



ALFRED "TUP" HOLMES  
LEGACY FOUNDATION



*Sponsorship Opportunities*

# The Alfred "Tup" Holmes 70th Anniversary Legacy Celebration

Honoring Atlanta's Golf Trailblazer and the Landmark 1955  
Supreme Court Victory that Opened the Game to Everyone

Wednesday, February 25, 2026 • 6:00–8:30 PM



130 West Paces Ferry Road NW  
Atlanta, Georgia 30305



**A Message from the President & CEO**  
**Hamilton E. Holmes, Jr.**  
*Alfred "Tup" Holmes Legacy Foundation, Inc.*



As the grandson of Alfred "Tup" Holmes, I am proud to help carry forward a legacy that played an integral role in Atlanta's history of progress. Your valued sponsorship of the 70th Anniversary Legacy Celebration honors this important milestone while supporting the Alfred "Tup" Holmes Youth Golf & STEAM Summer Enrichment Program. As part of our youth academies initiative, this program expands access to golf, education, and youth development for Atlanta's underserved communities. Your partnership is essential to ensuring my grandfather's legacy continues to inspire future generations and create lasting opportunities for all.





*Sponsorship*



*Opportunities*

## The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration

Honoring Atlanta’s Golf Trailblazer and the Landmark 1955  
Supreme Court Victory that Opened the Game to Everyone

The Alfred “Tup” Holmes Legacy Foundation, in partnership with the City of Atlanta and the Atlanta History Center, invites you to join a milestone **70th Anniversary celebration** during Black History Month on **February 25, 2026**.

This historic event commemorates a defining moment in Atlanta’s civic landscape: the landmark *Holmes v. City of Atlanta* Supreme Court ruling that ensured public golf courses would be open and accessible to all members of the community.

In 1955, Alfred “Tup” Holmes’ courageous legal challenge ended segregation in Atlanta’s public golf system. This victory not only expanded equal access to recreation but also established his legacy as one of the city’s great civic trailblazers. His story, and the broader Holmes family legacy, reflect Atlanta’s long-standing leadership in advancing opportunity for future generations.

Your sponsorship helps preserve this powerful legacy and directly supports the **Foundation’s mission** to expand youth access through golf programming, education, mentorship, and community initiatives. Together, we can honor a landmark moment in Atlanta’s past and help inspire a future that remains open and inclusive for all.

Wednesday, February 25, 2026

6:00–8:30 PM

Atlanta History Center

130 West Paces Ferry Road NW  
Atlanta, GA 30305



ALFRED “TUP” HOLMES  
LEGACY FOUNDATION





*Sponsorship*

*Opportunities*

## EVENT HIGHLIGHTS

### The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration

Honoring Atlanta’s Golf Trailblazer and the Landmark 1955 Supreme Court Victory that Opened the Game to Everyone

#### LEGACY

- Commemorating 70 years since “Tup” Holmes’ 1955 Supreme Court victory
- Recognizing the Holmes family’s enduring civic contributions
- Exhibition of Holmes Family Archives and historical artifacts

#### CULTURE

- VIP cocktail reception at the Atlanta History Center
- Black History Month reflections
- Live art tribute and silent auction
- Debut of the “TUP” 1955 *Golf for All*— Legacy Merchandise Capsule Collection

#### IMPACT

- Special 70th Anniversary Souvenir Journal
- Fundraising for the Youth Golf & STEAM Summer Enrichment Program
- Expanding access and opportunity for Atlanta’s next generation

Wednesday, February 25, 2026

6:00–8:30 PM

Atlanta History Center

130 West Paces Ferry Road NW  
Atlanta, GA 30305



ALFRED “TUP” HOLMES  
LEGACY FOUNDATION

ATLANTA

HISTORY

CENTER





*Sponsorship*

*Opportunities*

## SPONSOR IMPACT SNAPSHOT

### Why the Alfred “Tup” Holmes 70th Anniversary Legacy Celebration Partnership Delivers Value Beyond the Evening

A High-Visibility Cultural Moment with Lasting Brand Impact

#### Audience & Attendance

- 100–150 invited civic leaders, business executives, golf professionals, cultural influencers, and community stakeholders from Atlanta’s philanthropic and corporate communities

#### Brand Visibility & Recognition

- On-site brand placement across signage, step-and-repeat, printed materials, and the official souvenir journal, with logo inclusion in pre- and post-event digital communications
- Verbal recognition during the evening program

#### Media & Content Exposure

- Earned media outreach to Atlanta and national outlets, supported by professional event photography, video assets, and post-event recap content

#### Digital & Social Reach

- Pre-, during-, and post-event exposure across the Alfred “Tup” Holmes Legacy Foundation and media partner's website, social media and email platforms

#### Legacy Value

- Alignment with a nationally significant 70th anniversary and lasting association with the Holmes family legacy across golf, recreation, and education

Wednesday, February 25, 2026

6:00–8:30 PM

Atlanta History Center

130 West Paces Ferry Road NW  
Atlanta, GA 30305



ALFRED “TUP” HOLMES  
LEGACY FOUNDATION





*Sponsorship*



*Opportunities*

## The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration



### FOUNDING LEGACY CHAMPION

*Presenting Sponsor—Investment: \$25,000 (Exclusive)*

#### Founding Partner Benefits:

The *Founding Legacy Champion* Partner is the inaugural and exclusive primary sponsor of the Alfred “Tup” Holmes 70th Anniversary Legacy Celebration, recognized for helping establish and support this milestone commemoration and its associated youth empowerment programming.

#### Brand Alignment

- **Presenting naming rights:** “*The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration, Presented by [Brand or Company Name]*”

- Sole Presenting Sponsor with category exclusivity and prominent brand placement across major event touchpoints

#### Premier Visibility & Recognition

- Premier logo placement across invitations, signage, digital promotions, printed materials, and the official souvenir journal

- **Exclusive full-page back cover ad and full-page sponsor profile** in the 70th Anniversary Souvenir Journal

- Verbal recognition by City of Atlanta officials and Foundation leadership, with opportunity to welcome guests or introduce a featured program

#### Legacy & Post-Event Value

- Featured recognition in post-event recap content, archival media, and press outreach

- **First-access preview and preorder opportunity** for the “TUP” 1955 *Golf for All* — Legacy Merchandise Capsule Collection VIP invitations with priority seating and branded item inclusion in VIP gift bags

- Rights to identify as a *Founding Legacy Partner* of the Alfred “Tup” Holmes 70th Anniversary Celebration

- First right of refusal for presenting partnership consideration for future legacy celebration events

- The Foundation’s 501(c)(3) tax-deductible contribution acknowledgment, as applicable

Wednesday, February 25, 2026

6:00–8:30 PM

Atlanta History Center

130 West Paces Ferry Road NW  
Atlanta, GA 30305





*Sponsorship*



*Opportunities*

## The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration



**EAGLE LEGACY PARTNER**

*Sponsor Investment: \$15,000*

### Eagle Partner Benefits:

The Eagle Legacy Partner level offers high-visibility brand recognition and meaningful alignment with the Alfred “Tup” Holmes 70th Anniversary Legacy Celebration, while supporting the event’s historic mission and community impact.

#### Brand Visibility & Recognition

- Inside front cover full-page ad and full-page sponsor profile in the official Souvenir Journal
- Prominent logo placement across event signage, printed program, and digital promotions
- Verbal acknowledgment during select program moments, with on-site recognition in tribute and reception areas

#### Engagement & Access

- VIP invitations with priority seating
- Recognition in silent auction and live art tribute areas

- Early access to the “TUP” 1955 *Golf for All* — Legacy Merchandise Capsule Collection

#### Media, Digital & Legacy Value

- Listing on the Alfred “Tup” Holmes Legacy Foundation website, social channels, and media partner platforms
- Inclusion in pre- and post-event press announcements
- The Foundation’s 501(c)(3) tax-deductible contribution acknowledgment, as applicable

Wednesday, February 25, 2026

6:00–8:30 PM

Atlanta History Center

130 West Paces Ferry Road NW  
Atlanta, GA 30305





*Sponsorship*



*Opportunities*

## The Alfred “Tup” Holmes 70th Anniversary Legacy Celebration

### LEGACY SPONSOR LEVELS

The Birdie, Par, Caddie, and Community Legacy Partners offer accessible ways to support and participate in the Alfred “Tup” Holmes 70th Anniversary Legacy Celebration.



#### Birdie Legacy Partner

**Investment: \$10,000**

- Full-page color ad in the Souvenir Journal
- Logo placement on program and event signage
- On-site acknowledgment as a Birdie Partner during the program
- VIP invitations with priority seating
- Social media and recognition on THF website
- Pre-access to the “TUP” 1955 Legacy Collection
- Tax-deductible contribution acknowledgment



#### Par Legacy Partner

**Investment: \$5,000**

- Full-page color ad in the Souvenir Journal
- Logo placement on program and event signage
- On-site acknowledgment as a Par Partner during the program
- VIP invitations
- Social media recognition
- Listing on THF website
- Tax-deductible contribution acknowledgment



#### Caddie Legacy Partner

**Investment: \$3,500**

- Half-page color ad in the Souvenir Journal
- Logo/name placement on printed program
- On-site acknowledgment as a Caddie Partner
- VIP invitations
- Listing on THF website
- Social media mention
- Tax-deductible contribution acknowledgment



#### Community Legacy Partner

**Investment: \$1,500**

- Quarter-page color ad in the Souvenir Journal
- Name listing on printed program
- On-site acknowledgment as a Community Partner
- VIP invitations
- Listing on THF website
- Tax-deductible contribution acknowledgment

**Wednesday, February 25, 2026**

**6:00–8:30 PM**

**Atlanta History Center**

130 West Paces Ferry Road NW  
Atlanta, GA 30305





## About the Alfred “Tup” Holmes Legacy Foundation

The Alfred “Tup” Holmes Legacy Foundation, Inc. is a 501(c)(3) nonprofit organization based in Atlanta, dedicated to empowering youth and preserving a family legacy that promotes access to golf and higher education. This legacy began in 1955 when amateur golf champion Alfred “Tup” Holmes won the landmark U.S. Supreme Court case, *Holmes v. City of Atlanta*, which ended segregation at Atlanta’s public golf courses and recreational facilities. Six years later, his son, Hamilton E. Holmes, further advanced educational equity through a Supreme Court decision in 1961 that facilitated the integration of the University of Georgia.

In 1983, Atlanta Mayor Andrew Young renamed the historic Adams Park Golf Course in Southwest Atlanta as the Alfred “Tup” Holmes Memorial Golf Course, making it the only municipal golf course in Georgia named in honor of an African American.

In 2026, the Foundation is launching several initiatives aimed at increasing access to golf, education, civic history, and personal development for youth in underserved communities. These initiatives will include the Youth Golf & STEAM Summer Enrichment Program, the annual Alfred “Tup” Holmes Charity Golf Classic, and the development of the “Tup” Holmes Legacy Gallery, located at the Alfred “Tup” Holmes Memorial Golf Course. This gallery will serve as a permanent hub for historical archives, exhibitions, and programs.

For more information, visit [www.alfredtupholmesfoundation.org](http://www.alfredtupholmesfoundation.org)

**ALFRED “TUP” HOLMES  
LEGACY FOUNDATION, INC.**  
Hamilton E. Holmes, Jr.,  
President & CEO – ((404) 372-0686  
[info@alfredtupholmesfoundation.org](mailto:info@alfredtupholmesfoundation.org)

**EVENT SPONSORSHIP  
& MEDIA CONTACTS**  
Ian Paul Lawrence – (678) 322-8856  
[ian@1896golf.com](mailto:ian@1896golf.com)  
Ronni McBride – (678) 548-6040  
[media@hauteatlpr.com](mailto:media@hauteatlpr.com)

