

A wide-angle photograph of the East Lake Golf Club clubhouse and a portion of the golf course at sunset. The clubhouse is a large, multi-story building with a prominent red-tiled roof and white half-timbered gables. It features a long, covered porch with glass railings. In the foreground, a well-manicured golf course is visible, with a green fairway, several sand traps, and a small pond. The sky is a mix of blue and orange, and the trees are silhouetted against the light. The overall scene is peaceful and scenic.

*East Lake*  
FOUNDATION



# East Lake FOUNDATION

The East Lake Foundation and Golf Channel are proud to present the 2023 Party on the Green and East Lake Cup. These two signature events support the Foundation to help families build better lives and help children reach their highest potential. Over the last eight years, these signature events have contributed more than \$4 million to support the Foundation's programs and partners.



*Party* ON THE *Green*



# CHARITY OVERVIEW



Proceeds from the East Lake Cup and Party on the Green benefit the East Lake Foundation. As a supporter of these two events, you can play a crucial role in aiding the Foundation by supporting its Cradle-to-College Education Continuum.

## EAST LAKE FOUNDATION

- Founded in 1995, the East Lake Foundation demonstrates that with the right combination of collaboration, community, and support, incredible things are possible. For nearly thirty years, the Foundation has helped to create mixed-income housing and infrastructure, educational opportunities from cradle to college, and community wellness activities such as entrepreneurship, career readiness, and financial literacy, among others, to ensure the East Lake neighborhood is recognized for what is possible and not defined by its past.
- The Foundation's collective work with partners is proof that a community that had experienced disinvestment and a lack of opportunities for decades can be transformed into a neighborhood where children and their families thrive and experience increased upward mobility, improved health outcomes, and greater racial equity.

## CRADLE-TO-COLLEGE EDUCATION CONTINUUM

- Drew Charter School and its early learning partners are an integral part of the East Lake Foundation's holistic neighborhood revitalization and represents the neighborhood's cradle-to-college continuum with more than 2,200 students from birth through 12<sup>th</sup> grade.



# EAST LAKE FOUNDATION EVENTS



*Party ON THE Green*

**PARTY ON THE GREEN**

**Saturday, October 28, 2023 at 6:00pm**

- Signature event benefiting the East Lake Foundation's Cradle-to-College Education Initiative.
- This year's Party on the Green will honor Ray Robinson, a successful businessman, former President of East Lake Golf Club, and long-time East Lake Foundation Board Member for his volunteer and philanthropic support of the East Lake Foundation and unwavering commitment to our families in the East Lake and Drew Charter School communities.



**EAST LAKE CUP COLLEGIATE AM-AM**

**Sunday, October 29, 2023**

- 18 holes at the historic Atlanta Athletic Club
- Play with the future stars of the LPGA and PGA TOUR
- Shotgun start with each team consisting of three amateurs and one college golfer



**EAST LAKE CUP**

**Monday-Wednesday, October 30 – November 1, 2023**

- The 9<sup>th</sup> annual East Lake Cup is a three-day collegiate stroke play and match play event featuring top ranked NCAA Division I men's and women's college golf teams. It will be contested at the Atlanta Athletic Club.
- Past Participants include:
  - Notable Teams: Texas, Wake Forest, Auburn, USC, Duke
  - Notable Individuals: Viktor Hovland, Scottie Scheffler, Bronte Law, Andrea Lee and Matthew Wolff
- 2022 field included:



# SCHEDULE OF EVENTS

## **Saturday, October 28**

- 6:00pm: Party on the Green Celebration

## **Sunday, October 29**

- 8:00am: East Lake Cup Collegiate Am-Am Morning Wave Shotgun Start
- 1:00pm: East Lake Cup Collegiate Am-Am Afternoon Wave Shotgun Start

## **Monday, October 30**

- 10:00am to 6:00pm: VIP Hospitality in Grill Room
- 10:55am: Day 1 Play Begins - Stroke Play format

## **Tuesday, October 31**

- 10:00am to 6:00pm: VIP Hospitality in Grill Room
- 11:00am: Day 2 Play Begins - Match Play format

## **Wednesday, November 1**

- 10:00am to 6:00pm: VIP Hospitality in Grill Room
- 11:00am: Final Day Play Begins - Match Play format
- Following Play: Awards Ceremony



*East Lake*  
FOUNDATION

PACKAGES

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# SPONSORSHIP PACKAGE RECOGNITION

The East Lake Foundation and Golf Channel share in our commitment to Diversity, Equity and Inclusion. We are honored to name our sponsorship packages in recognition of four extraordinary African-American golfers.

- **LEE ELDER** – First African-American to play in the Masters Tournament. Member of the 1979 Ryder Cup Team. Recipient of the United States Golf Association's highest honor, the Bob Jones Award.
- **CHARLIE SIFFORD** - First African-American to play on the PGA Tour. Recipient of the Presidential Medal of Freedom and member of the World Golf Hall of Fame.
- **ALTHEA GIBSON** - African-American professional golfer and tennis player. First Black golfer in the Ladies Professional Golf Association (LPGA).
- **HAROLD DUNOVANT** - First African-American to graduate from the PGA's Business School. Professional golfer and founder of the National Black Golf Hall of Fame (NBGF). He and his son, Jeff, are the first African-American father-son duo to become PGA Quarter Century Members.
- **RENEE POWELL** - Second African-American woman to play on the LPGA Tour. Head golf professional at Clearview Golf Club in East Canton, Ohio and a member of the PGA of America Hall of Fame.



Lee Elder



Charlie Sifford



Althea Gibson



Harold Dunovant



Renee Powell

# LEE ELDER PACKAGE - \$50,000

## OPTION 1

*Party* ON THE *Green*

- 16 tickets to Party on the Green (Sat, Oct 28)
- Permanent recognition as a Lee Elder Sponsor of the East Lake Education Initiative
- Click-through logo featured on event website as a Lee Elder Sponsor
- Logo featured on day of event sponsor display and printed on event invitation\* as a Lee Elder Sponsor

## OPTION 2

*Party* ON THE *Green* &



- 10 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Lee Elder Sponsor on day of event sponsor display
- Listing as a Lee Elder Sponsor on event website and printed invitation
- 9 playing spots (3 threesomes) in the Collegiate Am-Am playing alongside a NCAA team member (Sun, Oct 29)
- Daily Hospitality Tickets – 12 (Mon-Wed, Oct 30 – Nov. 1)
- Daily Ground Tickets – 24 (Mon-Wed, Oct 30 – Nov. 1)
- Daily VIP Parking Passes – 6
- General Parking Passes – 24

**3 packages available**

\*To be listed in the Formal Invitation, supporters must submit a formal pledge by September 1, 2023.



# CHARLIE SIFFORD PACKAGE - \$30,000

## OPTION 1

### *Party ON THE Green*

- 12 tickets to Party on the Green (Sat, Oct 28)
- Permanent recognition as a Charlie Sifford Sponsor of the East Lake Education Initiative
- Click-through logo featured on event website as a Charlie Sifford Sponsor
- Logo featured on day of event sponsor display and printed on event invitation\* as a Charlie Sifford Sponsor.



\*To be listed in the Formal Invitation, supporters must submit a formal pledge by September 1, 2023.

## OPTION 2

### *Party ON THE Green* &



- 8 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Charlie Sifford Sponsor on day of event sponsor display
- Listing as a Charlie Sifford Sponsor on event website and printed invitation
- 6 playing spots (2 threesomes) in the Collegiate Am-Am playing alongside a NCAA team member (Sun, Oct 29)
- Daily Hospitality Tickets – 12 (Mon-Wed, Oct 30 – Nov. 1)
- Daily Ground Tickets – 24 (Mon-Wed, Oct 30 – Nov. 1)
- Daily VIP Parking Passes – 6
- General Parking Passes – 24

**1 package available**

# ALTHEA GIBSON PACKAGE - \$20,000

## OPTION 1

### *Party ON THE Green*



- 10 tickets to Party on the Green (Sat, Oct 28)
- Click-through logo included on event website as an Althea Gibson sponsor
- Logo included as an Althea Gibson sponsor on day of event sponsor display and printed on event invitation\*

## OPTION 2

### *Party ON THE Green &*



- 6 tickets to Party on the Green (Sat, Oct 28)
- Listing as an Althea Gibson sponsor on day of event sponsor display
- Listing as an Althea Gibson sponsor on event website and printed invitation
- 3 playing spots (1 threesomes) in the Collegiate Am-Am playing alongside a NCAA team member (Sun, Oct 29)
- Daily Hospitality Tickets – 12 (Mon-Wed, Oct 30 – Nov. 1)
- Daily Ground Tickets – 12 (Mon-Wed, Oct 30 – Nov. 1)
- Daily VIP Parking Passes – 4
- General Parking Passes – 12

**3 packages available**

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# HAROLD DUNOVANT PACKAGE - \$10,000

## OPTION 1

### *Party ON THE Green*

- 8 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Harold Dunovant sponsor on day of event sponsor display
- Listing as a Harold Dunovant sponsor on event website and printed on event invitation\*



\*To be listed in the Formal Invitation, supporters must submit a formal pledge by September 1, 2023.

## OPTION 2

### *Party ON THE Green &*



- 4 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Harold Dunovant on day of event sponsor display
- Listing as a Harold Dunovant on event website and printed invitation
- 3 playing spots in the Collegiate Am-Am playing alongside a NCAA team member (Sun, Oct 29)
- Daily Hospitality Tickets – 4 (Mon-Wed, Oct 30 – Nov. 1)
- Daily Ground Tickets – 8 (Mon-Wed, Oct 30 – Nov. 1)
- Daily VIP Parking Passes – 2
- General Parking Passes – 8

**5 packages available**

# RENEE POWELL PACKAGE - \$5,000

## OPTION 1

### *Party ON THE Green*

- 6 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Renee Powell sponsor on day of event sponsor display
- Listing as a Renee Powell sponsor on event website and printed on event invitation\*



\*To be listed in the Formal Invitation, supporters must submit a formal pledge by September 1, 2023.

## OPTION 2

### *Party ON THE Green* &

- 4 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Renee Powell Sponsor on day of event sponsor display
- Listing as a Renee Powell Sponsor on event website and printed invitation
- 1 playing spot in the Collegiate Am-Am playing alongside a NCAA team member (Sun, Oct 29)
- Daily Hospitality Tickets – 2 (Mon-Wed, Oct 30 – Nov. 1)
- Daily Ground Tickets – 6 (Mon-Wed, Oct 30 – Nov. 1)
- Daily VIP Parking Passes – 1
- General Parking Passes – 6

**3 packages available**

# ADDITIONAL PACKAGES AVAILABLE

## Party ON THE Green

### BIRDIE PACKAGE

\$2,500

- 4 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Birdie sponsor on day of event sponsor display
- Listing as a Birdie sponsor on event website and printed on event invitation\*

### PAR PACKAGE

\$1,000

- 2 tickets to Party on the Green (Sat, Oct 28)
- Listing as a Par sponsor on event website and printed on event invitation\*

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