

#ALPHADERBY 8<sup>TH</sup> ANNIVERSARY



## 2023 ALPHA DERBY WEEKEND

Presented by Volkswagen

May 4-7, Atlanta, GA

Sponsor Branding Exposure Summary

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# The #**AlphaDerby** weekend is a fundraising event series centered around the style and pageantry of one of the most well-known horse races in the world. The Kentucky Derby.

Five events. Five vibes. The weekend began on Thursday with an exclusive, sponsor-only event at the uber posh Hideoki clothing studios. Then, after a quick nap, everyone made their way to the links at Wolf Creek Golf Course for the **Alphas of Atlanta Open Golf Tournament**. Later Friday eve, guests partied the night away at the **Kick-Off Social & Concert** held at the College Football Hall of Fame. Saturday — the main event — **The Kentucky Derby Watch Party**. Finally, the weekend wrapped with the popular **Sunday Jazz Brunch**. Simply stated, **#AlphaDerby** was the perfect Atlanta alternative to enjoy the Kentucky Derby — all for a good cause.

Alphas from across the metro-Atlanta area all collaborated to host a first-class experience while benefitting local non-profit education foundations, a true party with a purpose.

In supporting **#AlphaDerby**, you supported the efforts to fund programs for elementary, middle, and high school aged youth. From college scholarships and campus tours, to technology purchases and mentoring programs — the local education foundations have benefitted from more than \$1M raised since 2015.

The summary to follow is a highlight of the exposure that your brand received throughout the weekend. Incredible. Unique. Diverse. Different. The **#AlphaDerbyWeekend** is THE must-attend affair that ushers in the Spring annually. See you in the Winner's Circle.





## 2023 ATTENDANCE BY EVENT

Sponsor Networking  
Event: **78**

Alphas of Atlanta Open Golf  
Tournament: **163 (Players/  
Guests)**

Kick-Off Social and  
Concert: **1210**

Kentucky Derby  
Watch Party: **1875**

Sunday Brunch: **605**



## 2023 EVENT WEB PAGE VISITS

Visits: **81,179 (89.5% mobile)**

Length on site: **4:49 Minutes**

Top view cities: **Atlanta,  
Charlotte, Birmingham, New  
York, Chicago, Nashville,  
Raleigh, Memphis**

Facebook and Instagram  
referrals: **26,301**



## OFFICIAL SOCIAL ACCOUNT REACH

Facebook:  
**7.4K Followers**

Instagram: **8K**

Twitter: **900**

Social Media Ad Reach:  
**80,300**

Facebook Event  
RSVPs: **3K+**



## 2023 EMAIL ANALYTICS

Subscribers: **4,400**

Average Open Rate:  
**46.6% (8 sends)**



## MEDIA OUTLET SUMMARY

MEDIA OUTLET	FACEBOOK	INSTAGRAM	TWITTER	OTHER PLATFORMS	TOTAL
South Fulton Lifestyle	3.7K followers	2.3K followers	N/A	19K followers (LinkedIn)	25K
ATL Plus Magazine	5K followers	49.9K followers	3.4K Followers	5.8K subscribers (YouTube)	64.1K
JazzyBForReal (Charlotte, NC)	1K followers	5.6K followers	N/A	471 subscribers (YouTube)	7K
ID104 Radio/ Lillie Mae the Collective	4.6K followers	23.2K followers	N/A	1.6K subscribers (YouTube)	29.4K
Dope Enterprises/ DJ Lord Infinite	1.5K followers	1.6K followers	N/A	N/A	3.1K
EmoryRose Photography	800 followers	2.2K followers	300 followers	320 subscribers (Clubhouse and Tik Tok mainly)	3.6K
CCS/Author Andrew Snorton	2.5K followers	4.6K followers	1K followers	2.7K followers & subscribers (Clubhouse, YouTube, and LinkedIn)	10.8K
Black Golf Television	1K followers	13.4K followers	N/A	N/A	14.4K
Majority Greek Magazine	1.4K followers	2.8K followers	N/A	N/A	4.2K
WTVM (ABC in Columbus, GA)	224K followers	25.6K followers	39.4K followers	N/A	289K

There may be other platforms the outlets are on (Tic Tok, YouTube, and others) that are not reported. Likewise, for magazines which are in print/circulation, along with outlets who have distribution lists and related data/platforms (i.e. video views), the reach should increase.



## EVENT CAPTURE VIDEO

- ▶ [Full Weekend Recap](#)
- ▶ [Alphas of Atlanta Open Golf Tournament](#)
- ▶ [#AlphaDerby Kick Off Social and Concert](#)
- ▶ [Kentucky Derby Watch Party](#)
- ▶ [JazzBrunch](#)

## EVENT CAPTURE PHOTOGRAPHY

- 📷 [Sponsor Only Networking Event](#)
- 📷 [Alphas of Atlanta Open Golf Tournament](#)
- 📷 [#AlphaDerby Kick Off Social and Concert](#)
- 📷 [Kentucky Derby Watch Party](#)
- 📷 [#AlphaDerby Jazz Brunch](#)

## PRESENTING PARTNER SPECIFIC EXPOSURE

- Daily event wristbands with spirit brands
- All signage (directional/table tents)
- Organization logo incorporated on committee polo
- All bars exclusively stocked with Brown-Forman spirits
- Backdrops for photos and 360\* interactive booths
- Exclusive pours for sponsor-only networking event
- Golf event hole signage and luxury tent activation
- Weekend video screen signage
- Ability to address the crowd at the height of event to accept award

## WEEKEND POURS

### **Brown-Forman**

Woodford Reserve: 20 Bottles  
Finlandia: 24 Bottles  
Old Forrester: 10 Bottles  
Herradura: 25 Bottles

### **Anheuser-Busch**

Stella Artois: 5 Cases  
Ghost Energy Drink : 3 Cases  
Michelob Ultra : 5 Cases  
Bud Light : 5 Cases



## PARTNER NETWORKING EVENT



## ALPHAS OF ATLANTA OPEN GOLF TOURNAMENT



## KICK-OFF SOCIAL & CONCERT



## KENTUCKY DERBY WATCH PARTY



## KENTUCKY DERBY WATCH PARTY



## KENTUCKY DERBY WATCH PARTY



## SUNDY JAZZ BRUNCH



For media inquiries, please email [media@alphaderbyparty.com](mailto:media@alphaderbyparty.com)

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