



# The Alphas of Atlanta Present



**#AlphaDerbyWeekend**

Kentucky Derby-Themed Fundraisers and Socials

Official Press Kit

May 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> 2017 - Atlanta, GA



## **First and foremost; the Alphas of Atlanta bring the Kentucky Derby experience to the world-class City Club of Buckhead.**

The first Saturday in May is synonymous with the Kentucky Derby, the legendary horse-racing event that is known for its first-class pageantry ranging from the top horses racing in the signature Triple Crown event, all the way to the fashion and festivity that comes with it. In this same spirit, the Alphas of Atlanta, the collective of chapters based in the metro-Atlanta area (based in Morrow/Clayton County, Duluth/Gwinnett County, Atlanta/Fulton County, Decatur/DeKalb County, Stockbridge/Henry County, Loganville-Conyers/Walton County, Marietta/Cobb County, and East Point/South Fulton County) are bringing the Churchill Downs experience to Atlanta; more specifically, the experience is coming to the Buckhead District.

For the inaugural affair on May 2, 2015, 900 of Atlanta's upwardly mobile professionals were able to partake of the upscale event at the City Club of Buckhead, one of the district's most exclusive venues. With its breathtaking view of the city in an indoor and outdoor environment, the standard for events of this type was set by the fraternal organization that is first and foremost among Black Greek Letter Organizations of its kind; in fact, the event was the **largest** ever hosted at the venue.

2016's edition served host to more than 1400 patrons, representing a 55% increase in attendance. This year (May 5-7, 2017) should yield a similar result, with more than 2300 expected over the weekend.





**It's more than just a party weekend; it's about supporting efforts grounded in service, leadership, and advocacy for our communities.**

The fraternity, established on December 4, 1906 on the campus of Cornell University in Ithica, NY, focuses on the promotion of “Manly Deeds, Scholarship, and Love for All Mankind”. In this same spirit, the participating graduate chapters, which are represented by college-educated men who are making a positive impact in the public and private sector, along with their communities, are doing more than hosting a party. They are doing so with the larger purpose of supporting eight (8) metro-Atlanta nonprofits that are grounded in work which aligns with their larger mandates of working with students in grades K-12 and beyond.

The following chapters are serving as hosts for this momentous occasion:

Morrow/Clayton County  
Duluth/Gwinnett County  
Atlanta/Fulton County  
Decatur/Dekalb County

Stockbridge/Henry County  
Loganville-Conyers/Walton County  
Marietta/Cobb County  
East Point-College Park/Fulton County





## It is about providing support throughout the metro area.

Proceeds from the weekend are supporting the following organizations which are dedicated to providing service and outreach to empower young people throughout metro-Atlanta. They include the following nonprofits:

- **Morrow/Clayton County** (<http://pgl1906.org/gthsgtc.php>). Through the “Go to High School, Go to College” initiative, middle and high school students are afforded opportunities to get hands-on exposure to higher education, including scholarship resources.
- **Duluth/Gwinnett County** (<http://www.rklef.org>). Since May 14, 2002, the metro area nonprofit provides scholarship opportunities and other related educational programming for high school students.
- **Atlanta/Fulton County** (<http://etalambda.org/education>). Through their scholarship and leadership development programs, high school students are able to pursue post-high school education opportunities.
- **Decatur/DeKalb County** (<http://dekalbalphas.org/501c3/>). With programming provided through the Charles H. Wesley Education Foundation, programming provided for students in grades 4-12 include scholarship and enrichment programs, including their annual boutillion.
- **Stockbridge/Henry County** (<http://rhosigmamalambdaalphas.org/the-randall-d-ponder-memorial-scholarship/>). Through the Randall D. Ponder Memorial Scholarship, graduating high school seniors in the Stockbridge/Henry County area are afforded opportunities for funding in support of their collegiate endeavors.
- **Loganville-Conyers/Greater Atlanta** ([www.theleadfoundation.org](http://www.theleadfoundation.org)). With programs centered on students in grades 6-12 (as well as college), students are afforded male-mentoring, leadership development, college tours, scholarships, and service-learning opportunities focused on developing tomorrow’s leaders today.
- **Marietta/Cobb County** ([http://www.omicronmulambda.org/index.php?option=com\\_content&view=article&id=10&Itemid=10](http://www.omicronmulambda.org/index.php?option=com_content&view=article&id=10&Itemid=10)) Through its Henry Arthur Callis Education Foundation, efforts for middle and high school students ranging from STEM (Science, Technology, Engineering, and Math) programming to scholarship opportunities are provided.
- **East Point/College Park** (<http://oplef.org/>) Their scholarship and related programs provide enrichment opportunities for middle and high school students in the South Fulton area.





## **It's an ideal combination; upscale experiences with a greater purpose.**

**Friday, May 5th: Kick-Off Social (The Westin Hotel Buckhead)** - The first night of our weekend takes place at our host hotel. It includes live music, DJ, on site vendors, ample cash bars, professional photography, stocked hospitality suite, ambiance, and more!

Projected Attendance: 750

Vendor Spaces Available: 5

**Saturday, May 6th: #AlphaDerby (City Club of Buckhead)** – The signature fundraiser amongst the luxury of one of Atlanta's most exclusive indoor/outdoor venues. Valet parking, hand-selected vendors, silent auction, premium food, cash bars, live broadcast of the Kentucky Derby, the best hat competition, live 8 piece band, two of Atlanta's best DJs, professional photographers and more!

Projected Attendance: 1,500

Vendor Spaces Available 7

**Sunday, May 7th: Jazz Brunch (The Westin Hotel Buckhead)** – The best way to cap off a weekend of panache and class is live Jazz (and bottomless mimosas of course)! Guests are asked to join the brothers of A Phi A as we celebrate and toast to a great weekend with a live band, DJ, impeccable meal, on site vendors, and more. An ideal setting to relax and perhaps reconnect with other patrons met over the weekend.

Projected Attendance: 500

Vendor Spaces Available 4

In short, Alpha Derby Weekend has the support of the immediate and surrounding business community from sponsors such as (but not limited to) Clorox, UPS, Sandtown Family Dentistry, Konstrux Designs, and others, all coming together to support some great causes and nonprofits in the Metro-Atlanta area. This is the focus of these signature events hosted by the Alphas of Atlanta. It is a reflection of the first-class presence its members have, ranging from historical examples such as Martin Luther King, Jr, along with contemporary figures including Andrew Young, Dr. Walter Kimbrough (President of Dillard University), Lionel Ritchie, Omari Hardwick, Rob Hardy, and Hill Harper (among others).

Once again, May 5-7, 2017, combined with our host hotel, the Westin-Buckhead Atlanta (located in Buckhead at 3391 Peachtree Road NE), the Alpha Derby Weekend promises to be the leading event to usher in the Spring, along with an unparalleled level of community leadership, support, and outreach in the metro-Atlanta area.





## **As a sponsor or onsite vendor, you are reaching more than just Atlanta.**

There are multiple “win-win” opportunities in serving as a sponsor or onsite vendor partner for our event. During this highly anticipated destination weekend of the spring, your patronage not only helps support our endeavors, but it helps you in the following ways:

- Facebook event RSVP's: estimated **6000 patrons.**
- Facebook event page open invites: estimated **8100 prospective attendees.**
- Official web page visitors: estimated **10000 visitors.**
- Official web page views: estimated **17000 views.**
- Ticket release date: January 1, 2017
- Projected Weekend Attendees: **2750 attendees**
- General Admission sales: **Sold out 2015, Sold out 2016**
- VIP sales: **Sold out 2015, Sold out 2016**
- Top-4 non-Atlanta markets: Los Angeles, Dallas, New York City, Charlotte and Chicago





## Multiple sponsor levels to help us truly become “servants of all...”

**Sponsor Level 1 (Churchill Downs Sponsor):** Our top sponsorship level (\$5000) provides the following benefits:

- **Pre Event: City Club of Buckhead**
  - Open invitation to exclusive “Connections” networking and membership event hosted for Alphas of Atlanta at City Club of Buckhead. Includes private hat and bowtie showing. (April 2017)
- **Friday: Kick-Off Social Event**
  - Entry and reserved VIP seating area for 10 guests with bottle of champagne.
  - Access to hospitality suite with spirits/alcohol sponsor.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Recognition at the height of the event’s attendance.
- **Saturday: #AlphaDerby**
  - Entry and reserved VIP soft seating area for 10 guests.
  - Bottle of champagne and wine (red or white)
  - Premium Derby-themed food, and dedicated wait staff/attendant during the event.
  - “On-air” recognition at the height of the event’s attendance.
  - Pre-event promotion on the official web-site as well as FB event page (Forecasted audience ~7K)
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.
- **Sunday: Jazz Brunch**
  - Entry and reserved seating area for 10 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Mic time and recognition at the height of the event’s attendance.

**Sponsor Level 2: (Triple Crown Sponsor):** Our \$2500 sponsorship level provides the following benefits:

- **Pre Event: City Club of Buckhead**
  - Open invitation to exclusive “Connections” networking and membership event hosted for Alphas of Atlanta at City Club of Buckhead. Includes private hat and bowtie showing. (April 2017)
- **Friday: Kick-Off Social Event**
  - Entry and reserved VIP seating area for 6 guests with bottle of champagne.
  - Access to hospitality suite with spirits/alcohol sponsor.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Recognition at the height of the event’s attendance.
- **Saturday: #AlphaDerby**
  - Entry and reserved VIP soft seating area for 6 guests.
  - Bottle of champagne and wine (red or white)
  - Premium Derby-themed food, and dedicated wait staff/attendant during the event.
  - “On-air” recognition at the height of the event’s attendance.
  - Pre-event promotion on the official web-site as well as FB event page (Forecasted audience ~7K)
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.
- **Sunday: Jazz Brunch**
  - Entry and reserved seating area for 6 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.

- Mic time and recognition during the event.

**Sponsor Level 3 (Kentucky Derby Sponsors):** Our \$1500 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
  - Entry and guaranteed seating for 4 guests.
  - Access to hospitality suite with spirits/alcohol sponsor.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby**
  - Entry and reserved VIP soft seating area for 4 guests.
  - Bottle of champagne and wine (red or white)
  - Premium Derby-themed food, and dedicated wait staff/attendant during the event.
  - Pre-event promotion on the official web-site as well as FB event page (Forecasted audience ~7K)
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.
- **Sunday: Jazz Brunch**
  - Entry and reserved seating area for 4 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.

**Sponsor Level 4 (The “Twin Spires” Sponsors):** Our \$1000 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
  - Entry and guaranteed seating for 4 guests.
  - Access to hospitality suite with spirits/alcohol sponsor.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby**
  - Entry and reserved VIP soft seating area for 4 guests.
  - Bottle of champagne and wine (red or white)
  - Premium Derby-themed food, and dedicated wait staff/attendant during the event.
  - Pre-event promotion on the official web-site as well as FB event page (Forecasted audience ~7K)
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.
- **Sunday: Jazz Brunch**
  - Organization exposure via continuous media scroll/PowerPoint presentation display.

**Sponsor Level 5 (The Winners’ Circle Sponsors):** Our \$500 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
  - Guaranteed entry for 4 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby**
  - Guaranteed entry for 4 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.
- **Sunday: Jazz Brunch**
  - Organization exposure via continuous media scroll/PowerPoint presentation display.

**Sponsor Level 6 (Win, Place, or Show Sponsors):** Our \$250 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
  - Guaranteed entry for 2 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby**
  - Guaranteed entry for 2 guests.
  - Organization exposure via continuous media scroll/PowerPoint presentation display.
  - Placement of promotional items in guest bags distributed at the conclusion of the event.

- **Sunday: Jazz Brunch**

- Organization exposure via continuous media scroll/PowerPoint presentation display.

**Sponsor Level 7 (In-Kind Sponsor/Donor):** During the event, door prizes, raffles and contests will be held. In lieu of a monetary donation, an “In-Kind” donation of your organization’s goods or services would be greatly appreciated. Your donation will provide a cost-effective way to promote your organization as well as contribute/support the function. Patron sponsorship includes:

- **Friday: Kick-Off Social Event**

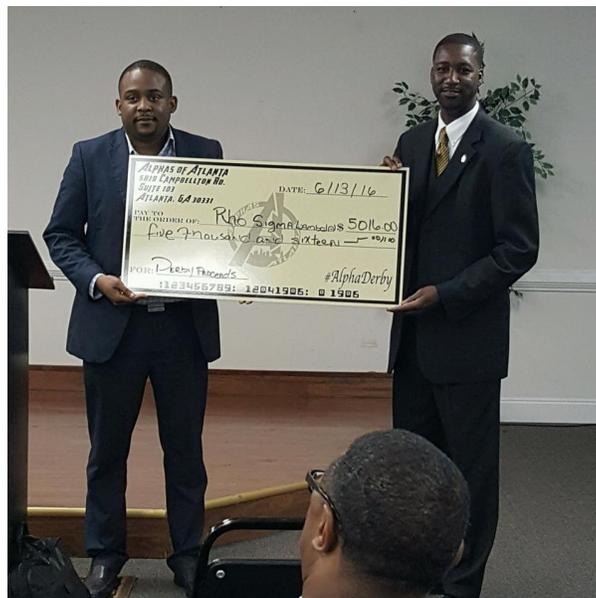
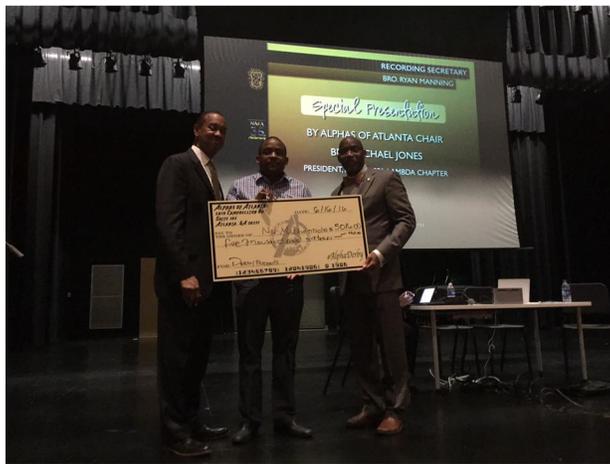
- Organization exposure via continuous media scroll/PowerPoint presentation display.

- **Saturday: #AlphaDerby**

- Organization exposure via continuous media scroll/PowerPoint presentation display.
- Placement of promotional items in guest bags distributed at the conclusion of the event.

- **Sunday: Jazz Brunch**

- Organization exposure via continuous media scroll/PowerPoint presentation display.





## Alpha Derby Fundraising Affair – Sponsorship Submissions & Contact Info

- **Company Logo/Promotional Items:** Please make sure to provide a high quality JPEG of your company logo, along with the following information to [info@AlphaDerbyParty.com](mailto:info@AlphaDerbyParty.com)
  - Company name
  - Company contact information (phone, address, website, and social media information/links)
  - Contact person (for follow-up and coordinate promotional item collection for guest bags.
- **Physical Checks:** Can be made payable to “Alphas of Atlanta” and mailed to
  - Alphas of Atlanta, 5819 Campbellton Road, Suite 103, Atlanta, GA 30331
- **In-Kind Donations:** In-kind donations can be
  - Mailed to the address above, or
  - A full description of the service, value, terms, conditions and/or restrictions can be emailed to [info@AlphaDerbyParty.com](mailto:info@AlphaDerbyParty.com)
  - Donors can also provide a contact person for follow-up and pick-up coordination of a physical item
- **PayPal:** Please use the “Friends and Family” option along with the Alphas of Atlanta email address – [AlphasOfAtlantaFinance@gmail.com](mailto:AlphasOfAtlantaFinance@gmail.com)
- **Online Sponsorship Purchases:** Please visit the “Sponsors” link on the home page of the affair’s website – [www.AlphaDerbyWeekend.com](http://www.AlphaDerbyWeekend.com)





## Contact:

Website: [alphasofatlanta.com](http://alphasofatlanta.com)

Sponsorship information: [info@alphaderbyparty.com](mailto:info@alphaderbyparty.com)

Facebook Events Page: <https://www.facebook.com/events/389031347887462/>

Twitter and Instagram: @Alpha\_Derby or @AlphasofAtlanta

Apple and Google Store Smartphone App: Alphas of Atlanta

Co-chairs: Robert Cunningham and Michael Jones (email [info@alphaderbyparty.com](mailto:info@alphaderbyparty.com))

Additional archival photos: <http://www.phrozenmemories.com/Portraiture/SpecialEvents/Alpha-Derby-2016/Alpha-Derby-Event-Photos-2016/>

Official Hashtags: #AlphaDerby and #AlphaDerbyWeekend

Host Venue: The City Club of Buckhead (3343 Peachtree Rd #1850 in Atlanta, GA)

Host Hotel: The Westin-Buckhead Atlanta (3315 Peachtree Rd in Atlanta, GA)

## Media Inquiries:

Creative Community Solutions, LLC

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Phone: 770-364-9426

