



The Alphas of Atlanta Present



#AlphaDerbyWeekend

May 3-5, 2019

The Fifth Annual Edition

Kentucky Derby-Themed Fundraiser Weekend of Social Events
(Official Sponsor Kit)



We invite you to join us in the Winner's Circle.

Since its inception in 2015, the **#AlphaDerbyWeekend**, a Kentucky-Derby themed event hosted by the Alphas of Atlanta, Inc (a collective of the 8 Metro-Atlanta graduate chapters of Alpha Phi Alpha Fraternity, Inc.) is not just a unique undertaking of a weekend of events that are wide-ranging, appealing, and sophisticated all in the name of supporting youth programs (grades K-12) and beyond. It is the destination-benefit event of the spring and beyond. With nearly 1/3 of all attendees traveling from outside of the state of Georgia (from cities including but not limited to Birmingham, Charlotte, Chicago, Dallas, Memphis, Nashville, New York City, and Washington, DC), including the 2018 edition which **draws nearly 3300 attendees**, it is a true “can’t miss” affair.

This includes a key component of our event, our sponsors.

With our 5th annual edition taking place **May 3-5, 2019**, the three-day affair provides an itinerary that is second to none. Our array of sponsor package allows businesses of multiple sizes, as well as those from in and outside of Metro-Atlanta, to not only lend support to our efforts, but outstanding branding opportunities and connected with **a top-notch event**. In supporting us, you are supporting our efforts to support programs for elementary, middle, and high school aged youth, and building upon the (approximately) **\$150,000 in donations since 2015**.





A weekend lineup unlike any other.

With a Friday kickoff function which includes the likes of iconic artists such as Doug E. Fresh (our 2018 artist), along with special engagement opportunities for our sponsors, the weekend truly gets off to an amazing start. Saturday's main event is a welcoming blend of flair, sophistication, healthy competition via the Best Hat Contest, a silent auction, and a truly entertaining time.

Sunday's brunch provides the ideal conclusion to the weekend. The ambiance provided with a concert including the likes of Trey Daniels (who is the opening act for R & B legend Anita Baker), the culinary offerings of brunch, the signature "bottomless mimosas", and related engagement opportunities is a consistent draw and outstanding draw for all.





Your sponsorship and support: an ideal combination.

Our sponsor levels accommodate businesses and patrons of multiple levels; they provide the following amenities:

Sponsor Level 1 (Presenting Sponsor): Our top sponsorship level (\$7500) provides the following benefits:

- **Pre-Event: Buckhead Club**
 - Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta.
- **Friday: Kick-Off Social Event at the Grand Hyatt-Buckhead location**
 - Entry and reserved VIP seating area for 15 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 and mic time.
- **Saturday: #AlphaDerby™**
 - Entry and reserved VIP soft seating area for 15 guests.
 - Bottle of champagne a 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 and mic time.
 - 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 event.
- **Sunday: Jazz Brunch**
 - Entry and reserved VIP 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 (Churchill Downs Sponsor): Our top sponsorship level (\$5000) provides the following benefits:

- **Pre-Event: Buckhead Club**
 - Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta.
- **Friday: Kick-Off Social Event at the Grand Hyatt-Buckhead location**
 - 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 and mic time.



- **Saturday: #AlphaDerby™**
 - Entry and reserved VIP soft seating area for 10 guests.
 - Bottle of champagne a 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 and mic time.
 - 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 event.
- **Sunday: Jazz Brunch**
 - Entry and reserved VIP 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 3: (Triple Crown Sponsor): Our \$2500 sponsorship level provides the following benefits:

- **Pre-Event: Buckhead Club**
 - Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta.
- **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 a 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 VIP seating area for 6 guests.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Mic time and recognition during the event.



Sponsor Level 4 (Kentucky Derby Level Sponsors): Our \$1500 sponsorship level provides the following benefits:

- **Pre-Event: Buckhead Club**
 - Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta.
- **Friday: Kick-Off Social Event**
 - Four (4) VIP soft seating area tickets.
 - Access to hospitality suite with spirits/alcohol sponsor.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby™**
 - Four (4) soft seating area tickets.
 - Bottle of champagne a 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 event.
- **Sunday: Jazz Brunch**
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Four (4) tickets (reserved seating) for the Sunday brunch.
 - Recognition during the peak time of the event.

Sponsor Level 5 (Twin Spires Sponsors): Our \$1000 sponsorship level provides the following benefits:

- **Pre-Event: Buckhead Club**
 - Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta.
- **Friday: Kick-Off Social Event**
 - General admission tickets for 4 guests.
 - Access to hospitality suite with spirits/alcohol sponsor.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby™**
 - Four (4) soft seating area tickets.
 - Bottle of champagne a 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 event.
- **Sunday: Jazz Brunch**
 - Organization exposure via continuous media scroll/PowerPoint presentation display.



Sponsor Level 6 (The Winners' Circle Sponsors): Our \$500 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
 - General admission tickets for 4 guests.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby™**
 - General admission tickets for 4 guests.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Placement of promotional items in guest bags distributed at the event.
- **Sunday: Jazz Brunch**
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Brunch tickets are not included with this package.

Sponsor Level 7 (Win, Place, or Show Sponsors): Our \$250 sponsorship level provides the following benefits:

- **Friday: Kick-Off Social Event**
 - General admission tickets for 2 guests.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby™**
 - General admission tickets for 2 guests.
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Placement of promotional items in guest bags distributed at the event.
- **Sunday: Jazz Brunch**
 - Organization exposure via continuous media scroll/PowerPoint presentation display.
 - Brunch tickets are not included with this package.

Sponsor Level 8 (In-Kind Sponsor/Donor): For those interested in making a monetary donation, you may do so by making your donation payable to the *"Alphas of Atlanta."* In lieu of a monetary donation, during the event, door prizes, raffles and contests will be held; an "In-Kind" donation of your organization's goods or services would be greatly appreciated. Patron sponsorship includes:

- **Friday: Kick-Off Social Event**
 - Individual donor/group donors/organization exposure via continuous media scroll/PowerPoint presentation display.
- **Saturday: #AlphaDerby™**
 - Individual donor/group donors/organization exposure via continuous media scroll/PowerPoint presentation display.
 - Placement of promotional items in guest bags distributed at the event.
- **Sunday: Jazz Brunch**
 - Individual donor/group donors/organization exposure via continuous media scroll/PowerPoint presentation display.



Be a part of the Winner's Circle *today*.

An event with attendees from Metro-Atlanta, the state of Georgia, and top markets across the country. One that is a high-class affair with a high-class cause.

This is the **#AlphaDerbyWeekend**. Save the date and make sure to join us in the Winner's Circle **May 3-5, 2019**.





Contact information

Website: alphasofatlanta.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)

Additional archival photos:

<https://www.phrozenmemories.com/Portraiture/SpecialEvents/Alpha-Derby-Weekend-2018>

Official Hashtags: #AlphaDerby™ and #AlphaDerbyWeekend

Host Venue: The Georgia Ballroom at the GA World Congress Center
285 Andrew Young International Blvd NW (Atlanta, GA)

Host Hotel: The Grand Hyatt of Buckhead (3300 Peachtree Rd NE in Atlanta, GA)

Sponsor Inquiries:

Email: Sponsor@alphaderbyparty.com

Phone: 770-905-6712

Media Inquiries:

Creative Community Solutions, LLC

Email: asnortonccs@gmail.com

Phone: 770-364-9426

