

11th Annual



A Charity Event Benefiting Summit Counseling Center

Evening of Saturday, March 21st, 2026

The Hotel at Avalon

“Like a butterfly emerging from its cocoon,
healing takes time, patience, and transformation.
Your struggles do not define you—your growth does.”



About Summit Counseling

The Summit Counseling Center provides professional counseling, psychological services, school-based mental health and community education services utilizing an integrated approach to care for individuals and families – Body, Mind, Spirit, and Relationships. We envision a community where everyone, without exception, will have full access to professional, integrative behavioral healthcare services.

Common Issues We Address:

- Anger Management
- Anxiety
- Career/Work Issues
- Communication Skills
- Couples Counseling
- Depression
- Divorce/Separation
- Eating Disorders
- Emotional & Physical Abuse
- Family Conflict
- Grief & Loss
- Parent-Child Relationships
- Postpartum Issues
- Social Skills
- Spiritual Issues
- Suicidal Ideation
- Substance Misuse
- Trauma & PTSD



Each sponsorship to the 2026 Summit Gala can make a tremendous impact on the lives of those who rely on us for support, including:

- Helping us offer sliding-scale fees and completely subsidized services for those who cannot afford the full cost of therapy.
- Equipping us to train our therapists in specialized areas of treatment, like dialectical behavior therapy, trauma-informed therapy, play therapy, assessing and managing suicide risk, and more, ensuring we provide the most effective care possible.
- Allowing us to develop new programs and initiatives to better serve our community and partner with other nonprofit organizations to maximize our impact.

By sponsoring the 2026 Summit Gala you can make a real difference in the lives of those in need of mental healthcare, helping them gain the tools they need to heal, grow, and thrive.



SUMMIT GALA

Event Highlights

Join us on **Saturday, March 21st**, to celebrate the joy of generosity, a passion for community, and a commitment to support mental wellness at the Summit Counseling Center's 11th Annual Summit Gala held at The Hotel at Avalon.

Attendees include corporations, small business owners, faith community leaders, government officials, healthcare entities, nonprofit partners, and generous donors.

The evening kicks off with a VIP reception for our special guests and our top-level sponsors. (See sponsorship details for more information.)

The gala festivities include:

- Silent Auction
- Live Auction
- Wine Pull
- Raffle Opportunities
- Plated Dinner
- Keynote Speaker
- After-party Celebration Featuring Band-X

For additional information or to customize your own sponsorship level, contact Rachel Newcomer, Director of Development, at rnewcomer@summitcounseling.org or **(678) 893-5329**.





Gala Emcee

Russ Spencer, Anchor | Fox 5 Atlanta

Russ Spencer has anchored the evening news on Fox 5 in Atlanta for 30 years. A native of Pennsylvania, Russ graduated from Princeton University in 1983. He was a 6th grade teacher in Guatemala when he met the woman who would become his wife. Russ and Isa have six children and six grandchildren and live with their youngest, Ella, in Johns Creek.



Entertainment

Band X

Formed in early 1996 with top musicians and singers from around the country, Band X is THE premier party band based in Atlanta; delivering powerful, dynamic renditions of '60s soul, '70s disco, '80s retro, '90s dance classics, and the hottest pop tunes of today. Variety in both instrumentation and vocals (from the Stones to Madonna and everything in between) sets this band apart from the average cover band.





Keynote Speaker

Steve Palmer,

Founder, Managing Partner, and Chief Vision Officer of Indigo Road Hospitality Group

Best-selling author, podcast host, TedX speaker, James Beard semifinalist, mental health advocate, and restaurateur Steve Palmer is a food & beverage industry leader with more than 40 years of experience.

As founder, managing partner, and chief vision officer of the award-winning Indigo Road Hospitality Group (IRHG), Steve has played an integral part in growing the Charleston, SC-based hospitality company from one restaurant in 2009 to a portfolio of more than 30 restaurants and independent hotels throughout the country today. Attributing the company's success to his loyal and dedicated team, Steve maintains the philosophy that great service starts with well-cared-for employees.

The Indigo Road Hospitality Group

Founded in 2009 by Steve Palmer, The Indigo Road Hospitality Group (IRHG) owns, operates, and manages restaurants and boutique hotels throughout the country. Based in the Southeast, IRHG is founded upon the core principle of serving with love and creating memorable experiences for all. In 2019, IRHG marked its tenth anniversary by being named a Forbes Small Giant and appearing on the Inc. 5000 Fastest Growing Companies list; the company has since grown its portfolio to include a robust collection of food & beverage-driven boutique hotels. Indigo Road's dedication to excellence in food & beverage was recognized in multiple years ('18, '19, '20, and '24) by Palmer being named a James Beard Foundation Award semifinalist for Outstanding Restaurateur. For more information on the portfolio, team, core values, and services, visit theindigoroad.com.

Ben's Friends

Co-Founders: Steve Palmer + Mickey Bakst

Ben's Friends is a support group for members of the food and beverage industry struggling with substance abuse and addiction. The organization was founded in 2016 by industry veterans Steve Palmer and Mickey Bakst—who have nearly 60 years of sobriety between them—in honor of Ben Murray, a chef who took his own life after struggling with alcoholism. The mission of Ben's Friends is to offer hope, fellowship, and a path forward to anyone who struggles with substance abuse or addiction. By coming together, starting a dialogue, and acknowledging that substance abuse cannot be overcome by isolation and willpower alone, Ben's Friends hopes to write a new chapter in the lives of food and beverage professionals across the country.

Sponsorship Opportunities

Presenting Sponsor

\$50,000

- Recognition as stage and red-carpet sponsor
- Acknowledgment in pre- and post-event press releases
- Branding recognition on all event collateral, social media platforms, The Summit website, and Appen Media newspaper advertisement
- Opportunity to provide a branded item to all event attendees
- Full page ad in event program
- Two deluxe rooms at The Hotel at Avalon for night of event
- 30 tickets to the VIP Reception
- 3 Tables of 10 seats with prominent placement near the stage
- Validated self-parking for up to 15 in deck adjacent to hotel/conference center

VIP Sponsor (4 available)

\$30,000

- Recognition as sponsor of VIP reception for high-level sponsors and distinguished guests
- Branding recognition on all event collateral, social media platforms, and The Summit website
- Half page ad in event program
- 20 tickets to the VIP Reception
- 2 Tables of 10 seats with prominent placement
- Validated self-parking for up to 10 in deck adjacent to hotel/conference center

Silent Auction Sponsor (5 available)

\$15,000

- Recognition as the silent auction sponsor
- Logo placement throughout silent auction area and on scrolling slides during event
- Logo placement on all pre- and post-event silent auction publicity
- Logo placement on silent auction bidding platform available to both event attendees and non-attendees via the internet
- Branding recognition on all event collateral, social media platforms, and The Summit website
- Half page ad in event program
- 10 tickets to the VIP Reception
- 1 Table of 10 seats



SUMMIT GALA

Capture the Moment Sponsor (6 available) \$10,000

- Recognition throughout the event at all photo touchpoints, including 2 step and repeat photographer stations and 360° photo booth
- Branding placed on all photographs at 360° photo booth
- Logo placement on scrolling slides during event
- Branding recognition on all event collateral, social media platforms, and The Summit website
- Quarter page ad in event program
- 8 tickets to the VIP Reception
- 1 Table of 8 seats

Premier Table Sponsor \$5,000

- Logo placement on scrolling slides during event
- Branding recognition on all event collateral, social media platforms, and The Summit website
- Quarter page ad in event program
- 1 Table of 8 seats

Table Sponsor \$3,000

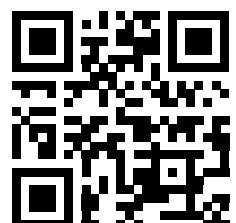
- 1 Table of 8 seats

Individual seats are available for \$500.

Commitment Deadline: February 14th, 2026

For more information, please contact:

Rachel Newcomer, MS, Director of Development
RNewcomer@summitcounseling.org
(O) 678-893-5329 (M) 770-605-4504
2750 Old Alabama Rd, Suite 200, Johns Creek, GA 30022



The Summit Locations

1. Alpharetta Office

3800 Mansell Rd, Ste 100, Alpharetta, GA 30009

2. Dunwoody Office

1548 Mt Vernon Rd, Dunwoody, GA 30338

3. Johns Creek Office

11180 Medlock Bridge Rd, Johns Creek, GA 30098

4. Johns Creek Office

2750 Old Alabama Rd, Johns Creek, GA 30022

5. Milton Office

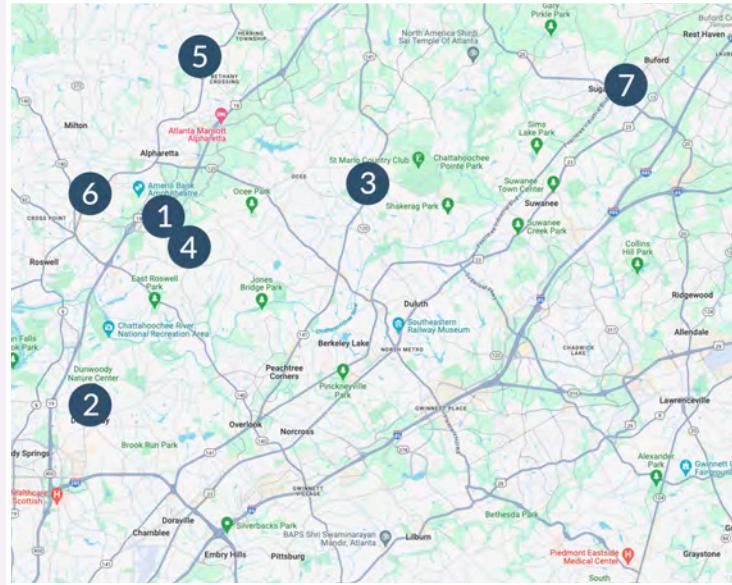
13680 Hwy 9 North, Bldg G, Ste 500, Milton, GA 30004

6. North Fulton Community Charities

11275 Elkins Rd, Roswell, GA 30076

7. Sugar Hill Office

4600 Nelson Brogdon Blvd, Sugar Hill, GA 30518



Summit OnSite Locations

Abbotts Hill Elementary School
5575 Abbotts Bridge Rd
Johns Creek, GA 30097

Alpharetta Elementary School
192 Mayfield Rd
Alpharetta, GA 30009

Alpharetta High School
3595 Webb Bridge Rd
Alpharetta, GA 30005

Autrey Mill Middle School
4110 Old Alabama Rd
Johns Creek, GA 30005

Barnwell Elementary School
9425 Barnwell Rd
Johns Creek, GA 30022

Birmingham Falls
Elementary School
14865 Birmingham Hwy
Milton, GA 30004

Cambridge High School
2845 Bethany Bend
Milton, GA 30004

Chattahoochee High School
5230 Taylor Rd
Johns Creek, GA 30022

Crabapple Crossing
Elementary School
12775 Birmingham Hwy
Milton, GA 30004

Crabapple Middle School
10700 Crabapple Rd
Roswell, GA 30075

Creek View Elementary School
3995 Webb Bridge Rd
Alpharetta, GA 30005

Dolvin Elementary School
10495 Jones Bridge Rd
Johns Creek, GA 30022

Dunwoody High School
5035 Vermack Rd
Dunwoody, GA 30338

Esther Jackson Elementary School
1400 Martin Rd
Roswell, GA 30076

Findley Oaks Elementary School
5880 Findley Chase Dr
Johns Creek, GA 30097

Greater Atlanta Christian School
1575 Indian Trail Lilburn Rd NW
Norcross, GA 30093

Hopewell Middle School
13060 Cogburn Rd
Alpharetta, GA 30004

Innovation Academy
125 Milton Ave
Alpharetta, GA 30009

Johns Creek High School
5575 State Bridge Rd
Johns Creek, GA 30022

Lake Windward Elementary School
11770 E. Fox Ct
Alpharetta, GA 30005

LEAP Program
1201 Alpharetta St
Roswell, GA 30075

Milton High School
13025 Birmingham Hwy
Milton, GA 30004

Mountain Park Elementary School
11895 Mountain Park Rd
Roswell, GA 30075

Northview High School
10625 Parsons Rd
Johns Creek, GA 30097

Northwestern Middle School
12805 Birmingham Hwy
Milton, GA 30004

Ocee Elementary School
4375 Kimball Bridge Rd
Johns Creek, GA 30022

Peachtree Middle School
4664 N Peachtree Rd
Atlanta, GA 30338

River Trail Middle School
10795 Rogers Circle
Johns Creek, GA 30097

Summit Hill Elementary School
13855 Providence Rd
Alpharetta, GA 30004

Sweet Apple Elementary School
12025 Etris Rd
Roswell, GA 30075

Taylor Road Middle School
5150 Taylor Rd
Johns Creek, GA 30022

Webb Bridge Middle School
4455 Webb Bridge Rd
Alpharetta, GA 30005