

A scenic view of a golf course. In the foreground, there's a green fairway with several sand traps. A small pond or water feature is visible on the right side. In the middle ground, there's a dense line of tall pine trees. In the background, a large, multi-story clubhouse with several towers and a dark roof is visible on a hillside under a clear blue sky.

Storyboard

Homefront Invitational

Year 2

Jonathan Matlock

Event Branding

Homefront Invitational
Supporting Homeless Veterans



 RTJ Golf Trail at Ross Bridge –
Birmingham, AL

 October 5, 2025

Benefiting: Operation Homefront
Supporting Homeless Veterans

Event Overview

What is the Homefront Invitational?

The **Homefront Invitational** is a competitive and community-focused charity golf tournament held annually in Birmingham, Alabama.

Year Two builds on the success of the inaugural event, expanding participation, increasing fundraising targets, and strengthening community partnerships.

🌟 **New in Year Two:**

- More teams & expanded ticket tiers
- New sponsors and vendors
- Streamlined check-in and day-of logistics
- Added silent auction & veteran recognition ceremony



Goals and Impact

Driving Purpose Through Community & Connection

Primary Goals for Year Two:

- Raise **\$7,500+** for Operation Homefront
- Increase player participation from **60 to 90 golfers**
- Grow sponsor support from **6 to 10 companies**
- Expand vendor count from **4 to 7**
- Improve veteran outreach and exhibitor presence

Why It Matters:

- Funds provide emergency financial assistance and transitional housing for veterans
- The tournament strengthens community ties and honors Alabama's veteran population
- Expanding partnerships means broader awareness and long-term sustainability

“We’re not just playing golf—we’re building a bridge between service and support.”



Stakeholders & Supporters

Those who make this possible



Alabama Power



REGIONS

Vision for the Future

Lasting Change. Bigger Goals.



Vision for Year Two and Beyond:

- ◆ Increase attendance by 30%
- ◆ Add a Friday night kickoff dinner
- ◆ More inclusive veteran engagement (PTSD resources, family activities)
- ◆ Build long-term partnerships with veteran orgs & sponsors
- ◆ Expand to regional tournament in Year 3

🏁 *This event isn't just a fundraiser—it's a movement. Every year we get bigger, better, and more connected to the mission.*