

Monday, October 2nd &  
Tuesday, October 3rd

**2017**

East Lake Golf Club  
Atlanta, Georgia



Join us for the 12th annual C5 Coca-Cola Golf Classic at the exclusive East Lake Golf Club. C5 changes lives, families and communities through intensive five-year leadership development and college-readiness programs targeted to high-potential teens from challenging situations. Thanks to the generosity of our sponsors, the tournament is the single largest fundraiser supporting more than 1,250 youth from Georgia, New England, Texas and Southern California.

## TOURNAMENT SCHEDULE

### MONDAY, OCTOBER 2ND

9:30 a.m. Registration, Brunch, and Warm Up  
12:00 p.m. Shot-gun Start  
Post Play Buffet Reception, Silent Auction,  
Live Auction and Awards

### TUESDAY, OCTOBER 3RD

8:00 a.m. Registration, Breakfast, and Warm Up  
10:00 a.m. Shot-gun Start  
Post Play Hors d'oeuvres and Beverages

## THE GAME

All golfers from both days of the tournament are invited to attend the Auction and Awards Reception on Monday.

East Lake is the home course of legendary golfer Bobby Jones and is a symbol of tradition and honor. The course is the permanent home of THE TOUR Championship presented by Coca-Cola.

East Lake is a walking course and caddies will be provided for the tournament. The tournament format is a modified scramble.

## THE CAUSE

Only C5 commits year-round to students for five full years to help guide them to college, career choices and community involvement beyond graduation.

### Our unique five-year commitment delivers results:

- 80% of C5 teens are first-generation college scholars.
- Over 90% of our graduates go to college.
- Each student performs over 250 hours of community service during his or her time in the program



***"C5 taught me how to be a leader and get out of my shell. I gained an amazing family that I love so much."***

- Diana Sanchez

To register, or for more information about the 2017 Coca-Cola C5 Golf Classic, contact:

Deb Samuels | Association President | Association of C5 Youth Programs  
617-758-8967 | [golf@c5yf.org](mailto:golf@c5yf.org) | [c5leaders.org/C5CocaColaGolfClassic](http://c5leaders.org/C5CocaColaGolfClassic)



*"I learned to discover my potential as a leader and overcome obstacles in life that I thought I never could overcome."*

- Joshua Uribe Sanmartin

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor: \$50,000

- Company name incorporated into tournament name, "Presented by. . ."
- Exclusivity—only one
- Name on caddy bibs
- Three teams in the tournament (12 total players including Coke executives)
- First choice of Coca-Cola executives to play with each team
- Special recognition and opportunity to speak at the event
- Prominent logo recognition in the event program and signage
- Player gifts
- Invitation to buffet reception, auction and awards ceremony
- Logo on C5 website

### Gold Sponsor: \$25,000

- Two teams in the tournament (8 total players including Coke executives)
- Special recognition at the event
- Logo recognition in event program and signage
- Player gifts
- Invitation to buffet reception, auction and awards ceremony
- Logo on C5 website

### Silver Sponsor: \$12,000

- One team in the tournament (4 total players including Coke executives)
- Logo recognition in event program
- Player gifts
- Invitation to buffet reception, auction and awards ceremony
- Name recognition on C5 website

### Bronze Sponsor: \$6,000

- Two total playing spots in the tournament including Coke executive (will be paired with another sponsor)
- Listing in the event program
- Player gifts
- Invitation to buffet reception, auction and awards ceremony
- Name recognition on C5 website

### Hole Sponsor: \$3,000

- Logo on the flag for a designated hole
- Listing in the event program

*"Through C5, I learned that being a leader does not mean always talking, but also listening, and putting in effort to get the job done, even if it doesn't go your way."*

- Vladimira Asinor