

# Heart and Soul Community Luncheon

Dear Community Stakeholder,

On January 17, 2023, the Greenhouse Golf Academy will host the Coachella Valley Heart and Soul Community Luncheon. This will be the second-year of moving Green House Golf Academy into a new phase of “Growing the Game of Golf Through Community Awareness and Opportunities for Diversity & Inclusion”. The event will be held from 11:30 am to 3:30 pm at the PGA West located in LaQuinta, California.

The American Express Golf Championship remains one of the most significant events each year in the Coachella Valley formerly known as the Bob Hope Desert Classic bringing well deserved attention to our area. The desert region of southern California has many charitable causes that depends on public and private support.

The GHGA will be hosting a breakfast/luncheon to highlight the community and industry leaders who work to provide the needed support for many community organizations. At this upcoming 2023 American Express Golf Championship, the GHGA will be hosting a “special event” for approximately 50 to 60 special invited guests. Special guests will include professional golfers who will be playing in the limited field PGA tour event. The special event will serve as a platform to highlight selected worthy causes such as workforce development, diversity & inclusion within the golf industry.

Last year this event was held at PGA West in the Jack Nicklaus Ballroom. The keynote speaker from the golf industry was Avis Brown-Riley, the winner of the 1982 San Diego Women’s Amateur Championship, inductee of the San Diego Hall of Champions and the African American Golfers Hall of Fame, where she serves as a Board member, a recipient of the PGA Heritage award, a current LPGA Professionals Class A member, an author, and a stage four breast cancer survivor. Other noted speakers were Ron Oden and Jarvis Crawford.

Ron Oden was the first gay African-American mayor of Palm Spring who was honored with the 300<sup>th</sup> Golden Star of Palm Springs Walk of Stars in part due to the tremendous growth in the city during his tenure.

Jarvis Crawford was reared in the City of Palm Springs and was educated at Langston University in Oklahoma. He has returned home to the Coachella Valley and currently sits on the city’s Black History Committee, which works in conjunction with the Unity Center that sponsors many events and activities designed to support residents from Banning to Indio through



exercise classes and computer training for seniors, youth programs and sporting events, and Black History Month events.

All participants received a proclamation from the Riverside County Supervisor Manuel Perez office demonstrating his commitment and support to the people of the Valley.

As you can see the Heart and Soul luncheon focuses on a myriad of people who make things happen for worthy causes. Our emphasis again for this year will include as the keynote speaker professional golfers who will be playing in the limited field event. This special event will serve as a platform to highlight selected worthy causes such as workforce development, diversity & inclusion within the golf industry.

The goal of the GHGA is to assure the health and future of the game and industry of golf is represented by a more diverse population. Through its Golf, Education and Direction program (GED) program efforts will be made to positively impact some of the most important areas in the lives of those individuals who are underserved and feel uninvited to participate in the game. GHGA will provide an opportunity to create a relevant, coherent and engaging environment for underserved minority students introducing them to the game of golf. Students will receive golf skills development during golf clinics provided by a PGA professional. Students will also be mentored beginning with their initial enrollment into the GHGA which will continue throughout high school, college, and their professional career. The student mentor relationship will consist of but will not be limited to sportsmanship development, character training, and academic mapping towards completing high school and admission into college. Educational activities will complement and/or enhance the training that is needed to be both physically and academically competitive thus leading to the potential of each student earning a golf scholarship for college.

In an effort to accomplish this goal, GHGA will host *Heart & Soul Community Luncheons* throughout the year in a refined social environment honoring various causes and business organizations who are leading the way into a growing, inclusive, and diverse workforce in the golf industry. As a part of our mission, we believe that our partners should be recognized as such within the community and will work to ensure their recognition through our ongoing media and public relations development. We strive to match like-minded philanthropic individuals, companies and synergistic organizations to raise resources to affect that end.

GHGA mission is to encourage and increase participation of underserved, underrepresented minority students through the participation in the GED program reflecting golf's inherent benefits of exercise, time away

from tech, honesty, sportsmanship and cooperation to those whom currently don't know or see golf as such.

It is our sincere hope that your company will consider investing in our efforts through one of our sponsorship packages. To purchase sponsorships please visit us at: <https://www.ghga10.org> or contact us at [vgreengolf@aol.com](mailto:vgreengolf@aol.com).

SPONSORSHIP LEVEL	MEDIA VISIBILITY	LOGO VISIBILITY	EVENTS BENEFITS
<b>DIAMOND SPONSOR \$7,500</b>	<ul style="list-style-type: none"> <li>Identified as Sponsor in press releases – Recognized as Sponsor from podium,</li> <li>Literature placed on attendee seats,</li> <li>Promotional item placed on tables,</li> <li>Logo featured on Luncheon webpage. Listing as segment sponsor in Community access Cable TV production,</li> <li>collaboration with speaking opportunity on planning and/or educational workshop.</li> </ul>	<ul style="list-style-type: none"> <li>Event emails</li> <li>Event program</li> <li>Event signage</li> <li>Event's outreach and promotional material</li> <li>Business spotlight in Annual Report</li> <li>Spotlight on GHGA's social media pages</li> <li>Certificate of recognition and branding</li> </ul>	One table of 6 VIP area
<b>PLATINUM TABLE SPONSOR \$5,000</b>	<ul style="list-style-type: none"> <li>Identified as Sponsor in press releases - Recognized as Sponsor from podium</li> <li>Literature placed on attendee seats</li> <li>Promotional item placed on tables</li> <li>Logo featured on Luncheon webpage. Listed as segment sponsor in Community access Cable TV production.</li> </ul>	<ul style="list-style-type: none"> <li>Event emails</li> <li>Event program</li> <li>Event signage</li> <li>Business spotlight in Annual Report</li> <li>Spotlight on GHGA's social media pages</li> <li>Certificate of recognition and branding</li> </ul>	One table of 6 VIP area
<b>GOLD SPONSOR \$2,500</b>	<ul style="list-style-type: none"> <li>Logo featured on Luncheon webpage.</li> </ul>	<ul style="list-style-type: none"> <li>Event program</li> <li>Spotlight on GHGA's social media pages</li> <li>Certificate of recognition and branding</li> </ul>	One setting for 2 VIP area
<b>SILVER SPONSOR \$750</b>	<ul style="list-style-type: none"> <li>Logo featured on Luncheon webpage.</li> </ul>	<ul style="list-style-type: none"> <li>Event program</li> <li>Spotlight on GHGA's social media pages</li> </ul>	One setting for 2 VIP area
<b>BRONZE INDIVIDUAL INVITED GUEST \$300.00</b>	<ul style="list-style-type: none"> <li>Logo/name featured on Luncheon webpage.</li> </ul>	<ul style="list-style-type: none"> <li>Event program</li> </ul>	One setting for 1 VIP area

We thank you in advance for reviewing and considering this opportunity. We look forward to your favorable response. If you have additional questions, please send inquiries to [vgreengolf@aol.com](mailto:vgreengolf@aol.com).

Sincerely,

Vincent W. Shack  
Executive Director