by Augusta National chairman Fred Ridley at his annual press conference last April. The project, which was developed on the former site of the Electrolux building across the street from the golf course's entrance, will provide a series of premium food, drink and merchandise options, including a "food hall," a sports bar and an outside garden and merchandise shop. Map and Flag will be the second major hospitality offering for Masters visitors, following in the footsteps of Berckmans Place, which launched in 2013 and quickly became the gold standard of pro sports hospitality. Weekly tickets for Berckmans — a 90,000-square-foot facility located off the side of the 5th fairway — are sold primarily to club members and tournament sponsors for the reported cost of \$6,000. Map and Flag is the latest in a series of development projects for Augusta National after it spent years quietly vacuuming up real estate surrounding the golf course. Those real estate expansion efforts continue today, but have already resulted in considerable land gains for the club...and all manner of rumors about how it plans to use the new space. Luxury hospitality, long one of golf's most profitable enterprises, represents a logical path to expansion for the Masters that doesn't require considerably increasing tournament capacity. Other possible avenues of growth are the creation of additional merchandise centers (a new development is expected to open in April near the site of the par-3 course) and food and beverage locations. Much like Berckmans, the buzzy new tournament hangout will add one more concentric circle of exclusivity to the event already regarded as the sports world's most exclusive. Tournament badges sell on the secondary market for thousands, and tens of thousands of fans enter the tournament's ticket lottery each year in the hopes of being granted the right to purchase a face-value badge for one or multiple tournament days. The unfortunate news for golf fans is that barring the club sharing photos of Map and Flag, it's unlikely we'll earn a glimpse into the new venue. As is tournament tradition, cell phones are banned from the premises of the new development, as is photography. The 2024 edition of The Masters features a plush new hospitality venue outside the gates of Augusta National. The Map & Flag, which is located across Washington Road a short walk from Augusta National, has opened with weekly passes being sold for \$17,000 each. Now official images have been released of the venue, offering a glimpse of what patrons attending can expect for their money.As well as access to the tournament, pass holders will find a world-class venue with facilities including a merchandise shop, food and beverage areas with chef-inspired food concepts, and an outdoor garden. You may like The Map & Flag's food hall includes The Grille, with breakfast and lunch/dinner options promising "masterfully crafted sandwiches." A glance at the images released on the official X account of The Masters shows items on the menu include a classic smash burger, spicy fried chicken sandwich and chilled lobster roll.A first look at Map & Flag, the Official Masters Hospitality Experience. #themasters pic.twitter.com/siXUwU5XxCApril 8, 2024Another option is The Carvery, which, as its name suggests, has meat-based offerings, while The Marketplace is reportedly another dining area of The Map & Flag, with choices including coffee, donuts and pastries, salads, charcuterie and cheese selections.Not surprisingly, iconic scenes from The Masters adorn the walls beside comfortable-looking booths, while there are 80 TVs throughout the 26,000 square feet venue showing the action on the course, including several surrounding the bar of The Carvery, which also has a giant screen behind the bar.The merchandise shop appears spacious and well-equipped to handle eager souvenir seekers, too, with its shelves stocked with everything from official apparel to Masters gnomes!Subscribe to the Golf Monthly newsletter to stay up to date with all the latest tour news, equipment news, reviews, head-to-heads and buyer's guides from our team of experienced experts.The venue, which was announced by Augusta National chairman Fred Ridley before last year's tournament, offered an unspecified number of patrons prepared to stump up the cash access for 2024, along with a coveted tournament badge, while those interested in attending in 2025 are already being invited to apply via the official Masters website.Opening hours are reportedly between 6.30am and one hour after the end of play each day.Whether the Map & Flag will rival the revered Berckmans Place at Augusta National, which celebrated its 10th anniversary in 2023, remains to be seen, although the official images certainly suggest a suitably premium experience for those paying for access to it. AUGUSTA, Ga. — Map & Flag, Augusta's newest high-end hospitality venue, is open for business and the early reviews are positive."It's Augusta. They did it perfect," said a golf industry veteran who hosts clients at the Masters every year. "First year deal, you'd think there would be issues but, no, it works and my people love it."Map & Flag is the first and only official Masters hospitality experience outside the gates of Augusta National Golf Club. Located on the corner of Berckmans and Washington Road, it is a seven-minute walk to access the club's North Gate. Sports Business Journal previously reported that weekly passes cost \$17,000 each and includes access to the hospitality venue as well as a tournament badge. The venue opens daily at 6:30 am ET for valet, shuttle drop-offs and breakfast services and closes one hour following conclusion of play.Berckmans Place, which debuted in 2013 as the ultimate golden ticket, is tucked in an oasis behind the fifth fairway at Augusta National and is a modernized version of the famed white antebellum clubhouse. One patron, who has been to Berckmans previously and visited Map & Flag on Monday, described the difference as the latter being "a more chill vibe with less important people." Another industry veteran who had been to both said they are meant to be different and described Map & Flag as a giant sports bar that is "simple and elegant."It is built on the grounds of Augusta's former Electrolux building, which was 26,000 square feet. This year, only the hospitality zone's first floor is open but a second floor is expected to be completed for next year.This is how the Masters website describes the new venue: "Featuring a merchandise shop, inclusive food and beverage with chef-inspired food concepts, an outdoor garden and more, Map & Flag offers guests a premium patron experience to enjoy all the action of the Tournament with a level of service only found at the Masters." Tips are included, too. The website also notes that tickets sold out this year, but there is a form to apply for tickets for 2025.For years, unauthorized hospitality venues, typically located just outside the gates, have filled a need with corporate sponsors looking for tickets and a place to tend to their guests. The creation of Map & Flag surely is going to impact the secondary market. According to one source, the clientele that typically purchases off-site hospitality and tickets were among the first to sign up for the Masters-approved off-site hospitality."What you get from the Masters is 10 times better than being part of some off-site group that's not affiliated and using tickets that aren't theirs," one Map & Flag user said.Another user speculated that knowing Augusta National, it wouldn't surprise them if the club built an underground tunnel to transport patrons to and from the off-site hospitality and the course without having to leave the property.Time will tell but the early returns suggest Augusta National has hit another home run.As one early visitor to Map & Flag said, "They have yet to miss." The 2025 Masters is still more than four months away, but Augusta National is already prepping patrons for an expanded Year 2 experience at the club's off-course hospitality offering, Map & Flag.The venue, across Washington Road from the North Gate to Augusta National, is opening a second floor in April. Though the full scale of the second floor isn't yet clear, extensive food offerings will be provided.Last year the venue featured three main dining options: The Grille, The Carvery and The Marketplace. Next April will debut a number of new options on the second floor.Map & Flag will offer a "Taqueria" that will be open from 11am-closing time. According to Augusta National's official Map & Flag site that was viewed by SBJ, the Taqueria will serve "chicken tinga, beef barbacoa and pork shoulder carnita tacos paired with cilantro rice, black beans and fresh sides of guacamole, pico de gallo, salsa verde and more." It also will introduce "new signature cantina cocktails, served daily upstairs in the afternoons."Also new will be a "Seafood Grille" on the second floor that will offer blackened shrimp po-boys, fried grouper and crab cake sandwiches. Sides include pimento cheese and jalapeno hush puppies, as well as crinkle-cut fries. Another second-floor marketplace will debut handmade sushi, chilled shrimp cocktails and freshly shucked oysters.RELATED: Augusta National adds Sean McManus, Eli Manning as new membersOther new options at Map & Flag include wine and spirit tastings, an ice cream novelties cart and "roving oyster shuckers." Augusta National also is promoting live entertainment at the venue Thursday-Sunday.On the first floor, patrons will still have access to The Marketplace, open 6:30am-close, that offers an all-day menu. Also on the first floor: The Grille, which will have breakfast offerings from 6:30-10am and lunch from 11am-close. Patrons can dine on a spicy fried chicken sandwich with pimento cheese, as well as a new egg and cheese breakfast burger and wagyu beef hotdog.The Carvery, again located on the first floor, will serve breakfast and lunch. Offerings there include brisket and egg sandwiches, pulled pork and brisket burnt-end sandwiches.Sources this spring said some patrons had issues crossing the busy, five-lane Washington Road to get to Map & Flag. The venue's website this year is promoting a shuttle area for venue pick-ups and drop-offs, as well as select valet parking.Other returning amenities in 2025 include access to Map & Flag's merchandise store and an outdoor experience that includes TVs, bar service and games.Weekly passes last year cost \$17,000 and included daily entrance to Map & Flag as well as a tournament badge. A source confirmed the price would remain in that range again in 2025.Augusta National declined comment for this story. Booth-1 (mapandflag.com) Augusta 2 (MapandFlag.com) Augusta 1 (MapandFlag.com) Augusta 3 (MapandFlag.com) Augusta 4 (MapandFlag.com) Augusta 5 (MapandFlag.com) Map-Merch (mapandflag.com) The-Carvery (mapandflag.com) Taps (mapandflag.com) Augusta 6 (MapandFlag.com) Augusta 7 (MapandFlag.com) Augusta 8 (MapandFlag.com)