

#ALPHADERBY 11TH ANNIVERSARY



2026 ALPHA DERBY WEEKEND

Where Engagement Becomes ROI

April 30-May 3, Atlanta, GA



f @alphasofatlanta X @alpha_derby i @alpha_derby @ @alphasofatlanta d @alphasofatlanta

The #AlphaDerby weekend is a fundraising event series centered around the style and pageantry of one of the world's most iconic sporting traditions — the Kentucky Derby.

Five events. Five vibes. And at every turn, your brand was part of the experience.

Thursday Night

Partner Only Networking Experience

(Grand Hyatt Buckhead)

The weekend opened with an exclusive partner only gathering designed for connection and visibility. Partners and special guests networked, built relationships, and set the tone for the days ahead. The highlight of the evening was the **Whisky Knights Tasting Experience**, led by an Executive Bourbon Steward and featuring three premium Brown-Forman spirits — a natural moment for brand storytelling and premium product placement.

Friday Morning

Alphas of Atlanta Open Golf Tournament

(Chapel Hills)

Every hole featured a partner touchpoint — from branded signage to On site activations. Golfers enjoyed **free pours, tastings, and exhibitor experiences** ranging from cigars and custom golf gear to jewelry and sports memorabilia. This event delivered High quality, one to one engagement in a relaxed, premium environment.

Friday Night

Kickoff Social & Concert

(Guardian Works)

“Ladies Night,” the first installment of the Cutwater Concert Series, featured platinum recording artist **Jon B**, who delivered a nostalgic, high energy performance. Partner brands were woven throughout the evening — **branded cups, napkins, signage, and activation zones** — ensuring visibility across a crowd of nearly 1,000 attendees.

Saturday

Kentucky Derby Watch Party

(Guardian Works)

The main event transformed Guardian Works into a Derby themed destination. Atlanta Mayor Andre Dickens issued a proclamation officially naming the first weekend of May as Alpha Derby Weekend. Senior leadership from Alpha Phi Alpha Fraternity, Inc. also attended, offering partners extended reach and networking opportunities. Sponsors enjoyed **14' partner-branded flags, logo placement on a 30' LED screen, opportunity to address the guests, building projections, and multiple High traffic touch points** throughout the venue.

Sunday

R&B Brunch & Day Party

(Grand Hyatt Buckhead)

The weekend closed with a sold out brunch featuring bottomless mimosas, live entertainment, and curated vendors. Each title partner addressed the audience — a rare opportunity to reinforce key messages after a weekend of repeated brand exposure. Attendees also heard from leaders of the six local nonprofits benefitting from the event.

Alpha Derby Weekend: Where Engagement Becomes ROI

The #AlphaDerbyWeekend delivered a premium, culturally rich experience — and your brand was integrated before, during, and after the weekend. From high visibility signage and digital placements to intimate, one to one activations, partners benefited from **continuous exposure across all five events**.

For 11 years, Alpha Derby Weekend has been Atlanta's must attend spring affair. The following pages highlight the reach, impressions, and brand impact your partnership made possible.

The following pages show exactly how your brand showed up — and what it delivered.

Weekend reach and engagement at a glance.



2026 ATTENDANCE BY EVENT

Sponsor Networking Event: **105**

Alphas of Atlanta Open Golf Tournament: **125 (Players/Guests)**

Kick-Off Social and Concert: **1K**

Kentucky Derby Watch Party: **1.4K**

R&B Brunch and Day Party: **350**



2026 EVENT WEB PAGE VISITS

Visits: **52.5K (88.5% mobile)**

Length on site: **4:10 Minutes**

Top Views Outside ATL: **Birmingham, New York, Charlotte, Dallas, Chicago, Miami**

Facebook and Instagram referrals: **39.4K**



OFFICIAL SOCIAL ACCOUNT REACH

Facebook: **9K**

Instagram: **10K**

Twitter/X: **1K**

Tik Tok: **500**

Social Media Ad Reach: **282K**

Facebook Event RSVPs: **2.8K**



2026 EMAIL ANALYTICS

Subscribers: **65K**

Avg Audience Size (Delivered): **64K**

Messages Viewed: **21K (33% Open Rate)**

Clicks: **4K (21% Click: Open)**



Media Reach & Coverage Footprint – An overview of the publications and platforms that extended the weekend’s visibility beyond attendees.

MEDIA OUTLET	LOCATION/BASED*	FACEBOOK	INSTAGRAM	TWITTER/X	OTHER PLATFORMS	TOTAL
South Fulton Lifestyle	Atlanta/Fulton (GA)	3.8K	3.8K	N/A	47K	54.8K
Black Golf TV	Atlanta (GA)	1.1K	26.1K	N/A	N/A	27.2K
Lens2Pens/EmoryRose Photojournalism	Atlanta (GA)	1K	2.5K	0.3K	2.1K	5.9K
Focus Atlanta (CBS Atlanta)	Atlanta (GA)	26K	16.4K	7.8K	N/A	50.2K
Dillingham Films/OneBlkWmn Ent	Atlanta (GA)	6.1K	5K	0.3K	N/A	11.4K
Andrea’s Glow	Atlanta (GA)	30K	41K	N/A	N/A	71K
ATL Plus Magazine	Atlanta (GA)	3.9K	62K	3.1K	N/A	69K
BTN	Atlanta (GA)/Chicago (IL)	0.3K	3K	N/A	N/A	3.3K
Shelley Wynter Show/WSB Radio	Atlanta (GA)	111.6K	19.5K	62.8K	N/A	193.9K
3MB Hussle and Motivate	Nashville (TN)	0.5K	1.2K	N/A	N/A	1.7K
PGLove Sports	Atlanta (GA)/Charlotte (NC)	2.8K	3.3K	1K	N/A	1.7K
Access Atlanta	Atlanta (GA)	273K	211K	1.2K	N/A	485.2K
Q Smitty/98.7 Kiss FM	Atlanta (GA)/Birmingham (AL)	28.6K	18.5K	1.5K	N/A	48.6K
SwagHer Magazine	Atlanta (GA)	285K	64.1K	2.1K	N/A	351.1K
KB Sports Media/100.9 FM	Atlanta/Fayetteville (GA)	8.9K	9.6K	N/A	N/A	18.5K
Rolling Out Magazine	Atlanta (GA)	341K	158K	54.4K	N/A	553.4K
Creative Community Solutions	Atlanta (GA)	7K	6.9K	2K	0.5K	16.4K
Set It Owtt TV	Atlanta (GA)	4.5K	0.9K	N/A	N/A	5.4K
AJ3 Report	Atlanta (GA)	17K	6.3K	1.4K	N/A	24.7K
TLM Media	Atlanta (GA)	5K	0.3K	N/A	N/A	5.3K
Sheen Magazine/Jelisa Raquel/Media Girls on Tour	Atlanta (GA)	36.9K	68.4K	3.5K	N/A	108.8K
Majority Greek Magazine/ADJ Media	Atlanta (GA)	15.6K	20.6K	0.2K	N/A	36.4K
Bossip Magazine	Atlanta (GA)	737K	638K	311.9K	N/A	1.7M
Historically Black Since	Atlanta (GA)	139K	625K	0.2K	N/A	764.2K
Team OTB	Atlanta (GA)	1.6K	1.5K	N/A	N/A	3.1K
City of Atlanta/Mayor’s Office of Cultural Affairs	Atlanta (GA)	8.9K	11K	2.3K	N/A	22.2K
Powerhitz Radio (93.9 FM)	Atlanta (GA)	1.4K	7K	N/A	N/A	8.4K

* Shows where they are located, but the reach extends beyond said area.

Event Coverage Archive

A reference list of all published coverage, including direct links to each outlet's **content**.

South Fulton Lifestyle: [1](#)

Black Golf TV: [1](#)

Lens2Pens/EmoryRose Photography and
Photojournalism: [1](#), [2](#), [3](#), [4](#)

Focus Atlanta: [1](#)

Dillingham Films/One Blkk Woman Productions: [1](#)

Andrea's Glow: [1](#), [2](#), [3](#)

Atl Plus Magazine [1](#)

BTN: [1](#)

Shelley Wynter: [1](#)

3MB Hussle and Motivate: [1](#)

PGLove Sports: [1](#)

Access Atlanta: [1](#)

Q Smitty: [1](#), [2](#), [3](#)

Swagger Magazine: [1](#), [2](#)

KB Sports Media: [1](#), [2](#), [3](#), [4](#)

Rolling Out: [1](#), [2](#)

CCS: [1](#), [2](#)

Set It Owtt: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#)

AJ3 Report: [1](#), [2](#), [3](#)

TLM Media: [1](#), [2](#)

Sheen Magazine/Jelisa Raquel/Media Girls on Tour: [1](#), [2](#)

Majority Greek: [1](#)

Historically Black Since: [1](#)

Powerhitz Radio: [1](#)

Team OTB: [1](#)

Cultural Affairs: [1](#)






Bossip Magazine: [1](#)







Weekend Capture: Video & Photography

A curated collection of official video recaps and photography from each event.

EVENT CAPTURE PHOTOGRAPHY

-  [Partner Only Networking Experience](#)
-  [Alphas of Atlanta Open Golf Tournament](#)
-  [#AlphaDerby Kick Off Social and Concert](#)
-  [Kentucky Derby Watch Party](#)
-  [#AlphaDerby R&B Brunch](#)

EVENT CAPTURE VIDEO

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



Partner Activation Touchpoints

A comprehensive view of the brand exposure opportunities available throughout Alpha Derby Weekend.

HIGH VISIBILITY BRANDING & SIGNAGE

- Welcome banner / Step & Repeat at event entrances
- Branded directional and Check in signage
- Branded table tents at seated events
- 14' Partner branded feather flags
- Logo on step and repeat backdrops and 360 photo booths
- Partner branded signage affixed to walls and building surfaces
- Logo cast on walls and structures via Bogo lights
- Logos and video clips rotated on the main LED screen all weekend
- Logo added to daily event attendee wristbands
- Organization logo incorporated on committee golf polo shirts

DIGITAL & PRE EVENT VISIBILITY

- Hyperlinked Partner logo on Alpha Derby Weekend homepage
- QR coded table cards driving digital engagement
- “Partner Mondays” — an exclusive, stand alone email spotlight sent to our full audience, featuring your organization, goods, and services.

PREMIUM PRODUCT PLACEMENT

- All bars exclusively stocked with Brown-Forman spirits and champagne
- All bars exclusively stocked with Anheuser-Busch beer and canned cocktails

ON SITE ENGAGEMENT & ACTIVATION ZONES

- Dedicated “Sponsor Zone” in a high traffic indoor area
- Opportunity for tent or on course activation at each golf hole
- Exhibitor opportunities (cigars, custom golf gear, jewelry, memorabilia, etc.)
- Pop up banner placement in strategic locations

DIRECT AUDIENCE ACCESS

- Partner only networking experience offering 1:1 engagement
- Ability to address attendees at the height of three major events

Weekend Pours & Brand Presence

When Brand Presence Becomes Brand Preference.

How Brown-Forman and Anheuser-Busch showed up across all five events.

SPONSOR NETWORKING EVENT (THURSDAY)

- Featured tasting experience showcasing three premium Brown-Forman brands, led by an Executive Bourbon Steward — a curated, high touch moment for Partners and VIPs.

ALPHAS OF ATLANTA OPEN GOLF TOURNAMENT (FRIDAY MORNING)

- Jack Daniel's and Woodford Reserve branded bar offering 1oz samples to golfers at "the turn" between the 9th and 18th hole on the course.
- Anheuser-Busch activation tent stocked with Cutwater, Budweiser, Bud Light, and Michelob Ultra — high visibility placement with steady foot traffic.

KICKOFF SOCIAL & CONCERT (FRIDAY NIGHT)

- Event officially branded as "The Cutwater Concert Series."
- Cutwater and Stella Artois provided to each patron upon entry.
- All cash bars exclusively stocked with Brown-Forman spirits and Anheuser-Busch beer/canned cocktails.



KENTUCKY DERBY WATCH PARTY (SATURDAY)

- All cash bars stocked exclusively with Brown-Forman and Anheuser-Busch products.
- Brown-Forman: VIP welcome cocktail for premium guests.
- Anheuser-Busch: General Admission welcome drink.
- Cutwater activation table in the Partner Zone distributing cans directly to attendees — high traffic, high engagement placement.

R&B BRUNCH & DAY PARTY (SUNDAY)

- All bars stocked exclusively with Brown-Forman spirits and Anheuser-Busch beer/canned cocktails, ensuring full weekend category exclusivity.

PARTNER-ONLY NETWORKING EXPERIENCE



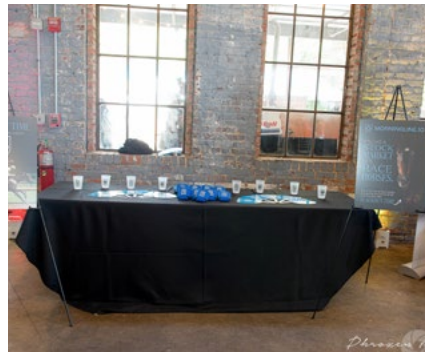
ALPHAS OF ATLANTA OPEN GOLF TOURNAMENT



#ALPHADERBY KICK OFF SOCIAL AND CONCERT



KENTUCKY DERBY WATCH PARTY



KENTUCKY DERBY WATCH PARTY



#ALPHADERBY R&B BRUNCH



Thank You for Your Partnership

Your support helped create a weekend of culture, connection, and community impact. We look forward to building on this momentum and continuing to elevate the Alpha Derby Weekend experience together.

Looking Ahead to 2027

The next Alpha Derby Weekend will build on the momentum of 2026 with expanded partner activations, elevated guest experiences, and new opportunities for brands to connect with our audience in meaningful ways. We look forward to shaping another unforgettable weekend — together.



For media inquiries, please email media@alphaderbyparty.com

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



Alphas of Atlanta Foundation, Inc. Board Members

Curtis Briscoe
J. Kyle Bryant
Tyrus Coman
Christopher Cornell
Robert Cunningham
Raymond DeLoatch
Alistair Edwards
James Ford

Michael Jones
Theron Jones
Carlton Riddick
Corey Robinson
Andrew Snorton
Robert Whittinham
Michael Woodard

Robert Cunningham & Michael Jones Jr.

Co-Chairs, Alphas of Atlanta's Kentucky Derby-Themed Fundraiser
678.520.5142 & 314.803.7632

[f @alphasofatlanta](#) [X @alpha_derby](#) [@alpha_derby](#) [@alphasofatlanta](#) [@alphasofatlanta](#)