

**GAMEPLAN**  
FOR LIFE.COM



## 3<sup>RD</sup> ANNUAL JOE GIBBS GAME PLAN FOR LIFE CELEBRITY GOLF TOURNAMENT & KICK-OFF RECEPTION

Date: May 17 & 18, 2020

Location: The Peninsula Club

Why: To raise funds for the North Carolina Field Minister Program



- Joe Gibbs is an NFL Hall of Fame football coach, NASCAR Championship team owner and recent NASCAR Hall of Fame inductee, two-time NHRA Pro Stock team owner, husband, father and grandfather.
- Game Plan for Life is a men's ministry and nonprofit started by "Coach". The ministry was birthed at a book release event for *Game Plan for Life* at the Westin Charlotte in 2009. The strategy for this event was to get Christians to invite their unbelieving friends to hear Coach Gibbs share his testimony. The results were unbelievable. As Coach would say, "this is God telling me what to do and how to do it by sharing my testimony."



## The NC Field Minister Program

- Game Plan for Life has teamed up with Southeastern Seminary and the North Carolina Department of Public Safety to fully fund the NC Field Minister Program. The program is a fully paid, four-year Bachelor of Arts degree in Pastoral Ministry with a secondary emphasis on counseling.
- Inmates serving sentences ranging from 15 years to life are eligible to apply for the program. In the first year of the program, 30 inmates were accepted as students from over 200 applicants from across the state. In the subsequent years 30 inmates have been added each year until the program reaches capacity at 120 students. Currently we are at 86 students.
- After the inmates graduate from the program, they become full fledged Field Ministers and are assigned to other prisons in NC to begin pastoral duties to mentor other inmates.





- The JOE GIBBS GAME PLAN FOR LIFE Celebrity Golf Tournament is a first-class charity event held on the pristine lake-side course of The Peninsula Club in Cornelius, NC. Celebrity athletes from the world of NASCAR, NFL and the NBA as well as college sports are paired with sponsored teams to enjoy a day of fellowship and competition.
- A Kick-Off Reception and Auction is held on the eve of the tournament featuring a special speaker and the opportunity to socialize with the celebrities, sponsors, and their guests.



May 17 & 18, 2020

The Peninsula Club in Cornelius, NC

## Tentative Schedule

### May 17, 2020

6:00 - 8:30 PM

### Kick-off Reception & Auction

Meet & Greet Reception with celebrities  
(Heavy hors d'oeuvres/cash bar)  
Live & Silent Auctions, brief presentation  
Early bag drop available for golfers

### May 18, 2020

8:30 - 10:30 AM

### Celebrity Golf Tournament

Golfer Registration  
Breakfast  
Shopping Experience  
Golfers Warm Up

10:45 - 4:00 PM

Opening Ceremonies/prayer/golfers in carts for  
announcements  
Celebrities will be placed with sponsor foursomes  
Shot Gun start at 11 AM  
Lunch on course  
Awards/Reception

# TOYOTA



## SPONSORSHIP OPPORTUNITIES (TEAM)\*

- **PLATINUM SPONSOR: \$35,000**

- (2) Foursomes w/2 celebrity players
- Logo on all event marketing materials
- Logo on Joe Gibbs GPFL website
- Logo on all hole signage
- Designation in all event media
- Hole sponsor (2) w/table display (1)
- Kick-off Party for 16 guests

- **GOLD SPONSOR: \$25,000**

- (2) Foursomes w/2 celebrity players
- Logo on all event marketing materials
- Logo on Joe Gibbs GPFL website
- Designation in all event media
- Hole sponsor (2) w/table display (1)
- Kick-off Party for 16 guests

# TOYOTA



## SPONSORSHIP OPPORTUNITIES Continued (TEAM)\*

- **SILVER SPONSOR: \$10,000**

- (1) Foursome w/1 celebrity player
  - Logo on all event marketing materials
  - Logo on Joe Gibbs GPFL website
  - Designation in all event media
  - Hole sponsor (1) (no display)
  - Kick-off Party for 12 guests

- **BRONZE SPONSOR: \$8,000**

- (1) Foursomes w/1 celebrity player
  - Logo on all event marketing materials
  - Logo on Joe Gibbs GPFL website
  - Designation in all event media
  - “Shared” Hole sponsor (1) (no display)
  - Kick-off Party for 8 guests

## ADDITIONAL SPONSORSHIP OPPORTUNITIES\*

- **Snack/Lunch sponsor: \$5000**  
Lunch hole signage; 4 kick-off party guests; logo on GPFL website & event program
- **Swag bag sponsor: \$3000**  
2 party guests; signage at check-in; logo on GPFL website & event program
- **Driving Range sponsor: \$1500**  
Signage on driving range; 2 party guests; program listing
- **Hole sponsor: \$1500**  
Signage on shared hole; 2 kick-off party guests; program listing
- **Hole-in-One sponsor: \$1250**  
Signage on H-I-O hole; 2 party guests; program listing
- **Breakfast sponsor: \$1000**  
Signage at breakfast; 2 party guests; program listing
- **Awards sponsor: \$1000**  
Signage at awards ceremony; 2 party guests; program listing
- **Caddie/Cart Sponsor: \$500**  
Name in sponsor listing on GPFL Website & event program



**For further information contact:**

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GAME PLAN FOR LIFE is a non-profit 501 (c) (3) organization.  
All contributions are subject to IRS tax regulations.  
Please consult your tax advisor for contribution deductibility.

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