



Proceeds Of Warrior Golf Classic Goes To Elevate Life Church's Operation Elevation

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United States - The Warrior Golf Classic kicked off at the Tribute Golf Club last September 11 with the entire proceeds benefitting ELEVATE LIFE CHURCH'S OPERATION ELEVATION Missions. Funds collected will be used to subsidize charitable requirements of the local community as well as selected beneficiaries worldwide.

The Tribute Golf Club is located at The Colony, 1000 Lebanon Road, Texas (near the modern metropolis of Dallas).

Firehouse Movers, a moving company operated by firefighters in Dallas, Texas was a platinum sponsor for this golf event. This relocation service provider offers residential and commercial moving services all over Forth Worth and Texas State specifically Dallas, Tarrant, Collin, and Denton Counties. The company is supporting this event as part of its noble and humanitarian initiatives.

Corporate Social Responsibility

Many companies engage in activities that relate to Corporate Social Responsibility (CSR) which is a principal component of reputation. It is the primary instrument of companies to help build trust and generosity among stakeholders. Business organizations use CSR to obtain the backing of consumers, employees, suppliers, regulators, and the financial community.

Today's consumers prefer corporate organizations and entrepreneurs who take part in CSR compared to those who do not. This is why business proprietors must formulate plans and strategies related to this advocacy. It enhances the company's image before the public which is good for the business. Customers feel better purchasing merchandise or availing of services from corporations that help their communities and other worthy causes.

In the same manner, smart employees choose to work for companies with positive public impression and image as well as useful Corporate Social Responsibility programs. It generates moral discernment, dignity and feeling of doing honorable acts individually.

Businesses will remain as businesses. Profit is always the number one objective of any company. However, it also needs to create moral or ethical values aside from economic importance. The primary motive of each and every business is to sell its brand, product or service thereby satisfying the needs of target customers. Even then, what matters most is responsible enterprise translates to excellent and respectable business. Entrepreneurs who please the customers' requirements of moral values can become more lucrative than those who omit this principle.

Sporting events especially golf tournaments are among the preferred beneficiaries of business entities that practice CSR undertakings.

Tournament Format and Sponsorship

The Warrior Golf Classic tourney had a four-person scramble format. Under this set-up, there were two or more players that form one team. It is more of a fun game without pressuring players on individual scores. Every player can hit a tee for each hole. Yet, everybody plays from the position of the best shot depending on the criteria.

Each player was charged \$125 so one team (four players) pay \$500. The fee includes 18 holes, golf cart, range balls, dinner, bag of goodies, and awards. There will be prizes for 1st, 2nd and 3rd place teams. Special prizes were given to the two longest drives and two closest to the pins. Raffle tickets were sold during the tournament. The prizes were \$5 for one ticket; \$20 for five tickets; \$50 for 25 tickets; and \$100 for 100 tickets.

The platinum sponsorship that Firehouse Movers chose was for \$5,000. The package consisted of the following:

- ? Golf course promotion signage
- ? Registration fee with dinner for eight golf players and four extra tickets
- ? Three-hole sponsorship with tee signage
- ? Exhibit table at the course and during the dinner and awarding ceremony
- ? Recognition during the tournament which will be announced from the podium]

There were also gold; silver; tee or hole; cart; and, goodie bag sponsorships at \$2,500, \$1,500, \$150, and, \$1,500 respectively with different packages. Goodie bag sponsorship included 144 items for goodie bags of golfers.

ELEVATE LIFE CHURCH

ELEVATE LIFE CHURCH was founded in the year 2000 at Frisco (Texas). It is considered a non-denominational church or unique religious sect categorized according to name, doctrine, leadership, and structure. Elevate Life focuses more on the aspect of leadership. Elevate Life is under the stewardship of Pastors Keith and Sheila Craft who were married in 1983. Keith Craft founded the ELC. The couple has three children. Two of them belong to the pastoral team of Elevate Life.

Keith Craft is also the founder and head of Keith Craft Leadership Shapers, a non-profit entity committed to helping other people build up their leadership capabilities as well as make the most out of their personal lives and professional careers. He also founded a daily and live quote service based on the worldwide web called LEADERSHIPOLOGY. He is a motivational speaker, leadership strategist, and traveler.

This church is not merely for transformation teachings. The church founders also describe it as a sanctuary where ?God loves the members and they love each other as well.? Here they can benefit from permanent or enduring relationships for the greater glory of God. This type of love is manifested by examples set by servant-leaders and the kind of relationships they provide.

The vision of ELEVATE LIFE CHURCH is to lead people to find God and eventually develop into leaders with a Biblical perspective. Its mission is to empower members into helping attain the purpose of this church.

Some of Elevate Life?s resources include counseling and care; elevation flow and membership; legacy milestones; KLLP (character-centered communication); Elevate Bookstore which sells books, CDs and DVDs of Keith Craft; Club L.I.T. (innovative and pleasurable after-school program for children; Createvation (private lessons and training for learners on musical instruments); weddings; and baptism/child dedications.

For those who are interested in Elevate Life, check out the ministry's website at <http://elevatelife.com/>. It holds services at the Cathedral of Frisco every Saturday and Sunday at 6am, 9am and 11am.

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For more information about Firehouse Movers, contact the company here: [Firehouse Movers](http://firehousemovers.com/)
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Firehouse Movers

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