

# 2023 TEE UP DIVERSITY L.A. GALA



*To increase the participation of African Americans and Minorities in the Business and Game of Golf!*

## TEE UP DIVERSITY SPONSORSHIP

The Reaching Back Foundation, Inc.  
Dwight Robinson  
c/o E. Macey Russell  
Choate Hall & Stewart, LLP  
Two International Place  
Boston, MA 02110

May 22, 2023

Dear Potential Sponsor,

The Tee Up Diversity Gala during the U.S. Open Championship each year is the primary fundraiser for the Tee Up Diversity initiative. Please know that your support will provide minority youth and young adults with scholarships, mentoring and internships centered around the business and, or game of golf. In exchange for your support, we have provided sponsorship information for your review. In addition, your participation can also qualify for Diversity, Equity & Inclusion credits.

This year we have selected to honor posthumous several individuals who set the bar high in terms of achievement and impact on the business and, or the game of golf. We hope that you will appreciate the legacy of such greats as the late Joe Louis, Bill Spiller, and the Honorable Stanley Mosk. Below you will find details regarding the Tee Up Diversity initiative, last year's event and how funds raised will be used to make an impact on young people.

Special invitations will also be sent out next week. Sincere appreciation for your time and consideration!

*Dwight Robinson*

Dwight Robinson  
Tee Up Diversity  
856-375-3979

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# TEE UP DIVERSITY SPONSORSHIP

## INTRODUCTION

Tee Up Diversity is pleased to announce its ongoing efforts to make an impact on society by increasing African Americans and minorities participation in the business and game of golf. The Tee Up Diversity sponsorship package provides critical information regarding the mission, importance, impact, benefits, event details and projected use of funds. The sponsorship packages create opportunities for companies to satisfy DE&I goals while partnering with a cause that customers, clients, executives, and employees can participate in and enjoy. We hope that you can identify that TUD's mission aligns with your mission in some way to formalize a Win/Win partnership.

## BACKGROUND

The Reaching Back Foundation is an IRS 501(c)(3) Massachusetts non-profit organization dedicated to the development of disadvantaged youth. The Tee Up Diversity initiative is the vision of E. Macey Russell who was inspired by longtime friend, Mr. Lee Elder. It was Mr. Elder's life mission to help make the game and business of golf more inclusive for African Americans and Minorities. Despite Mr. Elder's passing on Thanksgiving of 2021, the Tee Up Diversity initiative first event took place seven months after his death in Boston during the 2022 USGA Open Championship.

## MISSION

Tee Up Diversity is an initiative to encourage and support more African Americans and Minorities participation in the business and game of golf. The initiative raises funds for Scholarships, Internships, Mentorship and Exhibits to display the accomplishments and contributions African Americans and Minorities have made regarding the game and business of golf.



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## ACHIEVEMENTS

Tee Up Diversity inaugural event was held at the Newbury in Boston during the 2022 USGA Championship at The Country Club in Brookline, Massachusetts. With the support of the USGA, The Country Club and sponsors, the event raised \$350,000 dedicated to endowing scholarships with the United Negro College Fund for students attending Historically Black Colleges and Universities and with the Francis Ouimet Scholarship Fund for diverse college students working in the game of golf. To further the initiative and ensure ongoing support for the Tee Up Diversity cause, the funds raised in 2023 will be distributed as follows:

- UNCF's Tee Up Diversity Scholarship
- UNCF Tee Up Diversity Fund
- Local Youth Golf Related Program(s)
- National Programs
- Exhibit (African Americans & Minorities Contributions in Golf)
- Tee Up Diversity Annual Fund
- 2024 Start Up Cost

## PRIMARY FUNDRAISER

On Jun 15<sup>th</sup>, the 2023 Tee Up Diversity Gala is being held at the Taglyan Center in Los Angeles, CA. The banquet is the primary fundraiser for the initiative and will consist of: Celebrity Meet & Greet, Comedian guest appearance, Awards Ceremony, Dinner, Musical Performance and Auction. The Posthumous Honorees for the 2023 Gala are the late: Joe Louis, Bill Spiller Sr., and the Honorable Stanley Mosk. We are privileged to have the immediate family members agree to attend the Gala and accept the award on their behalf.



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## PHOTOS FROM 2022

### HONOREES



### SPONSORS



### SCHOLARS



Last Year's Host (2022 was Anthony Anderson – ABC TV SHOW BLACKISH)



### DJ



### DANCING



### NETWORKING



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# TEE UP DIVERSITY SPONSORSHIP

## SPONSORSHIP PACKAGES

### EAGLE SPONSOR \$25,000

- Credit as an Eagle Sponsor on all materials
- Four (4) Passes to Private V.I.P. Cocktail Reception
- Recognized as a Sponsor on the event's website through the end of 2023
- Half Page ad in the program book
- Two (2) Premium Tables at Tee Up Diversity Gala (8) Tickets
- Special Recognition by Celebrity Host during Gala
- Four (4) Tickets to The After Party

### BIRDIE SPONSOR \$10,000

- Credit as a Birdie Sponsor on all materials
- Two (2) Passes to Private V.I.P. Cocktail Reception
- Recognized as a Sponsor on the event's website through the end of 2023
- Quarter Page ad in the program book
- One (1) Premium Table at Tee Up Diversity Gala (8) Tickets
- Two (2) Tickets to The After Party

### PAR SPONSOR \$5,000

- Credit as a Par Sponsor on all event materials
- Recognized as a Sponsor on the event's website through the end of 2023
- Listing in the program book
- One (1) Table at Tee Up Diversity Gala (8) Tickets

# TEE UP DIVERSITY SPONSORSHIP

## GALA ITINERARY

### PROGRAM ITINERARY - THURSDAY, JUNE 15, 2023 (Pacific Standard Time)

NO.	TIME	ACTIVITY	LOCATION	PRESENTER
1.	6:30pm	V.I.P. Reception	The Gardens	Host
*2.	7:10pm	Celebrity Host Arrival	The Gardens	Sponsor
3.	7:30pm	Gala Dinner Begin	Grand Ballroom	Host
4.	7:45pm	Welcome Address	Ballroom Stage	Macey Russell Esq.
5.	7:50pm	Tee Up Diversity Initiative	Grand Ballroom	Recipient(s)
*5.	8pm	Posthumous Honorees Intros	Ballroom Stage	Sponsor
6.	8:10pm	Performance	Ballroom Stage	Musical Tribute
7.	8:20pm	Posthumous Honoree Address	Grand Ballroom	Spiller Family
8.	8:30pm	Performance	Ballroom Stage	Comedian
9.	8:45pm	Posthumous Honoree Address	Grand Ballroom	Mosk Family
10.	8:55	Performance	Ballroom Stage	Dance Tribute
11.	9pm	Posthumous Honoree Address	Grand Ballroom	Barrow Family
12.	9:15	Auction & Nike Longest Drive Winner	Ballroom Stage	Sponsor
13.	9:25pm	Closing	Grand Ballroom	Macey Russell Esq.
14.	9:30pm	After-party	The Gardens	Live DJ

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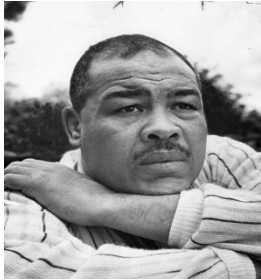
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## POSTHUMOUS HONOREES BIOGRAPHIES

### Joe Louis Barrow Sr.



( May 13, 1914 – April 12, 1981) Everyone knows Joe Louis (The Brown Bomber) as the great heavy weight champion of the world who reigned as champion from 1937 to 1949. Louis also caught the golf bug and became a very good golfer. Along the way, he supported the careers of several other early black professional golfers, such as Bill Spiller, Ted Rhodes, and Charlie Sifford to name a few. Louis love and passion for golf was evidenced as he was instrumental in founding The First Tee, a charity helping underprivileged children become acquainted with the game of golf. His first son, Joe Louis Barrow, Jr., served as CEO of the organization until 2017. Joe had four additional children by his final marriage; a second son named Joseph Louis Barrow Jr, John Louis Barrow, Joyce Louis Barrow, and Janet Louis Barrow. John Louis Barrow resides in California. In 2009, the PGA of America granted posthumous honorary membership to Louis. (Source – Wikipedia)

### William Spiller Sr.



(October 25, 1913 – 1988) Spiller started his professional career late, but dominated the Southern California Negro golf circuit throughout the 40's. He is noted for his tenacity regarding the several lawsuits he filed against the PGA of America to permit him and other African American players to compete in PGA events. Spiller was able to get the PGA of America to rescind its “Caucasian Only” members clause with the help of Stanley Mosk who was the Attorney General of the State of California.

Spiller fathered William Spiller Jr. Esq., a prominent attorney in California and the late Paula Stewart who recently passed in 2022. (Source – Wikipedia)

### The Honorable Stanley Mosk



(September 4, 1912 – June 19, 2001) Mosk was an American jurist, politician, and attorney. He served as the Attorney General for the State of California and later became the Associate Justice of the California Supreme Court for 37 years (1964–2001), the longest tenure in that court's history. Mosk, while the AG of California, placed the needed pressure on the president of the PGA of America. His pressure along with the lawsuits filed by Bill Spiller forced the PGA to rescind its “Caucasian Only” membership rule. Mosk married the late Helen Edna Mitchell and they had one son, Richard M. Mosk. Richard went on to become an accomplished Attorney and married Sandra Budnitz. Richard had two children, Julie Morris, a Psychologist and Matthew Mosk is an Emmy award winning Producer. (Source – Wikipedia)

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## GALA VENUE & LOCATION



**TAGLYAN COMPLEX**

**Address: 1201 Vine Street, Los Angeles, CA., 90038**

### **BALLROOM**



### **GARDENS**



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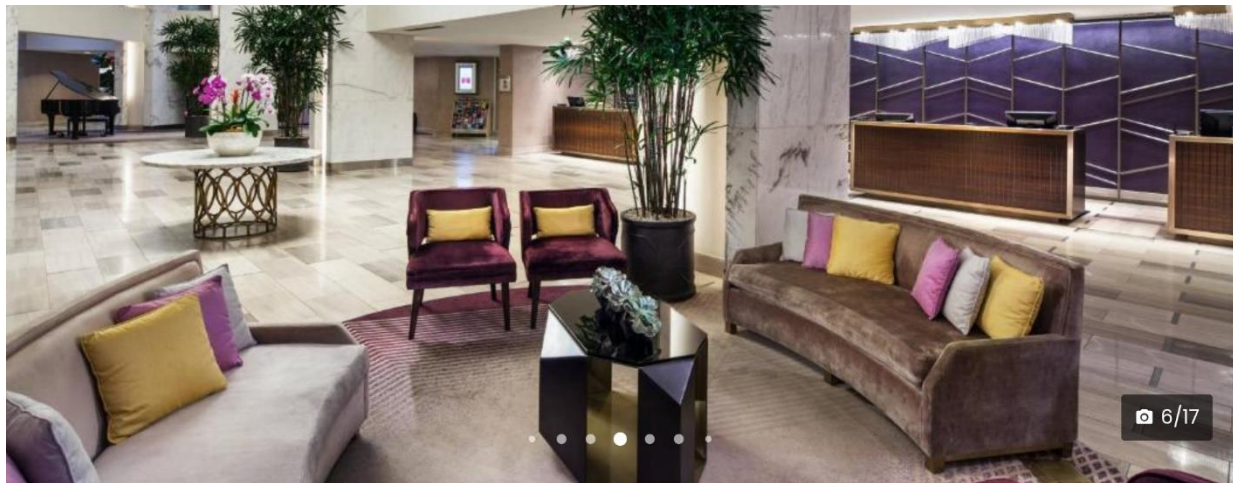
# TEE UP DIVERSITY SPONSORSHIP

## HOTEL ACCOMODATIONS

### Sheraton Gateway Los Angeles Hotel

Address: 6101 West Century Boulevard, Los Angeles, CA, 90045, US

Telephone number: (310)642-1111



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