

#ALPHADERBY 9TH ANNIVERSARY



2024 #AlphaDerbyWeekend

May 2-5, 2024 | Atlanta, GA

Presented by



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 creative vibes.

The weekend began on Thursday with an exclusive, sponsor-only affair at the uber-posh Hideoki Clothing Studios. After a quick nap, everyone made their way to the links at Chapel Hills Golf Course for the Alphas of Atlanta Open Golf Tournament. Later Friday evening, guests partied the night away at the Kickoff Party and Concert at the Omni-Atlanta Hotel (featuring the r and b stylings of Bobby V and the sounds of DJ's Frank Ski and Smoke Dog). On Saturday, the main event, the Kentucky Derby Watch Party, takes place at the engaging and spacious Delta Flight Museum. Finally, the weekend concludes with the highly popular Sunday Jazz Brunch.

Simply stated, the **#AlphaDerbyWeekend** was the perfect Atlanta alternative to enjoy the Kentucky Derby, all for a good cause.

Alphas across the Metro-Atlanta area collaborated to host a first-class experience with proceeds benefitting local nonprofit education foundations, making it a true party with a purpose.

In supporting the **#AlphaDerbyWeekend**, you supported the efforts to fund programs for elementary, middle, and high school students. Ranging from (but not limited to) college scholarships and campus tours, to technology purchases and mentoring programs, the local education foundations have benefitted from **more than \$1 million raised since the event's inception in 2015.**

The summary to follow provides 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 each year. We look forward to seeing you join us in the Winner's Circle.



2024 ATTENDANCE BY EVENT

Sponsor Networking Event: **85**

Alphas of Atlanta Open Golf Tournament: **180 (Players/Guests)**

Kick-Off Social and Concert: **900**

Kentucky Derby Watch Party: **1300**

Sunday Brunch: **610**



2024 EVENT WEB PAGE VISITS

Visits: **86,000 (86.5% mobile)**

Length on site: **4:19 Minutes**

Top view cities: **Atlanta, New York Charlotte, Birmingham, New York, Chicago, Miami, Raleigh, Baltimore**

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



OFFICIAL SOCIAL ACCOUNT REACH

Facebook: **8,000 Followers**

Instagram: **9,000**

Twitter: **1,000**

Social Media Ad Reach: **264,000**

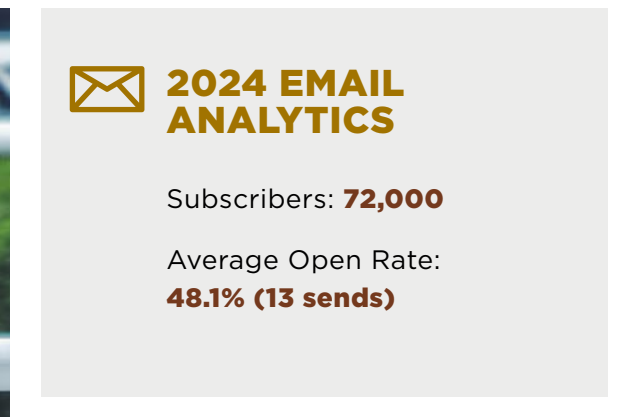
Facebook Event RSVPs: **3,300**



2024 EMAIL ANALYTICS

Subscribers: **72,000**

Average Open Rate: **48.1% (13 sends)**



MEDIA OUTLET SUMMARY

MEDIA OUTLET	FACEBOOK	INSTAGRAM	TWITTER	OTHER PLATFORMS	TOTAL
Black Golf TV	1.1K followers	20.1K followers	N/A	N/A	21.2K
ATL Plus Magazine	4.5K followers	77K followers	3.2K Followers	7.1K subscribers (YouTube)	91.8K
Let Us Live Magazine	1K followers	6.7K followers	N/A	N/A	7.7K
Pretty Girls Love Sports/ MTMV Sports	1.4K followers	5.9K followers	4K followers	3.8K subscribers (YouTube)	15.1 K
Q Smitty/98.7 Kiss FM (Birmingham, AL)	28.2K followers	18.2K followers	1.6K followers	N/A	48.8K
EmoryRose Photography	800 followers	2.2K followers	300 followers	400 subscribers (Clubhouse and TikTok mainly)	3.7K
Socialite By Nite	500 followers	22.6K followers	1K followers	N/A	24.1K
CCS/Author Andrew Snorton	2.5K followers	4.7K followers	1.1K followers	2.8K followers & subscribers (Clubhouse, YouTube, and LinkedIn)	11.1K
Majority Greek Magazine	2.2K followers	3K followers	N/A	N/A	5.2K
WTVM (ABC in Columbus, GA)	231K followers	26.7K followers	42.4K followers	N/A	300.1K
WLTZ (NBC in Columbus, GA)	187K followers	1.1K followers	3.1K followers	N/A	191.2K
Derrick Boazman/1380 WAOK AM Radio	30.9K followers	5.8K followers	6.8K followers	N/A	43.5K
Shelley Wynter/95.5 WSB FM Radio	98.2K followers	17.1K followers	59.8K followers	N/A	175.1K
Access Atlanta	204K followers	1.2K followers	N/A	N/A	469.2K
Ernie Suggs/The Atlanta Journal-Constitution	874K followers	120K followers	1.006 million followers	N/A	2 million

There may be other platforms the outlets are on that are not accounted for (i.e. Tik-Tok and others), so we are focusing on the primary platforms as shown. Likewise, additional measures (i.e. Nielson ratings for the television networks and related measures) are not accounted for.

EVENT CAPTURE VIDEO

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

EVENT CAPTURE PHOTOGRAPHY

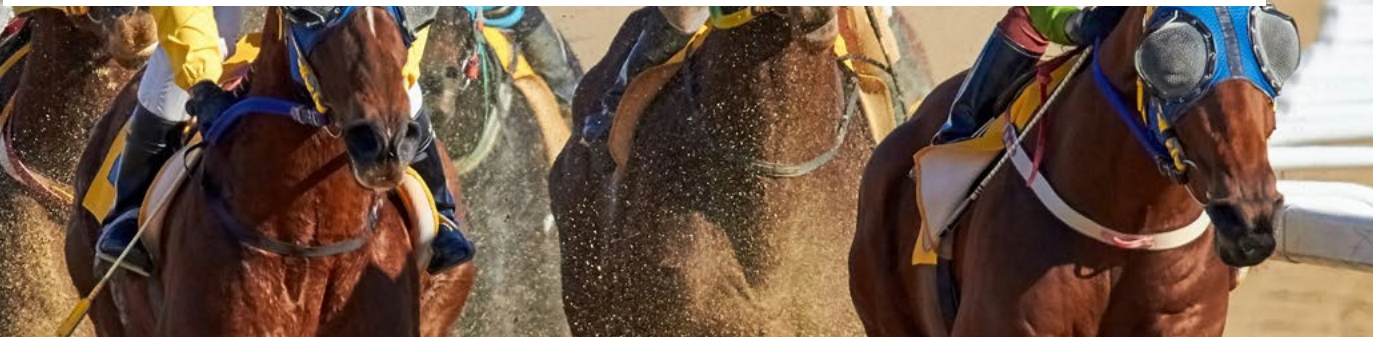
- 📷 [Sponsor Only Networking Event](#)
- 📷 [Alphas of Atlanta Open Golf Tournament](#)
- 📷 [#AlphaDerby Kick Off Social and Concert](#)
- 📷 [Kentucky Derby Watch Party](#)
- 📷 [#AlphaDerby Jazz Brunch](#)

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

All bars exclusively stocked with brown Forman and Anheuser Busch products.



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

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