

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

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 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
Bridgestone
DENSO
Emerald City Designs
James Group International
Jason Drumheller
Kevin Layden
Linamar
SEEL, LLC
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

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
& 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**

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

or

Rhonda Walker Foundation

P.O Box 251746

West Bloomfield, MI 48325

For additional information or questions, please contact Holly Murphy @ 313-263-1638 or hmurphy@rhondawalkerfoundation.org
or Ruselda Villanueva Johnson @ 313-263-1629 or rjohnson@rhondawalkerfoundation.org