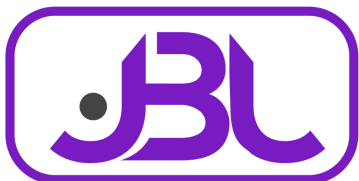


# 2024

## Corporate & Community Sponsorship Packages



John Bubba Leonard  
FOUNDATION



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# John Bubba Leonard Foundation

## Our story

### Our Mission

#### Education, Community Service, and Community Revitalization

The JBL Foundation is committed to assisting and empowering impoverished communities and vulnerable populations in Georgia and Alabama by means of educational scholarships, housing, and living assistance.

#### Education

Scholarships, in the form of financial assistance, will be awarded to qualified high school student(s) who are trying to pursue a college and/or vocational, and technological education and enrolled students who need financial assistance to remain in college, vocational, and technical institutions.

Financial literacy courses will be offered to middle school, high school, and collegiate students, designed to introduce the concepts of budget, credit, and debt management.

#### Community Service

Housing and living assistance for families in need of rental help, temporary shelter, and/or senior care.

#### Community Revitalization

In partnership with local municipalities, businesses, corporations, builders, development associations, and financial institutions, JBL Foundation will support revitalization strategies to include education, economic development, financial security, housing development, and the physical fabric of blighted and impoverished communities.

### Our Vision

Our vision is to ultimately broaden our reach throughout the southern region to serve as a convener of resources and partners dedicated to holistic support, empowerment, education, and economic growth for our most vulnerable communities.

## Chattahoochee Valley

Chattahoochee County, GA  
Harris County, GA  
Marion County, GA  
Muscogee County, GA  
Stewart County, GA  
Taylor County, GA  
Russell County, AL  
Lee County, AL  
US Army Fort Benning

### Region's Poverty Rate

# 20%

US Census data, 2021



# Our Why

## Serving as a liaison for corporate sustainability and community outreach endeavors

John Bubba Leonard embodied service, kindness, and community. His memory and life's work will continue through the John Bubba Leonard Foundation, Inc. to assist and empower impoverished communities and vulnerable populations in Georgia and Alabama by means of educational scholarships, housing, and living assistance.

"**You be right!**", his signature expression, activates our mission and purpose.

## Education Year 2

2023-2024

The **Scholarship Program** will award financial help to qualified high school students admitted into a 2-year, 4-year, or community college in pursuit of higher education.

The **Financial Literacy Program** will have three tiers of curriculum curated on the importance of saving, knowledge of debt, and fiscal management. The first level is an introductory course for middle to high school students. The second level is designed for high school seniors and collegiate level students, and the third tier is designed for young adults and first-time homebuyers.

Industry experts in housing, finance, and community services

The pandemic-created recession increased need

Life-long residents & advocate

A safe home and environment, a quality education, and support services for physical and mental health are the cornerstones for community equity, economic development, and building wealth.

Three essential pillars can significantly impact the legacy we leave our children and the future of the Chattahoochee Valley. Your participation will equip the JBL Foundation with support to build our organization's capacity and develop sustainable and innovative programs.





# Partnership Activation

## Serving as a liaison for corporate sustainability and community outreach endeavors

- Partnership activation use collective impact to bolster and accelerate transformative processes and services that support a holistic approach to economic sustainability.
- Education raises productivity, creativity, and fosters innovation and technological advances.
- Community service impacts the gross domestic product (GDP) adding a financial value to investing in human capital.
- Safe, healthy, environments are the catalyst to education and wealth. How you live and where you live has a direct impact on the quality of life. Community revitalization helps to bridge the poverty gap.

<i>SERVICE</i>	<i>PRODUCT</i>	<i>OUTCOME</i>
Education	High School Scholarship Collegiate Scholarship Tech/Vocation Scholarship Financial Literacy Program	Strengthen economy & workforce Eradicate poverty Wealth equity
Community Service	Rental Assistance Emergency Housing Senior Care	<ul style="list-style-type: none"> <li>• Help families combat evictions &amp; homelessness</li> <li>• Ease impoverished conditions</li> </ul>
Community Revitalization	Affordable housing opportunities	Thriving communities increase sustainable livelihood Holistic environmental health

# Community and Corporate Sponsorships

*Serving as a liaison for corporate sustainability and community outreach endeavors*

The John Bubba Leonard Golf Classic and Scholarship Gala is an annual event that celebrates the legacy and impact of John Bubba Leonard. This is a unique opportunity for your organization to align with our mission and make a lasting impact on the Chattahoochee Valley community. Visit [jblfoundationga.org](http://jblfoundationga.org) to become a sponsor today.

## Sponsorship Incentives

- **Brand Visibility:** Offer sponsors prominent placement of their logo on promotional materials, event signage, websites, and social media platforms. This ensures their brand gains exposure to your audience.
- **Community Engagement:** Involve sponsors in community outreach activities, volunteer opportunities, and cause-related campaigns to deepen their engagement and connection with the organization's mission. Encourage sponsors to participate actively and contribute their expertise, resources, and networks.
- **Media Exposure and Public Relations:** Feature sponsors in media interviews, press releases, and promotional materials to increase their visibility and credibility. Leverage media partnerships and storytelling opportunities to amplify the sponsor's involvement and generate positive publicity.
- **Networking and Collaboration Opportunities:** Facilitate networking opportunities for sponsors to connect with other like-minded organizations, donors, and supporters. Encourage collaboration, knowledge-sharing, and partnership-building to expand their network and create synergies.
- **Long-Term Partnerships and Benefits:** Cultivate long-term relationships with sponsors by offering incentives for multi-year commitments, renewal discounts, and exclusive benefits. Demonstrate the value of sustained support and the opportunity for ongoing engagement and recognition.



# Golf & Gala Sponsorships

## \$7,500

**Title Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- Table of 8 at the John & Jackie Leonard Awards Gala
- Representative remarks during the Gala
- Representative presents Student Achiever Scholarship Award
- Logo included on signature gifts and winning trophy
- Marketing & product vendor presence during Classic & Gala
- 19th Hole & Awards Gala Signage Registration & Course Welcome Signage
- Callaway Golf Course Leaderboard
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media
- Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- Golf shirt, tee, and gift bag for Foursome and two Representatives

## \$5,000

**Champion Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- Official Sponsor of the 19th Hole Bubba's Birthday Reception
- Table of 8 at the John & Jackie
- Leonard Awards Gala
- Representative presents Financial Literacy Program Certificates
- Marketing & product vendor presence during Classic & Gala
- 19th Hole & Awards Gala Signage Registration & Course Welcome Signage
- Callaway Golf Course Leaderboard
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media
- Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- Golf shirt, tee, and gift bag for Foursome and two Representatives

# Golf & Gala Sponsorships

## \$3,000

**Platinum Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- Table of 8 at the John & Jackie Leonard Awards Gala
- Marketing & product vendor presence during Classic & Gala
- 19th Hole & Awards Gala Signage Registration & Course Welcome Signage
- Callaway Golf Course Leaderboard
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirt, tee, and gift bag

## \$2,000

**Gold Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- Table of 8 at the John & Jackie Leonard Awards Gala
- Marketing & product vendor presence during Classic
- 19th Hole & Awards Gala Signage Registration & Course Welcome
- Signage
- Callaway Golf Course Leaderboard
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirt, tee, and gift bag



# Golf & Gala Sponsorships

## \$1,500

**Silver Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- (6) Seats at the John & Jackie Leonard Awards Gala
- 19th Hole & Awards Gala Signage Registration & Course Welcome Signage
- Callaway Golf Course Leaderboard JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirt, tee, and gift bag

## \$1,000

**Bronze Sponsor** of the John Bubba Leonard Foundation Golf Classic and the John & Jackie Leonard Scholarship Gala

- (4) Seats at the John & Jackie Leonard Awards Gala
- 19th Hole & Awards Gala Signage Registration & Course Welcome
- Signage
- Callaway Golf Course Leaderboard
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirt, tee, and gift bag

# Golf & Gala Sponsorships

## \$800

### Hole Sponsor of the John Bubba Leonard Foundation Golf Classic

- (4) Seats at the John & Jackie Leonard Awards Gala Registration & Course Welcome Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirt, tee, and gift bag

## \$500

### Lunch Sponsor of the John Bubba Leonard Foundation Golf Classic

- (2) Seats at the John & Jackie Leonard Awards Gala
- Registration & Course Welcome
- Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms Tee Box Signage
- Breakfast & lunch
- (2) Golf shirt, tee, and gift bag



# Golf Sponsorships

## \$150

**PLAYER** in the John Bubba Leonard Foundation Golf Classic

- Player, Breakfast & Lunch
- (1) Golf shirts, tee, and gift bag

## \$350

**Longest Drive Sponsor** of the John Bubba Leonard Foundation Golf Classic

- Registration & Course Welcome Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- (2) Players, Breakfast & Lunch
- (2) Golf shirt, tee, and gift bag

## \$75

**Tee Box Sponsor** of the John Bubba Leonard Foundation Golf Classic

- Tee Box Sponsor of the John Bubba Leonard Foundation Golf Classic Registration & Course Welcome Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage

## \$550

**TEAM** in the John Bubba Leonard Foundation Golf Classic

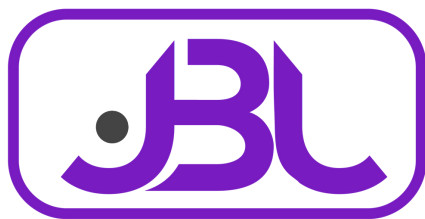
- Registration & Course Welcome Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- Foursome, Breakfast & Lunch
- (4) Golf shirts, tee, and gift bag

## \$250


**Closest to the Pin Sponsor** of the John Bubba Leonard Foundation Golf Classic

- Registration & Course Welcome Signage
- JBL Foundation Website
- JBL Golf Classic Website
- JBL Foundation Social Media Platforms
- Tee Box Signage
- (1) Player, Breakfast & Lunch
- (1) Golf shirt, tee, and gift bag

# THANK YOU



John Bubba Leonard  
FOUNDATION

 706-577-0892

 [events@jblfoundationga.org](mailto:events@jblfoundationga.org)

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