



COURSE FOR COMMUNITY



EVENT SPONSORSHIP OPPORTUNITIES





Dear Friends,

Second Harvest Food Bank and the Whitely Neighborhood Community Council are gearing up for an exciting and important event: the Course for Community golf outing. This event, scheduled for Friday, June 28, 2024, at the scenic Hickory Hills Golf Course in Farmland, Indiana, represents more than just a day of golf; it's a chance to make a tangible difference in the lives of people living in the Whitely neighborhood and surrounding community.

We are inviting you to participate in this event by supporting the Course for Community golf outing as a sponsor. Your involvement will spotlight your organization in front of influential community members while aligning your brand with two respected organizations. This event supports the Whitely neighborhood through the Whitely Community Council's new project, the resource hub. This building and the services housed therein are a key part of Whitely's strategy to revitalize an area that has long been underserved. Your sponsorship will directly aid in providing much-needed food from Second Harvest as well as the essential services such as health care, educational programs, and more that will be housed in the Resource Hub, thereby fostering a stronger, more vibrant community.

Moreover, this event is a testament to the power of collaboration and community spirit. As a sponsor, you will join a network of local businesses, organizations, and individuals united in their commitment to positive change. This is an opportunity to showcase your organization's values and dedication to social responsibility while engaging in meaningful networking and publicity opportunities.

Enclosed in this packet are various sponsorship levels, each offering benefits and opportunities for exposure. Whether you choose to sponsor a hole or join us at the platinum level, your support is invaluable. Together, we can make a substantial difference in the lives of those in the Whitely neighborhood and contribute to our community's long-term health and prosperity.

Thank you for considering this opportunity. Please do not hesitate to contact us for further information or to discuss your involvement in more detail. We are excited about the possibility of your support and the impact we can make together.

With warm regards,

Bekah Clawson
CEO & President
Second Harvest Food Bank of East Central Indiana

Ken Hudson
Executive Director
Whitely Community Council



The Event

The inaugural Course for Community golf outing, hosted by Second Harvest Food Bank and the Whitely Community Council, is scheduled for Friday, June 28, 2024, at the picturesque Hickory Hills Golf Course in Farmland, Indiana. Mark your calendars for a day that promises competitive golfing and an opportunity to network, engage with the community, and support a noble cause. The outing will feature 44 teams across two flights, offering a perfect blend of challenge and enjoyment for golfers of all skill levels. Beyond the game, the event will include fun hole sponsors, side games, and networking opportunities, all set against Hickory Hills' stunning fairways and greens.

This golf outing is more than just a sporting event; it's a community gathering with a purpose. As a sponsor or participant, you'll be spotlighted in front of a diverse group of community members, ranging from local business leaders to dedicated volunteers, all united in their support for the Whitely neighborhood. Your involvement in the Course for Community golf outing promotes your business and connects your brand with a cause deeply rooted in community betterment. The day will be filled with memorable moments, from the friendly competition on the course to the camaraderie shared among participants, all while contributing to a project that promises to bring about significant and lasting change in the Whitely community.



Second Harvest Food Bank of East Central Indiana collaborates with 200 partners in Blackford, Delaware, Grant, Henry, Jay, Madison, Randolph, and Wabash Counties. The mission of the organization is to provide help for today by feeding the hungry and hope for tomorrow by addressing the causes of food insecurity while empowering people toward self-sufficiency.

Whitely is a historically African American neighborhood in Muncie, Indiana, with 2,985 residents. Since 1966, The Whitely Neighborhood Association has served the neighborhood and given a voice to those who live there. The mission of the Whitely Community Council is "To Serve and be a Voice in the Community" and does so through direct action with residents.





The Cause

The Whitely Neighborhood Community Council and Second Harvest Food Bank are excited to share our vision for a transformative project that has the potential to reshape the landscape of Whitely. Since 2016, Second Harvest and the Whitely Neighborhood Food Pantry have been steadfast partners, working together to provide immediate relief through a community choice pantry and address the deeper, systemic issues that our neighbors face. Our mission is rooted in a commitment to alleviate food insecurity while tackling the broader spectrum of resource insecurity, paving the way for residents to break free from the cycle of poverty.

The heart of this endeavor is the proposed community center at 1208 East Centennial Avenue. This facility, covering 3.6 acres and encompassing over 17,000 square feet of usable space, is set to become more than just a building. It is envisioned as a beacon of hope and progress, a Resource Hub for community growth and empowerment. The comprehensive renovation of this space will include a community health clinic, a food pantry, business incubator spaces, and more, making it a cornerstone of our vision for improving education, health, wellness, community safety, and neighborhood beautification in the Whitely area. Here are some partners who have already committed to serving Whitely through the Resource Hub.

Currently, the neighborhood sits in a food desert, with access to just one gas station and one dollar store, neither of which offers fresh, healthy food. The onsite food pantry will allow **Second Harvest Food Bank** to bridge that gap and provide the community with the food needed to thrive.

Open Door Health Services, a federally qualified health center, will host an office in the Resource Hub, providing cancer screenings, mental health services, dental care, family planning, and substance abuse counseling,

PathStone Corporation is introducing financial counseling, credit repair counseling, homeownership programs, and community development projects,

Innovation Connector will have a satellite location onsite to introduce small business counseling, business incubator space, and middle school student math programs.

Classroom space will be available for adult education and youth programming. This space will be available for **Ivy Tech Community College, Ball State University, Muncie Public Library, Muncie Community Schools**, and others interested in providing programming in the neighborhood.

Additionally, there will be a gathering space for the community for private and public functions and a meeting and workspace for neighborhood groups and the Whitely Community Council.



Funds raised at the Course for Community golf outing will support the renovation and construction of the Resource Hub as well as allow Second Harvest to continue the flow of food into the neighborhood even before construction is completed. Find out more about the project at whitelycc.org/the-centennial-campaign.



Partnership Levels

- \$10,000 Platinum**
 - 2 Team Entries (8 Golfers Total)
 - Spotlited in press releases
 - Prominently featured on relevant webpages
 - Spotlited in monthly social media posts leading up to the event.
 - Opportunity to host a promotional booth at Course for Community
 - Prominent logo placement on print materials and event signage

- \$5,000 Gold**
 - 1 Team Entry (4 Golfers Total)
 - Featured on relevant webpages
 - Spotlited in bi-monthly social media posts leading up to the event.
 - Opportunity to send a representative to a hole or tee box
 - Significant logo placement on print materials and event signage

- \$2,500 Silver**
 - Recognized on relevant webpages
 - Listed with other sponsors in bi-monthly social media posts leading up to the event
 - Logo on print materials and event signage

- \$1,000 Bronze**
 - Listed on relevant web pages
 - Listed with other sponsors in a social media post leading up to the event
 - Listed on print materials and event signage

- \$100 Hole Sponsor (each or 6 for \$500)**
 - Your logo on a sign at one of the holes

Number of Holes desired: _____

- I would like to show my support with a donation.**

Donation Amount: \$ _____

Partner Information

Contact Name

Business Name

Address

City State ZIP

Phone

Email

- My Check is Enclosed**
- Please Send Me an Invoice**
- Call Me for Credit Card Info**

Please complete this form by **May 17** and return it to

Bekah Clawson
Second Harvest Food Bank
6621 N Old SR 3
Muncie, IN 47303
or
bclawson@curehunger.org

Team registrations will be available soon.
Keep an eye on curehunger.org/golf for more information.

For further information, contact
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