

BROTHERHOOD ON THE GREENS

A GOLF EVENT HOSTED AT PAR365 TO UPLIFT BLACK MEN

THE IMPACT REPORT

MARCH 2025

CAE

CA ELLIS & ASSOCIATES, LLC



THE EVENT RECAP

The goal of Brotherhood on the Greens, held at PAR365, was to create an inspiring evening dedicated to Black men.

The atmosphere was filled with "Black joy," brotherhood, and an acceptance of mental wellness. This unique gathering combined the enjoyment of golf with ample opportunities for connection and community building. We were delighted to see both experienced golfers arriving with their clubs and novices eager to give it a try.

This event provided a relaxed and supportive environment for participants to unwind, share laughter, and focus on self-care. The photographs from the panel discussion capture the positivity, the bonds being formed, and the spirit of uplifting one another.



Advanced Registration:

- **72** advance registration
- **36** advanced registration in attendance

In Person Registration:

- **34** people registered at the event
- Including a few women who came to support their significant others
- The majority of the persons present were melanated men

Total Engagements

- **73** people in attendance
- **70** new emails added to our contact list





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THE POWER OF WELLNESS AND LEADERSHIP

A FIRESIDE CHAT FEATURING



Dr. Antwan Player

Panelist



Chris Lambert

Moderator



Michael Floyd

Panelist



Fredrick Blocton

Panelist



Dr. Stefano Sinicropi

Panelist

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OUR GOLD LEVEL SPONSOR



MN

Center for Racial
& Health Equity

BLUE CROSS BLUE SHIELD CENTER FOR RACIAL & HEALTH EQUITY

OUR VENDORS



CRWN MEDIA



TIME & PLACE



GRACE HEALED ME

PAR365

PAR365

ALL BLACK VENDORS WITH THREE OF THE FOUR BEING BLACK MEN

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**BROTHERHOOD
ON THE GREENS**

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INCOME AND EXPENSES

\$5,000

Estimated project
contribution

\$5,000

Sponsorship

\$10,000

Total project income

\$11,591.52

Expenses

**All vendors were paid to be present*

\$1,591.52

Over budget

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PAR365

554 followers

21h ...

It was truly a remarkable night - to have so many great connections and share stories, encouragement and wisdom in community. Thank you for bringing your thoughts and experiences, it was a pleasure to have you in the building!

Love • ❤️ 1 | Reply •



Michael Floyd • Following

🏈 Ex-NFL - Super Bowl LI Champion 📍 Twin Cities, MN...
22h • 🌐

What a great night! Thank you [PAR365 Candice Ellis, MBA](#) for inviting me to speak. 🙌



Fredrick Blocton • 1st

President UpNet Client Solutions Group

11h ...

What an event! Wow is all I can say! I have not been in that type of positive environment with brothers for awhile. The talk on mental health is so needed and Candice brought it to life. Thank you Candice. I am fired up today. Thank you panelist; You were amazing.

Love • ❤️ 1 | Reply •

THE FEEDBACK

SURVEY COMMENTS FROM ATTENDEES

8 TOTAL RESPONSES FROM THE POST EVENT SURVEY

“Let's keep the momentum going, together we can enrich the lives of all men.”

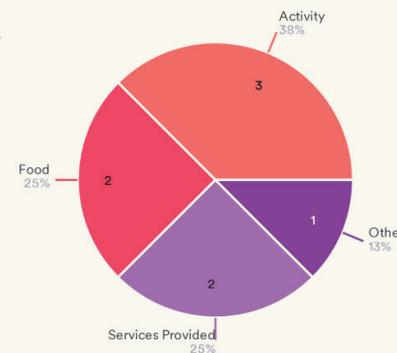
“Great event. Loved the panel discussion. Let's do it again please. Would have been great to do some sort of networking or icebreaker to get to meet and know more people.”

On a scale of 1 to 5, how would you rate your overall experience participating in this event?

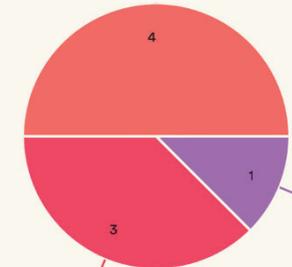
| Data | Response | % |
|-----------------------------------|----------|-----|
| Excellent - My experience pa... | 5 | 63% |
| Very Good - My experience p... | 3 | 38% |
| Poor - My experience particip... | 0 | 0% |
| Fair - My experience participa... | 0 | 0% |
| Good - My experience in part... | 0 | 0% |

On a scale of 1 to 5 Did this Event contribute to or support your mental health and well-being?

- Extremely - This event had an overwhelmingly positive impact on my mental health and...
- Considerably - This event significantly contributed to my mental health and well-being.
- Moderately - This event had a noticeable but moderate impact on my mental health an...



On a scale of 1 to 5 Did this Event contribute to or support your mental health and well-being?





THANK YOU

CAE

CA ELLIS & ASSOCIATES, LLC
MEMBER OF THE CAE GROUP