

SPONSORSHIP TOURISM GRANT APPLICATION

Title of Project: Ed Caleb Memorial Golf Tournament

Funds Requested: \$2,500.00

Organization Applying: Citizens For Safe Schools

Contact Person: Kim M. Abel

Phone Number: 541.882.3198

Email Address: kabel@citizensforsafeschools.org

Mailing Address: Post Office Box 243, Klamath Falls, Oregon 97601

Web Site Address: <http://www.citizensforsafeschools.org>

Brief Description of Project including date, time and location:

We are hosting our first annual Ed Caleb Memorial Golf Tournament at Harbor Links Golf Course on Saturday, August 29, 2015 with a 1:00 p.m. shotgun tee time. Our event will feature a great day of golf loaded with exciting activities such as; a million dollar hole-in-one, a thousand dollar putting contest, long-drive, closest to the pin, team prizes, and a raffle.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant _____ Date_____

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization _____ Date_____

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

This will be our first annual golf tournament honoring the legacy of co-founder Mr. Edwin Caleb. The tournament will be an opportunity for tourism, family fun, increased health and community pride. The event will be held at *Harbor Links Golf Course* on Saturday, August 29, 2015 with a 1:00 p.m. shotgun tee time. This event appeals to the avid golfer outside the county due to the courses majestic setting featuring the beautiful Klamath Lake which is highlighted on 15 of the 18 holes and a safe haven to waterfowl and big-game animals! Our event will feature a great day of golf with many fun activities including; a million-dollar hole-in-one, long-drive, closest to the pin, a thousand dollar putting contest, team prizes, and a raffle. Individual golfers will also have an opportunity to strengthen their game and overall score by purchasing mulligans and feet of string to enhance their putting positions. The day will wrap up with an evening on the covered patio featuring specialty prepared hors d'oeuvres by Biagio's Bar & Grille.

PROJECT GOALS

2. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

We are expecting a minimum of 200 individual golfers. Speculating as many as 30% will be from outside the Klamath Basin. We will track the visitors by our registration forms and the information gathered from each participant. Golfers will get a chance to participate in a well-organized fun event which allows residents to positively interact in an inspiring and uplifting environment.

QUALIFICATIONS OF APPLICANT

3. Describe your organization/project management team. How are these individuals qualified to lead this project?

Citizens For Safe Schools is a 501 (c) 3 non-profit focused on positive youth development. The agency was formed in 1999 in response to an epidemic of school shootings across the country. The mission of the agency is to prevent school violence and help youth increase their likelihood of academic achievement. The goals are fairly simple – help youth do better in school and empower adults with the skills to help young people.

Our veteran project management team includes; our Executive Director, Debbie Vought who hosted a successful golf tournament fundraiser (as mentioned below) and has executed several fundraisers every year since 1999, raising \$20-30K annually. Kim Abel, Program Manager, and prior CFSS Board of Directors, assisted Debbie in creating and developing multiple fundraising events, as well as numerous community fundraisers throughout the Basin raising over \$30K. Haley Huffman, CFSS Office Manager, has coordinated silent auction bid sheets, calculated donations, complied record-keeping information and orchestrated a seamless system for a no-wait checkout at every fundraising event since 2010. Stephanie Matheson, CFSS Mentor Support Specialist

and CEO of Youth Without Borders, a 501(c) 3, successfully directs an annual Color Run – affording her a vast array of fundraising expertise. Cort Cox, a CFSS Mentor Support Specialist and avid golfer, previously held employment with the Running Y Golf Course, gaining him professional proficiency. Our team is knowledgeable, we identify the target audience, devise the event concept, plan the logistics and coordinate the technical aspects in order to launch and host a successful event.

4. Describe your team's experience in operating past or similar projects.

CFSS has hosted a prosperous event every year since our inception in 1999. In addition, we successfully hosted a *Run for Kids* for six consecutive years. Both of these events were extremely efficacious, raising over \$20,000 dollars towards our mentoring programs. More specifically, Citizens For Safe Schools coupled with The Northwest Open Pro-Am Golf Tournament in 2007 at the Running Y Ranch – coordinating over 250 volunteers and assisted in every part of the tournament which raised over \$10,000 towards our agency's mission.

PROJECT PLAN

5. How will you give credit to Klamath County for its support in our event or project?

We will market our golf tournament through social media, the Herald & News, Wynne Broadcasting, My Basin Media, and the Project Golf Event web-site. All printed advertisements will include the Klamath County Logo and audio advertisement will be verbally mentioned and will be used pursuant to the Tourism Grant Usage Agreement

6. Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

Promotion is a huge part of this event, we will be targeting golfers through social media, local press, and pro shops located throughout Oregon beginning the month of April. One of our main components will be stimulating a media buzz around our "Million Dollar Shot" hole-in-one contest! We will start selling raffle tickets prior to the event for a chance to win which will grow awareness and increase our overall exposure. Event posters will be displayed in local businesses throughout the Basin. Professional, high-quality brochures/registration forms will be distributed to pro shops as well as marketing our event on Fore Golf Oregon & Perfect Golf Event websites beginning in May and running up to the event. Corporate Sponsorships will be obtained immediately for each hole as an advertisement opportunity on the day of the event.

7. Describe your target market/audience.

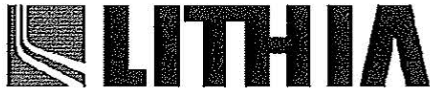
Our target audience includes all golfers, but more specifically will be executives who work for large corporations, who support charitable activities, enjoy playing golf and who are primarily older men with higher than average incomes. In addition, we will market retired seniors, junior golfers and their families from local high schools, private members from Reames Country Club, golfers from Harbor Links, Shield Crest & Running Y Ranch, as well as CFSS friends and supporters – which currently exceeds over 1400 individuals.

8. How will you measure attendance in drawing out of county visitors to the project?
Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)

We will measure attendance through our registration process. All participants must indicate a home address when registering.

9. List your potential sponsors and partners and how they contribute to the event or project.

Cascade Honda or Lithia Motors, Inc., potential car sponsor for an additional hole-in-one contest. Pacific Power, Atrio Health, Umpqua Bank, Superior Motors, Winema Electric, Royal Touch, Jordan Essentials, Adora Spa, MC's on Main, The Ledge, Creamery Brew Pub, Biagio's Bar & Grille, Little Mermaid, and Nibbley's (to name just a few), were all previous annual event sponsors/donors. Biagio's Bar & Grille will be our partner in providing the event with food, drink and the outdoor tent at a discounted rate. Harbor Links Golf Course will be partnering with us by providing their professional staff during the day of the event.



**Lithia Body & Paint
1100 Klamath Ave.
Klamath Falls, OR 97601**

April 29, 2015

**Jason Link
Discover Klamath Tourism Grant
305 Main Street
Klamath Falls, OR 97601**

Dear Mr. Link,

I am writing this letter as a show of support for the upcoming golf tournament honoring the memory of our former District Attorney, Mr. Ed Caleb. Ed was a co-founder of Citizen's For Safe Schools and an enormous advocate for the youth in our community.

As a corporate sponsor, I think this event will draw a large number of people into Klamath Falls. What a wonderful way to take advantage of the many advertising opportunities! Kim and I are working together to arrange for a new vehicle as a prize for a hole-in-one! Obviously, this will have to be approved by Lithia Corporate Officers but, we are trying and hoping we can make this a reality!

As you already know, Harbor Links is a beautiful course. I'm anxious for our out of town guests to see this beautiful golf course and experience some of the beauty Klamath Falls has to offer that as residents we often tend to take for granted.

Sincerely,

A handwritten signature in cursive script that reads "Deanna Pinkard".

**Deanna Pinkard
Body Shop Office Administrator**

Phearson Enterprises, LLC.

2001 Oregon Avenue
Klamath Falls, Oregon 97601

April 29, 2015

Mr. Jason Link
Discover Klamath
Tourism Grant
305 Main Street
Klamath Falls, Oregon 97601

RE: **LETTER OF SUPPORT**

Dear Mr. Link:

It is with great pleasure that I write this letter of endorsement on behalf of Kim M. Abel, Program Manager of the *Kids In the Middle* (KIM) Mentoring Program for *Citizens For Safe Schools* (CFSS), who will be hosting their inaugural **Ed Caleb Memorial Golf Tournament** on August 29th. at Harbor Links Golf Course in Klamath Falls, Oregon.

Just this past January, we lost Ed Caleb who was the co-founder of CFSS in 1999. Caleb was a strong advocate for the youth in our community and this is a spectacular way to celebrate Caleb's work, support CFSS mentoring programs and continue on with his legacy.

The event is a fun-filled, family-friendly day and is open to the public, but will also be marketed heavily outside the Klamath Basin, bringing in additional tourism dollars for those who will be traveling here to participate in all the festivities.

All proceeds will benefit the KIM program which is a one-to-one community - based mentoring model that serves youth in the 4th through 8th grades. Mentors spend a minimum of one hour a week for one year out in the community, focused on having fun, getting to know each other and building social skills and this golf event will certainly showcase that.

We are really looking forward to participating in this great event and are proud to be a corporate sponsor.

Warm Regards,



Judy & Howard Phearson



To whom it may concern,

Please accept this letter of support for the Ed Caleb Golf Tournament presented by Citizens for Safe Schools. Over the past several years, Pacific Power has understood the importance of Citizens for Safe Schools to our community and has proudly aided in their efforts. We have found the values stated in their Mission Statement "To create a safe and drug free community where all children, especially those at risk for delinquency, academic failure or victimization have opportunities to build resiliency and character....." is an important foundation for a vibrant community and an easy one to support.

Lastly, I cannot think of a better way to honor the memory of Ed Caleb and his efforts to improve Klamath County. It is important for our community culture to highlight individuals who have made a lasting impact. With your support, this golf tournament will begin this important recognition.

Thank you,

Todd Andres

Regional Community Manager

Pacific Power