



the party on the
green sponsorship
package

HONORING ROB AND PAM JOHNSTON

HONORARY CO-CHAIRS

CURLEY M. & JENNIFER DOSSMAN, JR. | GRANT CAGLE
PETER & KAREN H'DOUBLER | CHUCK & KATHIE PALMER
BILLY & MARTHA PAYNE | BILL & MARGARET YOUNG

East Lake
FOUNDATION

East Lake Foundation

Founded in 1995 by developer and philanthropist, Tom Cousins, the East Lake Foundation collaborates with The Villages of East Lake residents, Charles R. Drew Charter School families, and other key service providers to ensure every member of the community has access to the resources, tools and supports needed to thrive.

For more than 30 years, the Foundation has used an integrated model for holistic community development that includes **cradle-to-college and career education, mixed-income housing, community wellness, and economic vitality**. This approach to education and sustaining a healthy, vibrant community ensures that East Lake and its residents are recognized for what is possible and not defined by the past.

The Foundation's collective work with residents and partners is proof that a community that experienced disinvestment and a lack of opportunities for decades can be transformed into a neighborhood where children and their families thrive and experience increased access, upward mobility, and improved health outcomes.

Although we have made tremendous progress, there is still more to do to address housing security, wealth and income building, access to quality education, and wellness. With your support, the East Lake Foundation will continue collaborating with residents and partners to strengthen the East Lake community and create pathways to prosperity and opportunity for all.





the events
that make
a difference

PARTY ON THE GREEN & EAST LAKE CUP

Party ON THE Green

Party on the Green

SATURDAY, OCTOBER 24, 2026
6:00 PM AT EAST LAKE GOLF CLUB

Party on the Green is the annual signature fundraising event benefiting the East Lake Foundation. Join us for an unforgettable evening. We are excited to return to the historic East Lake Golf Club, where you will enjoy music, outdoor games, an inspiring program, and mingling over delicious food and beverages.

HONORARY CO-CHAIRS

Curley M. and Jennifer Dossman, Jr.
Grant Cagle
Peter and Karen H'Doubler
Chuck and Kathie Palmer
Billy and Martha Payne
Bill and Margaret Young



AN UNFORGETTABLE EVENING



the honorees

Honoring Rob and Pam Johnston

We are delighted to honor **Rob and Pam Johnston** for their enduring volunteer and philanthropic support and commitment to the families of East Lake and the Charles R. Drew Charter School community. Rob is the founder of First Communities Management, former Chairman of the TOUR Championship, and served on the East Lake Foundation's Board of Directors for two decades.



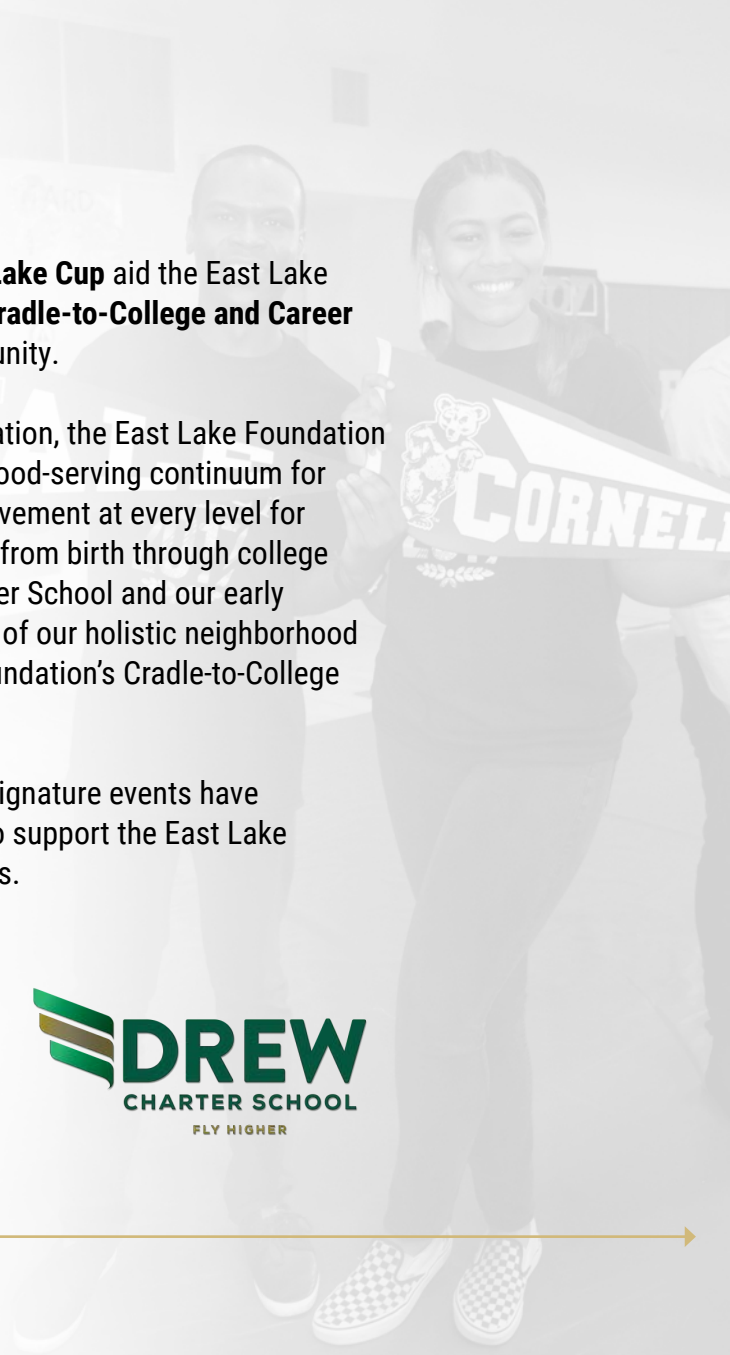
SUPPORT FROM BIRTH TO COLLEGE AND BEYOND

Collective Impact

Both **Party on the Green** and **East Lake Cup** aid the East Lake Foundation's work to support the **Cradle-to-College and Career Continuum** in the East Lake community.

As part of its commitment to education, the East Lake Foundation invests in a high-quality, neighborhood-serving continuum for student growth, learning, and achievement at every level for more than 2,200 students annually from birth through college and beyond. Charles R. Drew Charter School and our early learning partners are integral parts of our holistic neighborhood revitalization and represent the Foundation's Cradle-to-College and Career Continuum.

Over the last ten years, these two signature events have contributed more than **\$7 million** to support the East Lake Foundation's programs and partners.





12th Annual East Lake Cup

MONDAY, OCTOBER 26, 2026 - WEDNESDAY, OCTOBER 28, 2026

The East Lake Foundation is proud to continue to partner with **East Lake Cup**, 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 hosted at the East Lake Golf Club.

Arizona State, Florida State, Georgia Tech, Northwestern, Ohio State, Ole Miss, Oregon, Texas, University of Virginia, and USC are among the notable programs that have competed in previous years. Additionally, notable players including Viktor Hovland, Scottie Scheffler, Bronte Law, Andrea Lee, and Matthew Wolff have competed.

During the East Lake Cup Celebration on October 26, the annual **Tom Cousins Award** will be presented to two collegiate golfers – one male and one female – who excel in academics and engagement in the community.



2025 TEAMS

Schedule of Events at the East Lake Golf Club

PARTY ON THE GREEN

SATURDAY, OCTOBER 24

6:00 PM Party on the Green Celebration

EAST LAKE CUP

SUNDAY, OCTOBER 25

8:00 AM East Lake Cup Collegiate Am-Am Morning Wave Shotgun Start

1:30 PM East Lake Cup Collegiate Am-Am Afternoon Wave Shotgun Start

MONDAY, OCTOBER 26

10:30 AM VIP Hospitality in Grill Room

10:30 AM Day 1 Play Begins - Stroke Play Format

6:30 PM East Lake Cup Celebration and Presentation of the Tom Cousins Award

TUESDAY, OCTOBER 27

10:30 AM VIP Hospitality in Grill Room

10:40 AM Day 2 Play Begins - Match Play format

WEDNESDAY, OCTOBER 28

10:30 AM VIP Hospitality in Grill Room

10:40 AM Final Day Play Begins - Match Play Format

AWARDS CEREMONY FOLLOWING PLAY





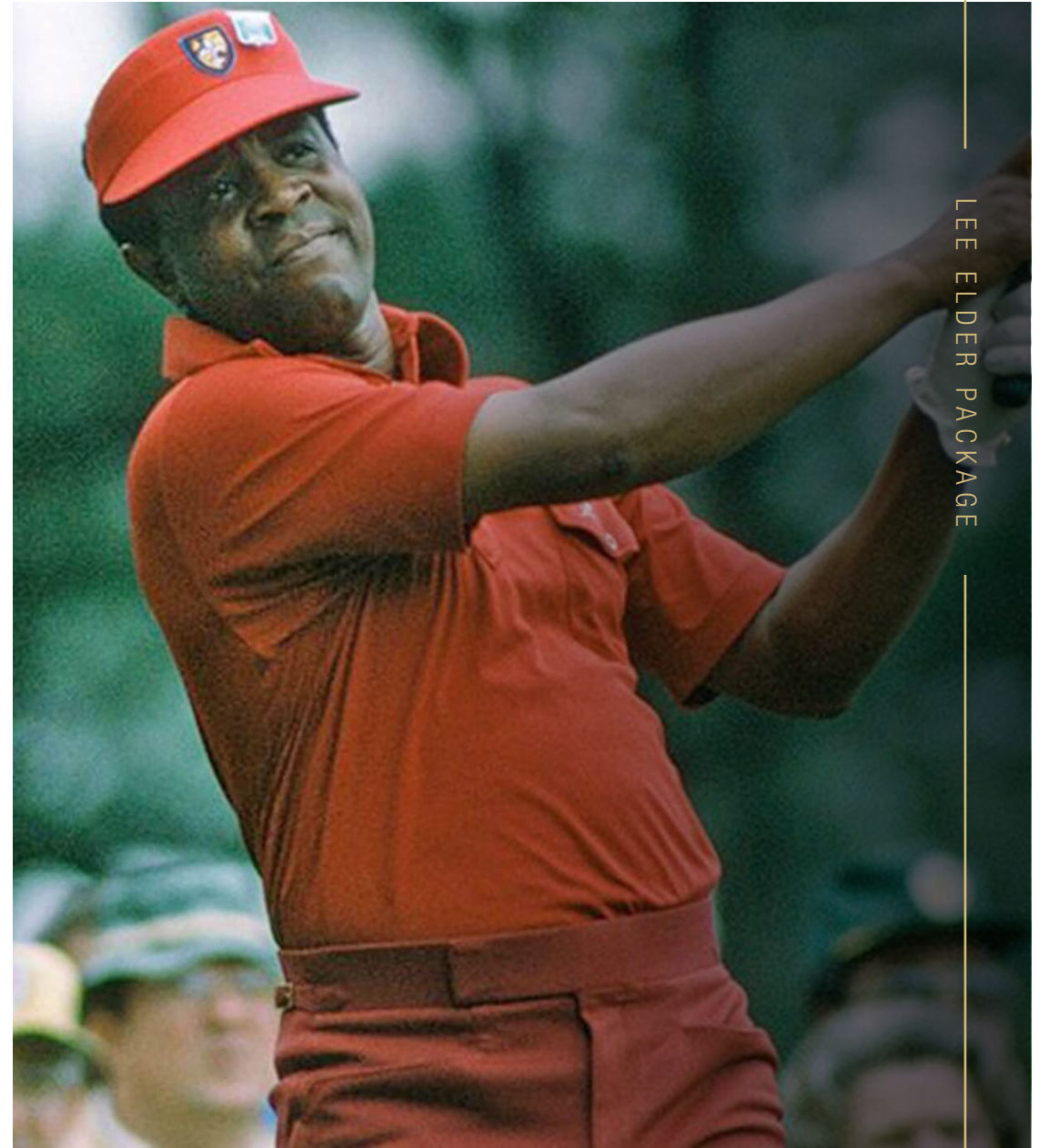
the 2026
sponsorship
opportunities

The East Lake Foundation is honored to name its sponsorship packages in recognition of trailblazing African American golfers. We are pleased to offer a limited number of packages that include playing spots in East Lake Cup's Collegiate Am-Am.

\$50,000

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.



LEE ELDER PACKAGE

Option 1 – Party on the Green & East Lake Cup

PARTY ON THE GREEN BENEFITS

10 tickets to Party on the Green

Logo included as a Lee Elder Sponsor on event website and printed invitation*

Logo included in electronic event communications

Logo included as a Lee Elder Sponsor on day-of event sponsor displays

Recognition in annual report

To be listed on the formal invitation, sponsors must submit a formal pledge by **August 7, 2026.*

EAST LAKE CUP EVENT BENEFITS

9 playing spots (3 threesomes) in East Lake Cup Collegiate Am-Am playing alongside a NCAA team member on Sunday, October 25, 2026**

Admission for 6 guests to East Lake Cup Celebration on Mon, Oct. 26, 2026

12 East Lake Cup Hospitality Tickets (Mon - Wed, Oct. 26 – Oct. 28)

18 East Lake Cup Daily Ground Tickets (Mon - Wed, Oct. 26 – Oct. 28)

9 East Lake Cup Daily VIP Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

18 East Lake Cup General Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

***Due to high demand, playing spots are limited. **4 packages** are available at this level. Sponsors must submit a formal pledge for golf packages by **September 1, 2026**.*

Option 2 – Party on the Green Only

PARTY ON THE GREEN BENEFITS

16 tickets to Party on the Green

Logo included as a Lee Elder Sponsor on event website and printed invitation***

Logo included in electronic event communications

Logo included as a Lee Elder Sponsor on day-of event sponsor displays

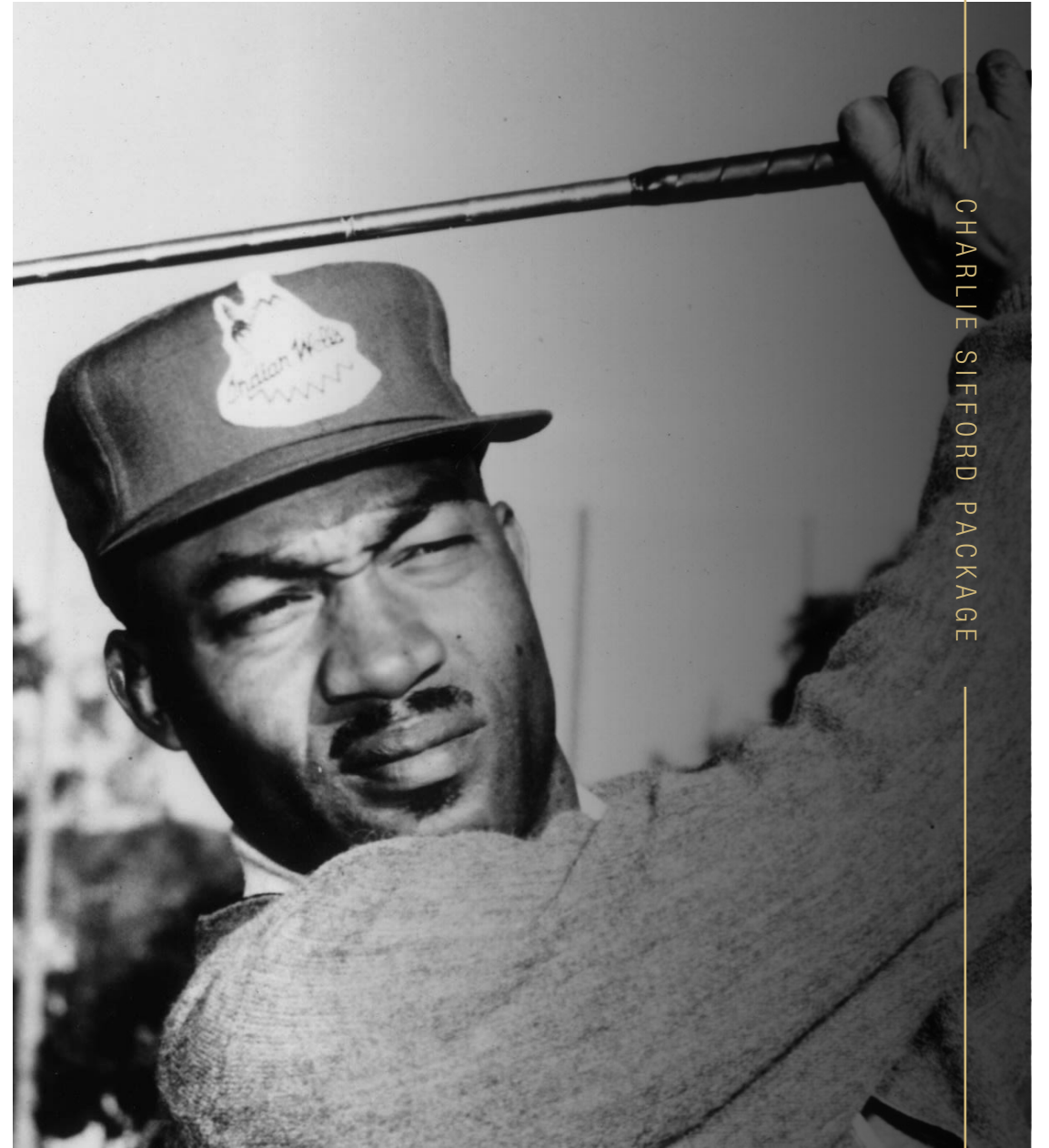
Recognition in annual report

****To be listed on the formal invitation, sponsors must submit a formal pledge by **August 7, 2026**.*

\$30,000

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.



CHARLIE SIFFORD PACKAGE

Option 1 – Party on the Green & East Lake Cup

PARTY ON THE GREEN BENEFITS

8 tickets to Party on the Green

Logo included as a Charlie Sifford Sponsor on event website and printed invitation*

Logo included in electronic event communications

Logo included as a Charlie Sifford Sponsor on day-of event sponsor displays

Recognition in annual report

**To be listed on the formal invitation, sponsors must submit a formal pledge by August 7, 2026.*

EAST LAKE CUP EVENT BENEFITS

6 playing spots (2 threesomes) in East Lake Cup Collegiate Am-Am playing alongside a NCAA team member on Sunday, October 25, 2026**

Admission for 4 guests to East Lake Cup Celebration on Mon, Oct. 26, 2026

8 East Lake Cup Hospitality Tickets (Mon - Wed, Oct. 26 – Oct. 28)

12 East Lake Cup Daily Ground Tickets (Mon - Wed, Oct. 26 – Oct. 28)

6 East Lake Cup Daily VIP Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

12 East Lake Cup General Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

***Due to high demand, playing spots are limited. 3 packages are available at this level. Sponsors must submit a formal pledge for golf packages by September 1, 2026.*

Option 2 – Party on the Green Only

PARTY ON THE GREEN BENEFITS

12 tickets to Party on the Green

Logo included as a Charlie Sifford Sponsor on event website and printed invitation***

Logo included in electronic event communications

Logo included as a Charlie Sifford Sponsor on day-of event sponsor displays

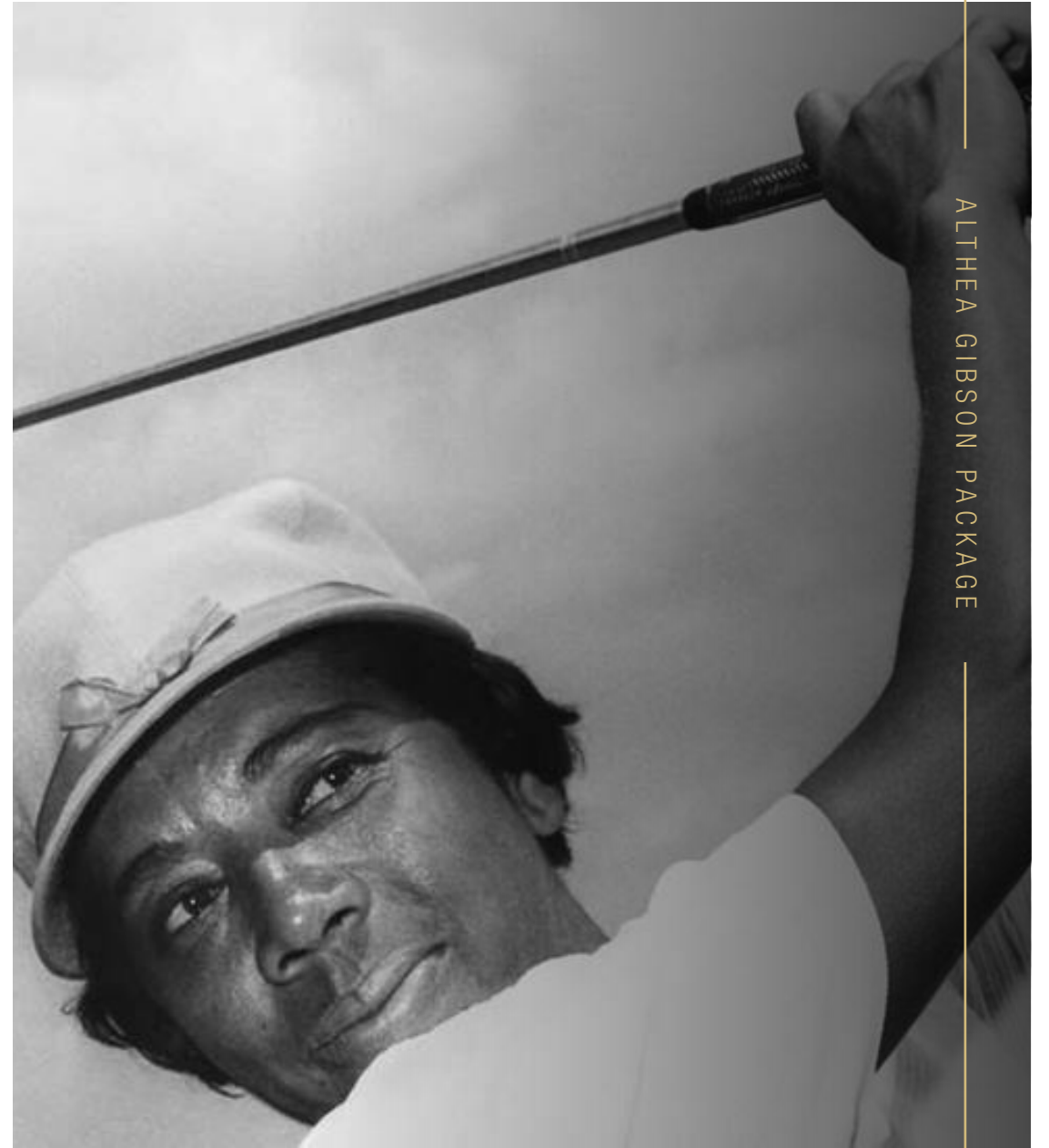
Recognition in annual report

****To be listed on the formal invitation, sponsors must submit a formal pledge by August 7, 2026.*

\$20,000

Althea Gibson

African American professional golfer and tennis player.
First Black golfer in the Ladies Professional Golf
Association (LPGA).



ALTHEA GIBSON PACKAGE

Option 1 – Party on the Green & East Lake Cup

PARTY ON THE GREEN BENEFITS

6 tickets to Party on the Green

Logo included as a Althea Gibson Sponsor on event website

Logo included in electronic event communications

Logo included as a Althea Gibson Sponsor on day-of event sponsor displays

Recognition in annual report

EAST LAKE CUP EVENT BENEFITS

3 playing spots (1 threesome) in East Lake Cup Collegiate Am-Am playing alongside a NCAA team member on Sunday, October 25, 2026*

Admission for 4 guests to East Lake Cup Celebration on Mon, Oct. 26, 2026

6 East Lake Cup Hospitality Tickets (Mon - Wed, Oct. 26 – Oct. 28)

8 East Lake Cup Daily Ground Tickets (Mon - Wed, Oct. 26 – Oct. 28)

3 East Lake Cup Daily VIP Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

8 East Lake Cup General Parking Passes (Mon - Wed, Oct. 26 – Oct. 28)

Due to high demand, playing spots are limited. 2 packages are available at this level. Sponsors must submit a formal pledge for golf packages by **September 1, 2026.*

Option 2 – Party on the Green Only

PARTY ON THE GREEN BENEFITS

10 tickets to Party on the Green

Logo included as a Althea Gibson Sponsor on event website

Logo included in electronic event communications

Logo included as a Althea Gibson Sponsor on day-of event sponsor displays

Recognition in annual report

\$10,000

Harold Dunovant

Party on the Green Only

PARTY ON THE GREEN BENEFITS

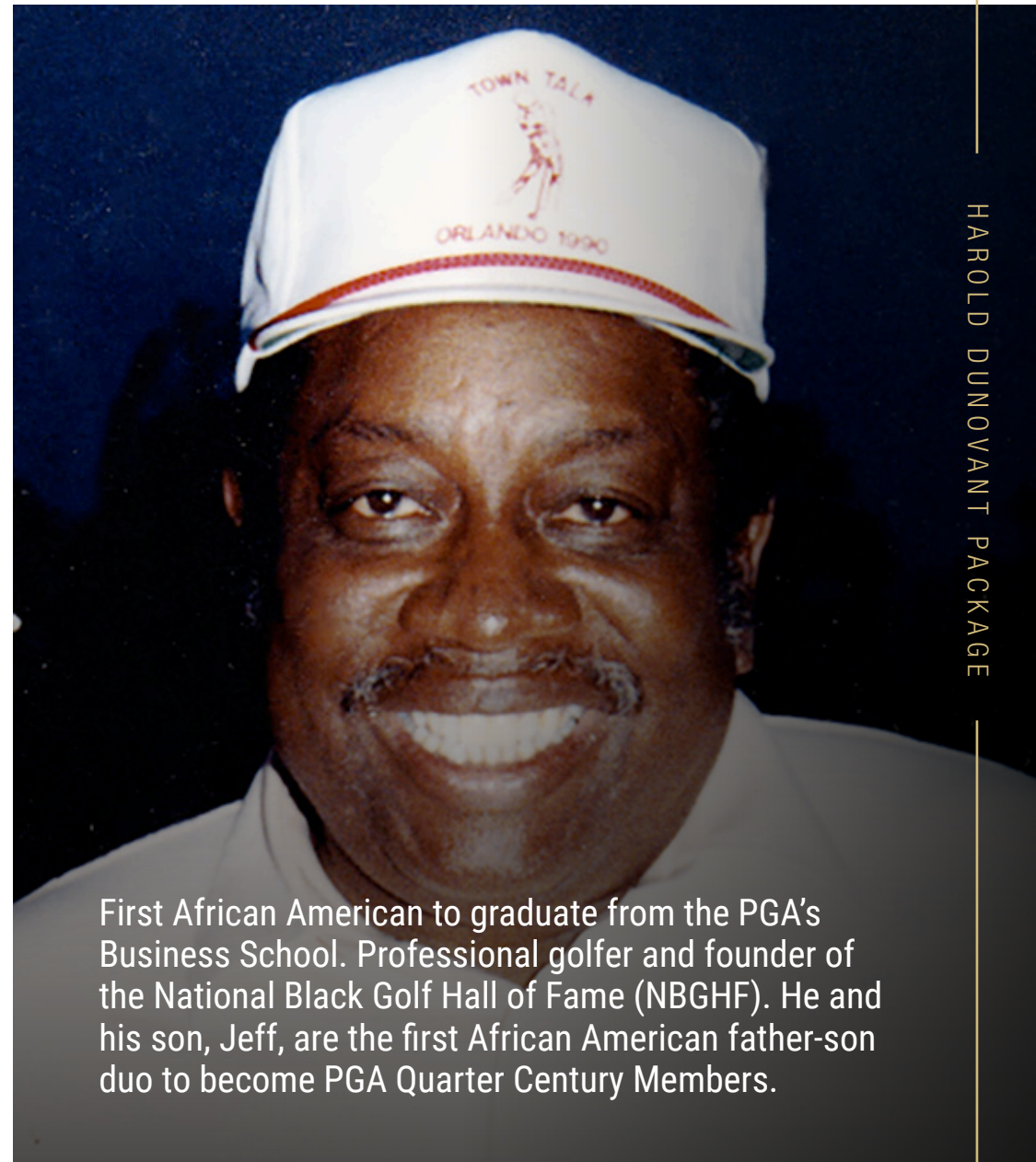
8 tickets to Party on the Green

Listing as a Harold Dunovant Sponsor on event website

Listing as a Harold Dunovant Sponsor on electronic event communications

Listing as a Harold Dunovant Sponsor on day-of event sponsor displays

Recognition in annual report



First African American to graduate from the PGA's Business School. Professional golfer and founder of the National Black Golf Hall of Fame (NBGHF). He and his son, Jeff, are the first African American father-son duo to become PGA Quarter Century Members.

\$5,000

Renee Powell

Party on the Green Only

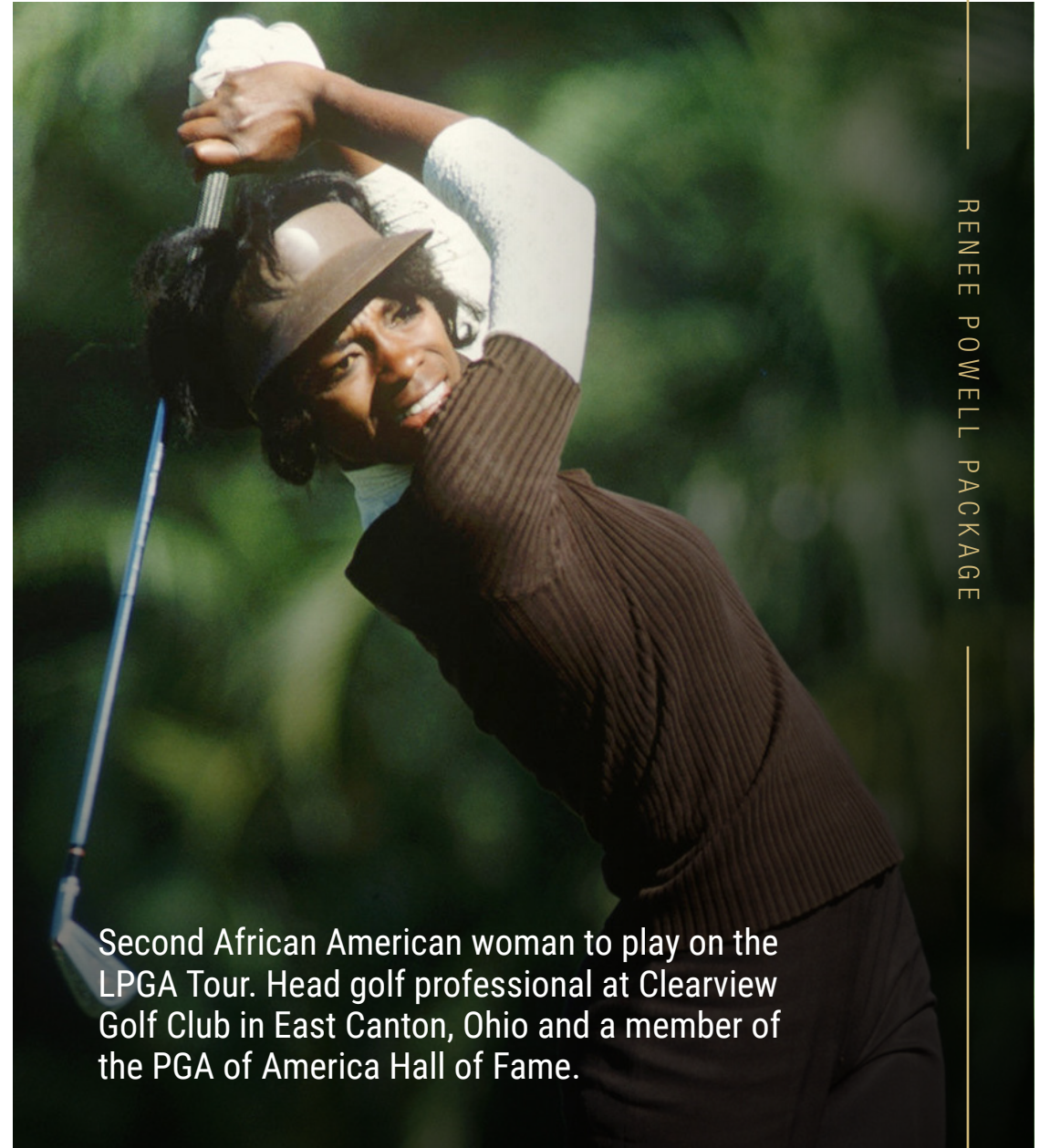
PARTY ON THE GREEN BENEFITS

6 tickets to Party on the Green

Listing as a Renee Powell Sponsor on event website

Listing as a Renee Powell Sponsor on day-of event sponsor displays

Recognition in annual report



RENEE POWELL PACKAGE

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.

\$3,000

Birdie

Party on the Green Only

PARTY ON THE GREEN BENEFITS

4 tickets to Party on the Green

Listing as a Birdie Sponsor on event website

Listing as a Birdie Sponsor on day-of event sponsor displays

Recognition in annual report



BIRDIE PACKAGE

\$1,500

Par

Party on the Green Only

PARTY ON THE GREEN BENEFITS

2 tickets to Party on the Green

Listing as a Par Sponsor on event website

Listing as a Par Sponsor on day-of event sponsor displays

Recognition in annual report



PAR PACKAGE

the difference you make starts here

Your support makes the East Lake community stronger by helping families build better lives and children reach their highest potential. Visit qrco.de/potg26 to become a sponsor today.

For questions, please contact Kivatah Castilla, Director of Development, at kcastilla@eastlakefoundation.org or **404-974-4514**.

Please confirm sponsorship by September 25, 2026.

