



C A S E S T U D Y

the Memorial  Tournament™

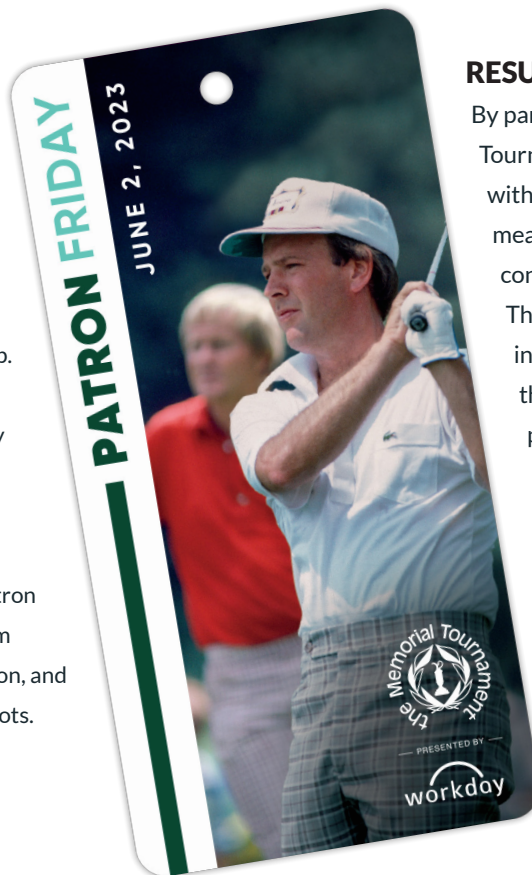
STARK's Solutions for The Memorial Golf Tournament

The Memorial Tournament is an annual golf event founded by Jack Nicklaus in 1976 and is held at the prestigious Muirfield Village Golf Club in Dublin, Ohio. The tournament attracts over 120,000 spectators each year and is considered one of the most respected events on the PGA Tour.

In 2017, tournament staff engaged STARK, a leading provider of event and venue technology solutions, to help engineer a solution that would provide a better view and understanding of their patron attendance.

SOLUTION

Over the years, STARK's team has provided a comprehensive suite of RFID-based solutions that started with the production and fulfillment of high-quality RFID badges. The badge quality was an upgrade that better represented their esteemed reputation and sponsorship. STARK also engineered an RFID access control system that volunteers could easily use without sacrificing quality or speed. Passive tracking at strategic locations was added to provide real-time and post-event analytics used to generate insights into patron behavior. The solution also included custom online patron registration, badge association, and RFID-based parking management for VIP lots.



RESULTS

By partnering with STARK, The Memorial Tournament has elevated their patron experience with upgraded badges and enhanced security measures, as well as streamline their access control and parking management systems. The once-anonymous badges are now tied to individual registrations, which has allowed the tournament to personalize its services to patrons. Additionally, strategic passive tracking provides valuable intelligence into patron behavior, area capacities, travel times, length of stay, and overall flow throughout the event. This data has proven to be an invaluable tool for The Memorial Tournament, as it enables management to make data-driven decisions that optimize operational processes and enhance the overall experience for patrons.

AT A GLANCE

STARK Solutions Deployed:

- Access Control
- Patron Tracking
- Patron Registration
- Badge Production
- Parking Management
- Venue Intelligence

CLIENT SINCE: 2017