

9th Annual

# Automotive Industry Golf Challenge

benefiting the

*Rhonda Walker Foundation*



**NEW  
LOCATION**



**NEW TITLE  
SPONSOR**

**faurecia**



**MONDAY, JULY 26, 2021**

**DETROIT GOLF CLUB**

17911 Hamilton Drive - Detroit, Michigan

[www.rhondawalkerfoundation.org](http://www.rhondawalkerfoundation.org)

**S P O N S O R P A C K A G E**

Dear Friend,

We are excited to bring the summer's most fun and impactful charity golf outing, the 9th Annual Automotive Industry Golf Challenge benefiting the Rhonda Walker Foundation (RWF) to the newly renovated Detroit Golf Club, home of the Rocket Mortgage Classic on the Championship North Course and South Course Monday, July 26, 2021. As always we are planning a one-of-a-kind day to benefit Detroit youth with exciting opportunities to network with top executives in the automotive industry from Ford, GM, FCA, Toyota and the best automotive suppliers in the world.

## OUR UNIQUE, ONE-OF-A-KIND GOLF EXPERIENCE INCLUDES: HIGHLY ANTICIPATED LIVE AUCTION FOR AN EXCLUSIVE EXECUTIVE EXPERIENCE WITH ONE OF OUR AUTOMOTIVE VIPS

- Champagne Brunch; Mimosa & Bloody Mary Bar
- Golf on a PGA Championship Course
- Cigar Bar on the Course
- Surprise Celebrity Guests
- Networking Reception with Top Auto Industry Executives
- Awards Program and Dinner
- Afterglow on the Beautiful DGC Patio
- Live Entertainment
- Premium Gifts
- Silent Auction

### 2020 Golf Challenge Automotive VIPs Included:

#### Ford Motor Company

Hau Thai Tang  
Lisa Drake  
Dave Filipe  
Gary Johnson  
Vikas Sherwal  
Jonathan Jennings  
Burt Jordan (Ret.)

#### General Motors

Shilpan A. Amin  
Steve Kiefer  
Ed Welburn (Ret.)

#### Toyota

Robert Young

#### Fiat Chrysler Automobiles

Marvin Washington  
Mark Stewart



**We Highly Recommend Securing Your Sponsorship and Foursomes  
Early for This Annual Sell Out Event!**

We look forward to seeing you this summer at the Detroit Golf Club. Please review the attached sponsorship opportunities and confirm your sponsorship with Holly Murphy at [golfchallenge@rhondawalkerfoundation.org](mailto:golfchallenge@rhondawalkerfoundation.org) or call her directly at 313.784.0834.

Warmest Regards,

Rhonda Walker Drumheller, President/Founder

Ruselda Villanueva Johnson, Chief Executive Officer  
Holly Murphy, Senior Marketing & Communications Dir.



### Automotive Industry Golf Challenge Host Committee

**Len Wiles**  
*BASF*

**Rob Fisher**  
*Piston Group*

**Burt Jordan**  
*Ford Motor Company (Ret)*

**Kirk Morris**  
*Joyson Safety Systems*

**Rhonda Walker Drumheller**  
*WDIV-Local 4*



## WHO WE ARE

Founded in 2003, in our 18 year history of empowering hundreds of Detroit teen girls, the RWF boasts a 100% high school graduation and college enrollment rate among teens that complete our five-year award-winning Girls into Women Program from 8th -12th grade.

Your support allows us to fulfill our mission to educate, empower and enrich inner city teen girls towards becoming strong, confident, successful and moral future leaders.



## GIRLS INTO WOMEN PROGRAM PILLARS:

- **College Prep**  
 Year-Round Tutoring, SAT Prep, Cross Country College Tours, Scholarships
- **Career Development**  
 Job Shadowing and Summer Internships, Resume Writing, Dress for Success, Career Workshops
- **Personal Development**  
 Confidence, Goal Setting & Leadership Life Skills, Financial Literacy, Etiquette
- **Health and Wellness**  
 Weekly RWF Zone Fitness and Nutrition Classes, Mental Health and Self-Care Workshops
- **Community Outreach/Cultural Awareness**  
 RWF Cares Community Service Projects, Arts and Culture Experiences
- **Mentoring**  
 Adult Mentors for Each Teen, Professional Networking, Empowerment Dinners

## RWF OUTCOMES

- **Higher Standardized Test Scores**
- **Higher GPAs**
- **100% High School Graduation Rate**
- **100% College Enrollment Rate**
- **95% College Graduation Rate**
- **Strong, Confident, Successful and Moral Future Leaders!**



## YOUR IMPACT

Please know you are making an impactful, life-changing investment in Detroit kids. The funds raised in the 8 years of the Automotive Industry Golf Challenge (AIGC) annually expands every level of our programming pillars, increases the number of girls we serve in our core Girls into Women program and our after-school programming in five Detroit middle schools.

The continued support of the AIGC includes the growth of our Scholarship Fund. To date, with your generous sponsorship we have awarded over \$300K in scholarships to deserving Detroit Youth who complete our five-year program.



# THANK YOU 2020 SPONSORS



## 2020 PRESENTING SPONSORS



## SPONSORS

Faurecia  
Magna  
ON Semiconductor  
Hitachi Metals  
Hitachi Automotive

Axalta  
Metalsa  
Detroit Manufacturing Systems  
Chemico Mays

JVIS USA, LLC  
Celani Family Foundation  
Lacks Enterprises, Inc.  
CIE USA



## FOURSOME SPONSORS

AT & T	Jason Drumheller
Bridgestone	Kevin Layden
DENSO	Linamar
Emerald City Designs	SEEL, LLC
James Group International	SET Enterprises



## IN-KIND SPONSORS

1 2 NV Events  
Avis Ford  
Carl's Golfland  
Cicchini Custom Clothier  
Emerald City Designs  
Prestige Automotive Group  
Robin Gamble Photography  
Zim's Vodka



# SPONSORSHIP OPPORTUNITIES

ALL SPONSORS AND FOURSOMES RECEIVE: BRUNCH, DINNER, ON-COURSE REFRESHMENTS, PREMIUM GIFTS, COMPLIMENTARY CIGARS, FOURSOME PHOTO

## TITLE SPONSOR \$50,000

**SOLD**

**Includes Foursome Photos with Rhonda Walker**

Exclusive Naming Rights on all event materials, promotional literature, signage and digital media; Welcome Banner at Entrance and on Course; Private VIP Reception Access for Four Guests and Golf with two Purchasing Executives of Choice; Three Foursomes on the North Course; Full-page and Back-cover ad in Program Book; Premium Hole Signage; Branded materials to all guests

## PRESENTING SPONSOR \$25,000

**SOLD**

**Includes Foursome Photos with Rhonda Walker**

Exclusive Presenting Logo Signage including banner; Recognition in Promotional Literature; Private VIP Reception Access for Four Guests and Golf with two Purchasing Executives; Two Foursomes on the North Course; Premium Hole Signage; Full-page Ad in Program Book; Branded materials to all guests

## \$15,000 SPONSOR TIER (4) OPPORTUNITIES

**Private VIP Reception Access with Purchasing Executives; Golf with a Purchasing Executive; Two Foursomes on the Championship North Course; Recognition in Promotional Literature; Premium Hole Signage, Half-page Ad in Program Book; *Foursome Photo with Rhonda Walker***

### PRIVATE VIP RECEPTION SPONSOR

**SOLD**

Logo Signage and Banner at Private VIP Reception and Access for Four Guests

### BRUNCH SPONSOR

**SOLD**

Banner and Table Signage with Logo at Brunch; Private VIP Reception Access for Two Guests

### DINNER SPONSOR

**SOLD**

Banner and Table Signage with Logo at Awards Dinner; Private VIP Reception Access for Two Guests

### CART SPONSOR

**SOLD**

Logo Signage on Carts on North and South Course; Private VIP Reception Access for Two Guests

## \$10,000 SPONSOR TIER (5) OPPORTUNITIES

**One Foursome on the Championship North Course; One Foursome on the South Course; Recognition in Promotional Literature; Premium Hole Signage; Logo in Program Book and Sponsor Banner; *Foursome Photo with Rhonda Walker***

### AUCTION SPONSOR

Logo Signage at Silent/Live Auction and on all Auction Communications

### BEVERAGE SPONSOR

Logo Signage at all Beverage Service Areas

### CIGAR BAR SPONSOR

Logo Signage at Cigar Bar

### DRIVING RANGE SPONSOR

Logo Signage at Driving Range

### AFTERGLOW SPONSOR

Logo Signage during Afterglow Reception

## \$7,500 SPONSOR TIER (4) OPPORTUNITIES

**Foursome on the Championship North Course; Hole Signage; Logo in Program Book and Sponsor Banner; *Foursome Photo with Rhonda Walker***

### PUTTING GREEN SPONSOR

Logo Signage at Putting Green

### SCORECARD SPONSOR

Logo Signage on all Scorecards

### ENTERTAINMENT SPONSOR

Logo Signage at Entertainment Stage

### REGISTRATION SPONSOR

Logo Signage at Registration

## FOURSOME OPPORTUNITIES

### NORTH COURSE FOURSOME SPONSOR \$5,000

Complimentary Cigar and Premium gifts for each golfer; Brunch and Dinner; Foursome Photo with Rhonda Walker

### SOUTH COURSE FOURSOME SPONSOR \$3500

Complimentary Cigar and Premium gifts for each golfer; Brunch and Dinner Foursome Photo

**HOLE SPONSOR \$1000** - Logo Signage on designated hole plus one ticket for Networking Reception and Dinner

**NETWORKING RECEPTION & DINNER \$500 per person**



# SPONSORSHIP CONFIRMATION FORM

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_ Company : \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- |                                  |                             |  |
|----------------------------------|-----------------------------|--|
| ____ \$50,000 Title Sponsor      | ____ \$10,000 Auction       | ____ \$7,500 Registration                              |
| ____ \$25,000 Presenting Sponsor | ____ \$10,000 Beverage      | ____ \$5,000 North Course Foursome                     |
| ____ \$15,000 VIP Reception      | ____ \$10,000 Cigar Bar     | ____ \$3,500 South Course Foursome                     |
| ____ \$15,000 Brunch             | ____ \$10,000 Driving Range | ____ \$1,000 Hole Sponsor                              |
| ____ \$15,000 Dinner             | ____ \$10,000 Afterglow     | ____ \$500 Networking Reception<br>& Dinner per person |
| ____ \$15,000 Cart               | ____ \$7,500 Putting Green  | ____ I am unable to attend.                            |
|                                  | ____ \$7,500 Scorecard      | Enclosed is my donation of:                            |
|                                  | ____ \$7,500 Entertainment  | \$ _____   |

***A link to register names for your foursome(s) will be forwarded on May 1, 2021.  
All foursomes names must be submitted by July 5, 2021.***

## Payment Method

Our check made payable to **Rhonda Walker Foundation** is enclosed for \$ \_\_\_\_\_

Pay online: **[www.rhondawalkerfoundation.org](http://www.rhondawalkerfoundation.org)**



Charge my card \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Security Code (3 digits, Amex 4 digits): \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature (required): \_\_\_\_\_

Billing Name (print): \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip \_\_\_\_\_



***Please return this form by May 1, 2021 to confirm your sponsorship to:***

[golfchallenge@rhondawalkerfoundation.org](mailto:golfchallenge@rhondawalkerfoundation.org)

or

Rhonda Walker Foundation

P.O Box 251746

West Bloomfield, MI 48325

For additional information or questions, please contact Holly Murphy @ 313-784-0834 or [hmurphy@rhondawalkerfoundation.org](mailto:hmurphy@rhondawalkerfoundation.org)  
or Ruselda Villanueva Johnson @ 313-300-9804 or [rjohnson@rhondawalkerfoundation.org](mailto:rjohnson@rhondawalkerfoundation.org)