

APRIL 24, 2020



Empowering Individuals With Developmental Challenges

PROJECT PROPOSAL

IRENE WORTHAM CENTER 20TH ANNUAL GOLF TOURNAMENT

MORGAN FOX
DIGITAL SPACES
digitalspaces.dev

Project Proposal

IRENE WORTHAM CENTER 20TH ANNUAL GOLF TOURNAMENT

Client Profile

The [Irene Wortham Center](#) is a regional non-profit in Western North Carolina. It provides **comprehensive, quality** residential and day services for children and adults with developmental and/or socioeconomic challenges. These services are the Early Learning Center, Adult Day Activities Program, Supported Employment Program and Residential Home intermediate care facilities.

Mission

For 57 years and counting, Irene Wortham Center has helped children and adults with developmental and/or socioeconomic challenges lead healthy, happy, and more independent lives. The Irene Wortham Center and its exceptional staff **inspire and empower individuals** to reach their full potential from birth to end of life.

Strategy

The Irene Wortham Center hosts an annual golf tournament to raise unrestricted funding for its operations, but the branding for the 20th annual tournament will focus on the money's use to fund an expansion of the **Early Learning Center**.

With a new brand highlighting the 20th Annual Golf Tournament and the Early Learning Center, donors will have a greater understanding of the importance of the event.

The Early Learning Center currently enrolls 100 children but has a waitlist of more than 400. The services it provides are an **evident community need**, so the plans to expand and build a new Early Learning Center in the next 5 years are a priority. The new branding will assist in raising the necessary funds for pre-building efforts.

Values

The core values of the Irene Wortham Center are respect, caring, quality, individuality, professionalism, family-friendliness, and integrity. Every individual should feel empowered to live a happy and healthy life.

Personality

The Irene Wortham Center is empowering, transformative and friendly. Helping others overcome their disadvantages to live fulfilling, independent lives however they can be is the foundation of the Irene Wortham Center's annual golf tournament.

Keywords

Search Engine: golf tournament, golf for children, golf tournaments near me, golf tournament in wnc, irene wortham center, donate to charity, charity golf tournament, golf tournament fundraiser, charity golf tournaments, golf tournament sponsorship.

Design Tone: empowering, friendly, transformative, individuality, helpfulness.

Branding Goals

The main goal of the branding is to **raise \$50,000 in tournament registration fees**, a 25%+ increase over the funds raised at the 2019 tournament. Additionally, the Irene Wortham Center seeks to double the number of participants in the tournament.

These goals will be accomplished by establishing a brand identity for all promotional materials and starting a marketing campaign to attract new players and business owners. More sponsorship opportunities will be available to area businesses and registration fees will be adjusted to **attract more business sponsors**.

Target Audience

The golf tournament has **three target audiences**: business owners, upper-class professionals, and their spouses. The branding will appeal to charitable people with a vested interest in the WNC community or in the welfare of the developmentally-challenged. They are compassionate, outgoing, and successful.

Personas

- **Jeff** is a married pediatrician, in his early 60s, who moved to Asheville ahead of retirement to be closer to his son, daughter-in-law and grandchild. He is an avid golfer and supports empowering developmentally-disabled individuals.
- **George** is an Asheville small businessowner, in his 40s, with a young daughter. As a once-struggling single parent and successful businessman, he sees the value in supporting the Early Learning Center as a sponsor in the golf tournament.
- **Karen** is the wife of a marketing specialist that just moved to Asheville. She is been encouraging her husband to get more involved in the community and make friends outside of work and wants him to join the golf tournament.

Competition

- **FIRST** connects individuals with disabilities, their families, and the community with information, education, and support for them to thrive.
- **Children First/CIS of Buncombe County** works to empower children's lives through social advocacy, education, and support services.
- Other charity golf tournaments and fundraising events.
- Daycares, preschools, assisted living facilities, etc.

Visual Brand Ideas

A colorful aesthetic that incorporates the branding of the existing organization logo, reimagined to incorporate golf tournament branding visuals. Branding materials will be based off this existing color theme.



Empowering Individuals With Developmental Challenges



Projects

The following deliverables will be created for the Irene Wortham Center:

- 20th Annual Golf Tournament logo
- Irene Wortham Center letterhead
- Irene Wortham Center business cards
- 20th Annual Golf Tournament Facebook banner
- 20th Annual Golf Tournament flyer
- 20th Annual Golf Tournament brochure
- 20th Annual Golf Tournament website

Morgan Fox

Logo

The 20th Annual Golf Tournament logo must fulfil the following criteria:

1. Incorporate elements of the 20th anniversary of the golf tournament
2. Incorporate elements of the Irene Wortham Center, Blue Ridge Pharmacy and/or Sona logos

The goal of the logo is to communicate what the event is briefly and to be used consistently across other promotional materials. This will increase the effectiveness of the branding to raise \$50,000 and **help more kids** at the Early Learning Center.

Letterhead

The letterhead will be for the Irene Wortham Center and it must:

- be **low-cost** and optimized for **printing in-house**
- come in **color or grayscale** variants
- have a Word template in addition to standard file formats
- include the address, phone, fax and website for the Irene Wortham Center
- unobtrusively implement the branding of the Irene Wortham Center

Business Card

The business card will be for the Irene Wortham Center and it must:

- be **one-sided** to reduce printing costs
- fit the name and job title of employees
- include the address, phone, email, and website for the employee
- unobtrusively implement the branding of the Irene Wortham Center

Facebook Banner

The Facebook banner will be for the 20th Annual Golf Tournament, to be shown on the Irene Wortham Center Facebook page, and must:

- be usable on the Irene Wortham Center Facebook page
- consistently implement the 20th Annual Golf Tournament branding
- follow the official technical specification guidelines
- include a call to register for the event
- include the date, website and location for the tournament

Flyer

The flyer will be for the 20th Annual Golf Tournament, to be handed out at events or posted in business, and must:

- be able to be printed in-house on letter-size paper
- consistently implement the 20th Annual Golf Tournament branding
- describe the purpose of the tournament and what you get at it

Morgan Fox

- have visuals and messaging consistent with the Facebook banner
- highlight Blue Ridge Pharmacy and Sona Pharmacy + Clinic
- include a call to register for the event
- include Sydney's contact information
- include the date, website and location for the tournament
- show the 20th Annual Golf Tournament logo
- usable on the Irene Wortham Center Facebook page

Brochure

The brochure will be for the 20th Annual Golf Tournament, to be sent out to sponsors, and must:

- be able to be printed in-house on letter-size paper
- consistently implement the 20th Annual Golf Tournament branding
- describe the purpose of the tournament and what you get at it
- have a length no longer than 2 **sheets** of paper
- highlight sponsors
- include a call to register for the event and to donate to the IWC
- include a registration form
- include information on the Irene Wortham Center and Early Learning Center
- include Sydney's contact information
- include the date, schedule, fees, prizes, website and location for the tournament
- show the 20th Annual Golf Tournament logo

Website

The website will be for the 20th Annual Golf Tournament, promote the tournament and allow online registration, and must:

- consistently implement the 20th Annual Golf Tournament branding
- describe the purpose of the tournament and what you get at it
- have a call to share the event
- have a news blog and a newsletter
- highlight sponsors from this and last year
- include a call to register for the event and to donate to the IWC
- include a registration form and a donation form
- include information on the Irene Wortham Center and Early Learning Center
- include Sydney's contact information and a contact form
- include the date, schedule, fees, prizes, and location for the tournament
- promote the Mount Mitchell Golf Club
- show the 20th Annual Golf Tournament logo