



110 Centre Church Rd Mooresville NC 28117
704-664-2004 (phone) 704-664-2005 (fax)

January 10, 2019

RE: Tom Higgins Memorial Golf Tournament to Benefit Serenity House

Dear Charitable Business Owner:

Serenity House, operating in Mooresville and Huntersville, North Carolina will be holding its inaugural Tom Higgins Memorial charity golf tournament on April 29, 2019 at Mallard Head Country Club.

Serenity House is a loving home for terminally ill people – providing living space, practical care, and access to hospice services. We are devoted to the care of dying people and to the support of their loved ones. Serenity House aims to meet the need of people who wish to die at home, but lack the caregiver necessary to achieve that goal. Residents and their families are not charged for their stay at Serenity House, which is 100% funded through charitable donations.

Tom Higgins, was a larger than life reporter, who covered NASCAR events with zeal. He is the only sports writer inducted into the NASCAR Hall of Fame. Tom was a resident of Serenity House when he passed away. The memorial golf tournament in his honor seeks to raise funds to allow Serenity House to continue to bridge the gap between hospice and family care.

As you are aware, organizing an event of this magnitude is dependent on the generosity of the local community and businesses. I kindly ask if you would consider becoming a sponsor for this event. We have the following sponsorship levels:

Event - \$15,000 (include 4 players and headline on event banner)
Platinum - \$5,000 (includes 4 players)
Gold - \$3,000 (includes 2 players)
Silver - \$1,000
Bronze - \$500

We will also need food and beverage sponsors, as well as gift sponsors. All sponsors will be recognized on the event banner at the course, as well as other marketing materials. Please note that we are considered a charitable organization and will provide you will a receipt once we receive your donation.

Thank you for your time and commitment you can make to this event. Should you have any questions regarding the outing please feel free to call me at 704-402-3059.

Regards,

Rochelle Dearman
Rochelle Dearman
Executive Director, Serenity House