

#ALPHADERBY 9TH ANNIVERSARY



2024 ALPHA DERBY WEEKEND

Co-Branding Opportunities

May 2-5, Atlanta, GA

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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.

Four Events. Four Vibes. Friday kicks off early with the **Alphas of Atlanta Open Golf Tournament** followed by the **Kick-Off Social & Concert**. Then, Saturday brings **The Kentucky Derby Watch Party**. Finally, the weekend wraps with the popular **Sunday Brunch**. Simply stated, #**AlphaDerby** is the perfect Atlanta alternative to enjoy the Kentucky Derby — all for a good cause.

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

#**AlphaDerby** Weekend Beneficiaries Include:

- The Pi Gamma Lambda Education Foundation
- Randall D. Ponder Memorial Scholarship
- The Henry Arthur Callis Education Foundation
- The RKL Education Foundation
- Alpha Atlanta Education Foundation Inc.
- The The Sigma Eta Lambda Education Foundation
- The Charles H. Wesley Education Foundation
- The Omicron Phi Lambda Education Foundation

In supporting #**AlphaDerby**, you are supporting the efforts to support 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 nearly \$250K raised since 2015.

Visit the website, explore the sponsor packages, and see how easily businesses of multiple sizes, as well as those in and outside of metro Atlanta, can lend support. With the audience demographics noted within, there are strong branding and connectivity opportunities for organizations — all while enjoying an incredible, unique and diverse Atlanta experience. THE must-attend affair that ushers in the Spring annually, #**AlphaDerbyWeekend**.

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:
9K Followers

Instagram: **8K**

Twitter: **950**

Social Media Ad Reach:
80,300

Facebook Event
RSVPs: **3K+**



2023 EMAIL ANALYTICS

Subscribers: **55,353**

Average Open Rate:
46.6% (8 sends)



FRIDAY, MAY 3**ALPHAS OF ATLANTA OPEN - GOLF TOURNAMENT**

8AM-2:00 PM

Course TBD

The upscale party with a purpose meets the grand game of golf. Complete with amenities that are second to none, foursomes will enjoy breakfast, an 18-hole full round, as well as putting, closest to the pin, longest drive, and hole-in-one contests. Enjoy free pours on the course from our presenting sponsor and be sure to stick around for the "19th Hole" lunch and awards presentation.

(2023 Attendance: 163)

KICK-OFF SOCIAL/CONCERT

8 PM-12 AM; Omni Hotel at CNN Center

Welcome to Atlanta. Now, let's get the weekend really kicked off! Get ready to socialize, be entertained by artists that wrote the soundtrack to your youth, and party the night away. Big Daddy Kane, Slick Rick, Chubb Rock, Doug E. Fresh, and more have all graced the Friday night stage. THIS year's performance will be one for the record books.

(2023 Attendance: 1210)

SATURDAY, MAY 4**ALPHA DERBY™****KENTUCKY DERBY WATCH PARTY**

3:30 PM-8:30 PM

Delta (Airlines) Flight Museum

The Big Day! Our signature fundraiser. Have you ever partied under a 90-ton Boeing 767? Well, here's your chance. Our party with a purpose has moved to one of the most unique venues in the world — The Delta Airlines Flight Museum. This indoor/outdoor venue not only allows patrons to support the youth of Atlanta but do so while learning all about the history of one of the organizations that help make Atlanta home to the busiest airport in the world. Explore the sprawling museum, take in one of the DJs on site, chill in the outdoor cigar lounge, and be on the lookout for a pop-up musical performance. Hand-selected vendors, silent auction, premium food, drink tickets, best hat competition, live broadcast of the Kentucky Derby and more. Trust us — nothing is left to chance.

(2023 Attendance: 1875)

SUNDAY, MAY 5**SUNDAY BRUNCH**

11 AM-3 PM

Omni Hotel at CNN Center

In Atlanta, Sundays are for Brunch! So, what better way to cap off a weekend of style, panache, and class other than brunch and bottomless mimosas! The traditional Jazz brunch gets a unique twist this year where YOU will be the center of entertainment (can't wait to reveal what we're cooking up). Guests will enjoy a plated meal style breakfast buffet complete with carving stations, desserts, attentive service, on site vendors, and more. Then, the DJ makes sure we all leave the weekend with zero energy! The final party with a purpose.

(2023 Attendance: 605)



TITLE PARTNERSHIP Level 1 \$20,000+

Co-Branding: Full Event Cycle

- “Presented by” mentions fixed throughout all customer-facing material and touchpoints.
- Brand included in promotional ads and appearances.
- Event recap to include brand exposure/reach and ROI calculations.
- Receive full branding rights throughout the event weekend.

Thursday: Networking Reception

- Full “Co-Hosting” and branding privileges for the evening.

Friday: Golf Tournament

- Recognized as Title Sponsor and highlighted on promotional items (ex. Staff uniforms).
- Address attendees at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.
- (2) Two teams/foursomes (8 Players) included in Golf Tournament

Friday: Kick-Off Social

- Entry and reserved VIP seating area for 25 guests with Four (4) bottles of champagne
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Recognition at the height of the event’s attendance

Saturday: #AlphaDerby™

- Entry and reserved VIP seating area for 25 guests.
- Four (4) Bottles of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during event
- “On-air” recognition at the height of the event’s attendance and vocal recognition
- Pre-event promotion on the official website as well as FB event page (Forecasted audience -7K)
- Placement of promotional items in guest bags distributed at event

Sunday: Sunday Brunch

- Entry and reserved VIP seating area for 20 guests
- Vocal Recognition at Premiere Event Moments during announcements

SECRETARIAT Level 2 \$10,000

Co-Branding: Full Event Cycle

- Brand included in promotional ads and appearances.
- Event recap to include brand exposure/reach and ROI calculations.
- Receive co-branding rights throughout the event weekend.

Thursday: Networking Reception

- Open invitation to exclusive, sponsor-only, networking event

Friday: Golf Tournament

- Address attendees at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.
- (1) One Team/foursomes (4 Players) included in Golf Tournament

Friday: Kick-Off Social

- Entry and reserved VIP seating area for 15 guests with three (3) bottles of champagne

Saturday: #AlphaDerby™

- Entry and reserved VIP seating area for 15 guests
- Three (3) bottles of champagne.
- Premium Derby-themed food, and dedicated wait staff/attendant during event.
- “On-air” recognition at the height of the event’s attendance and vocal recognition.
- Pre-event promotion on the official web-sites as well as FB event page (Forecasted audience -7K)
- Placement of promotional items in guest bags distributed at event

Sunday: Sunday Brunch

- Entry and reserved VIP seating area for 10 guests.
- Vocal Recognition at Premiere Event Moments during announcements

CHURCHILL DOWNS Level 3 \$6000

Thursday: Networking Reception

- Open invitation to exclusive, sponsor-only, networking event hosted by the Alphas of Atlanta

Friday: Golf Tournament

- Recognized as one of the following: “Closest to the Pin” or “Longest Drive” Award sponsor, Beverage Cart, or Hole Sponsor w/ signage.
- Address attendees at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.
- Foursome Team (4 Players) included in Golf Tournament

Friday: Kick-Off Social

- Entry and reserved VIP seating area for 10 guests with three (2) bottles of champagne
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Recognition at the height of the event’s attendance

Saturday: #AlphaDerby™

- Entry and reserved VIP seating area for 10 guests
- Two (2) Bottles of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during 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)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at the conclusion of event

Sunday: Sunday Brunch

- Entry and reserved VIP seating area for 10 guests
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Vocal Recognition at Premiere Event Moments during announcements

TRIPLE CROWN Level 4 \$4000

Thursday: Networking Reception

- Open invitation for two to an exclusive, sponsor only, networking event hosted by the Alphas of Atlanta

Friday: Golf Tournament

- Recognized as one of the following: “Closest to the Pin” or “Longest Drive” Award sponsor, Beverage Cart, or Hole Sponsor w/ signage.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social

- Six (6) VIP seating area tickets
- Bottle of Champagne
- Brand/Organization Logo exposure on Logo Loop via Venue Screens

Saturday: #AlphaDerby™

- Six (6) VIP tickets
- Bottle of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during event
- Pre-event promotion on the official web-site as well as FB event page (Forecasted audience -7K)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at event

Sunday: Sunday Brunch

- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Six (6) tickets (reserved seating) for the Sunday brunch
- Vocal Recognition during the peak time of the event

KENTUCKY DERBY Level 5 \$2000

Thursday: Networking Reception

- Open invitation for two to an exclusive, sponsor only, networking event hosted by the Alphas of Atlanta.

Friday: Golf Tournament*

- Recognized as one of the following: "Closest to the Pin" or "Longest Drive" Award sponsor, Beverage Cart, or Hole Sponsor w/ signage.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social

- Four (4) VIP seating area tickets
- Bottle of Champagne
- Brand/Organization Logo exposure on Logo Loop via Venue Screens

Saturday: #AlphaDerby™*

- VIP tickets for 4 guests
- Bottle of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during event
- Pre-event promotion on the official web-site as well as FB event page (Forecasted audience ~7K)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at event

Sunday: Sunday Brunch

- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Four (4) tickets (reserved seating) for the Sunday brunch
- Vocal Recognition during the peak time of the event

TWIN SPIRES Level 6 \$1500

Friday: Golf Tournament

- Recognized as one of the following: "Closest to the Pin" or "Longest Drive" Award sponsor, Beverage Cart, or Hole Sponsor w/ signage.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social

- General admission tickets for 4 guests.
- Brand/Organization Logo exposure on Logo Loop via Venue Screens

Saturday: #AlphaDerby™

- Six (6) VIP tickets.
- Bottle of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during event
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Pre-event promotion on the official website as well as FB event page (Forecasted audience ~7K)
- Placement of promotional items in guest bags distributed at event

Sunday: Sunday Brunch

- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Brunch tickets are not included with this package

WINNER'S CIRCLE Level 7 \$750

Friday: Golf Tournament

- Recognition as one of the following: "Closest to the Pin" or "Longest Drive" Award sponsor, Beverage Cart, or Hole Sponsor with signage.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social

- General admission tickets for 5 guests.
- Brand/Organization Logo exposure on Logo Loop via Venue Screens.

Saturday: #AlphaDerby™

- General admission tickets for 5 guests.
- Brand/Organization Logo exposure on Logo Loop via Venue Screens.
- Placement of promotional items in guest bags distributed at the event.

Sunday: Sunday Brunch

- Brand/Organization Logo exposure on Logo Loop via Venue Screens.
- Note: Brunch tickets are not included with this package.

MINT JULEP Level 8 \$250

As a small business owner, while your organization is growing, it may not have the budget for traditional "corporate sponsorship". However, we've created an entry-level option that will still garner a full weekend of brand exposure as well as the opportunity to network.

Friday: Golf Tournament

- Hole sponsor w/ signage.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social

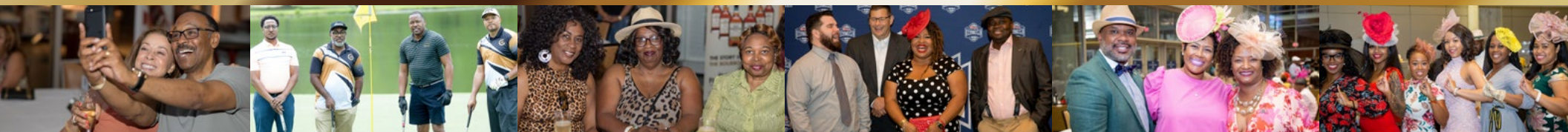
- Brand/Donor Name Logo exposure on Logo Loop via Venue Screens
- General admission ticket for 3 guests.

Saturday: #AlphaDerby™

- Brand/Donor Name Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at the event

Sunday: Sunday Brunch

- Brand/Donor Name Logo exposure on Logo Loop via Venue Screens



For media inquiries, please email media@alphaderbyparty.com

For sponsorship/partnership inquiries, please email sponsor@alphaderbyparty.com



Michael Jones

Co-Chair of #AlphaDerbyWeekend

Gwinnett County
Alphas of Atlanta, Inc.
info@alphaderbyparty.com
314.803.7632

Robert Cunningham

Co-Chair of #AlphaDerbyWeekend

South Fulton County
Alphas of Atlanta, Inc.
info@alphaderbyparty.com
678.520.5142



James Ford

Board of Directors

Cobb County
Alphas of Atlanta, Inc.
info@alphaderbyparty.com
404.964.8627

f @alphasofatlanta t @alpha_derby i @alpha_derby

