2027 ALPHA DERBY WEEKEND

Co-Branding Opportunities

April 29–May 2, Atlanta, GA

ALPHAS OF ATLANTA

@alphasofatlanta @alpha_derby @alpha_derby @alphasofatlanta @alphasofatlanta

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:

3D Girls Inc.
Every Girl Shines
Scholarship Education Outreach
The Diamond Girls Program
Eagles Landing Christian Academy
Girls Who Brunch Tour
The RKL Education Foundation
Sigma Eta Lambda Foundation
Randal D. Ponder Memorial Scholarship
Tau Gamma Lambda Education Foundation
The Omicron Phi Lambda Education Foundation
The Henry Arthur Callis 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 $500K+ 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!

#AlphaDerby by the Numbers

Weekend reach and engagement at a glance.

2026 ATTENDANCE BY EVENT

Sponsor Networking Event: **105**

Alphas of Atlanta Open Golf Tournament: **160 (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 Tock: **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)**

FRIDAY, APRIL 30th
ALPHAS OF ATLANTA OPEN — GOLF TOURNAMENT

8AM–2:00 PM
Heritage Golf Links
(Tucker, GA)

The upscale party with a purpose meets the grand game of golf. Join us for a premium golf outing where style, competition, and philanthropy come together on the green. Foursomes will enjoy a full day of elevated amenities and spirited play, including:

- Breakfast to start the day
- An 18-hole round on a championship course
- Contests for putting, closest to the pin, longest drive, and hole-in-one
- Complimentary pours on the course courtesy of our presenting sponsor
- "19th Hole" lunch and awards presentation to close out the day

Whether you're a seasoned golfer or just in it for the vibes, this event promises a memorable experience — all in support of a meaningful cause. (2026 Attendance: 160)

FRIDAY, APRIL 30th
KICK-OFF SOCIAL/ CONCERT

7:30 PM–12 AM;
Delta Flight Museum (Atlanta)

Welcome to Atlanta — now let's get the weekend started right! The Alpha Derby™ Weekend kicks off with an unforgettable night of music, energy, and connection. This is your chance to mix, mingle, and vibe to the sounds of legendary artists who helped shape the soundtrack of your youth. Past performers have included Jon B, Cupid the Line Dance King, Big Daddy Kane, Slick Rick, Chubb Rock, Doug E. Fresh, Pastor Troy, Lil Scrappy, Crime Mob, and more — and this year's lineup promises to raise the bar even higher..Expect:

- A high-energy concert experience
- A vibrant social atmosphere
- Nostalgic hits and surprise performances

Whether you're reconnecting with old friends or making new ones, this is the night that sets the tone for an epic weekend. (2026 Attendance: 1,000)

SATURDAY, MAY 1st
ALPHA DERBY™ KENTUCKY DERBY WATCH PARTY

3:30 PM–8:30 PM
Delta Flight Museum (Atlanta)

The Big Day is Back! Join us for the 2027 edition of Alpha Derby ™, our signature fundraiser and "party with a purpose," taking flight at the stunning Delta Flight Museum. Buckle up and come fly with us as we take Alpha Derby to new heights, bringing together Southern style, brotherhood, fashion, and Derby excitement for an unforgettable experience. This one-of-a-kind celebration is more than just a Derby party — it's a first-class experience with a purpose. Guests will enjoy:

- Live DJs spinning throughout the venue
- Outdoor cigar lounge for laid-back luxury
- Surprise pop-up musical performances
- Interactive museum exhibits showcasing Atlanta's rich history
- Best Hat Competition — bring your Derby flair
- Premium food and drink tickets
- Hand-selected vendors and a silent auction
- Live broadcast of the Kentucky Derby

All proceeds support youth initiatives across Atlanta. This is one event you don't want to miss. Every detail is intentional — and nothing is left to chance. (2026 Attendance: 1,400)

SUNDAY, MAY 2nd
SUNDAY BRUNCH

11 AM–3 PM
Grand Hyatt Buckhead (Atlanta)

In Atlanta, Sundays are for brunch — and we're heading back to Buckhead to do it right! What better way to close out a weekend of style, sophistication, and celebration than with a brunch experience that's anything but ordinary? This year, we're adding a unique twist: you will be part of the entertainment. (We can't wait to reveal what we're cooking up!) Expect a vibrant, interactive atmosphere where the energy is high and the vibes are unforgettable.

Guests will enjoy:

- A plated breakfast buffet with carving stations and desserts
- Attentive service and curated on-site vendors
- Bottomless mimosas to toast the weekend
- A DJ spinning feel-good tracks to keep the party going
- A final "party with a purpose" to wrap up Alpha Derby™ Weekend in style

Whether you're winding down or turning up, this brunch is the perfect send-off. Come hungry, leave happy — and maybe a little exhausted from dancing. (2026 Attendance: 350)

PRESENTING PARTNER
Level 1 – $20,000+

Co-Branding: Full Event Cycle
- Event Presenting Rights: Official designation as "2026 Alpha Derby Weekend Presented by [Sponsor Name]"
- Dedicated Sponsor Email: One exclusive promotional email distributed to Alpha Derby Weekend's audience of 72,000+ subscribers.
- Parter Video Recognition
- Executive Speaking Opportunity
- Exclusive VIP Lounge Branding
- Includes branded signage and recognition throughout the venue.
- Official Scholarship Partner Designation
- Press Release Recognition
- Dedicated Post-Event Impact Report including; Attendance metrics, Social media impressions, Website exposure statistics, Event photography, Brand visibility analysis

Thursday: Executive Reception
- An invitation-only experience designed for: Corporate executives, Strategic partners, Community leaders, VIP stakeholders

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 ~9K)
- Placement of promotional items in guest bags distributed at event

Sunday: Brunch
- Entry and reserved VIP seating area for 20 guests
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Vocal Recognition at Premiere Event Moments during announcem

SECRETARIAT
Level 2 – $10,000+

Co-Branding: Full Event Cycle
- Secretariat Level receives exclusive designation within its industry category.
- Examples include: Official ("... Partner") of Alpha Derby Weekend Partner
- Sponsor receives: Scholarship naming recognition, Media release acknowledgment, Annual impact report inclusion
- Premium Activation Space
- Dedicated Social Media Spotlight
- Enhanced Logo Placement
- Post-Event ROI Report

Thursday: Executive Reception
- An invitation-only experience designed for: Corporate executives, Strategic partners, Community leaders, VIP stakeholders

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
- 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 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 ~9K)
- Placement of promotional items in guest bags distributed at event

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

Sponsorship Levels

CHURCHILL DOWNS
Level 3 – $6,000

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

Friday: Golf Tournament
- Hole Sponsor w/ signage.
- 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 10 guests with two (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 ~9K)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at the conclusion of event

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 – $4,000

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

Friday: Golf Tournament
- Hole Sponsor w/ signagee.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social
- Eight (8) VIP seating area tickets
- Bottle of Champagne
- Brand/Organization Logo exposure on Logo Loop via Venue Screens

Saturday: #AlphaDerby™
- Eight (8) 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 ~9K)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at event

Sunday: Brunch
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Eight (8) tickets (reserved seating) for the Sunday brunch
- Vocal Recognition during the peak time of the event

KENTUCKY DERBY
Level 5 – $2,500

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

Friday: Golf Tournament
- 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™
- VIP tickets for 6 guests
- Bottle of champagne
- Premium Derby-themed food, and dedicated wait staff/attendant during event
- Pre-event promotion on the official website as well as Facebook event page (Forecasted audience ~9K)
- Brand/Organization Logo exposure on Logo Loop via Venue Screens
- Placement of promotional items in guest bags distributed at event

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

TWIN SPIRES
Level 6 – $1,750

Friday: Golf Tournament
- Hole Sponsor w/ signage.
- Recognition at the Awards Ceremony.
- Placement of promotional items in guest bags distributed at the event.

Friday: Kick-Off Social
- VIP admission tickets for 6 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 Facebook event page (Forecasted audience ~9K)
- Placement of promotional items in guest bags distributed at event

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

WINNERS' CIRCLE
Level 7 – $750

Friday: Golf Tournament
- 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 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: 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: Kick-Off Social
- 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: Brunch
- Brand/Donor Name Logo exposure on Logo Loop via Venue Screens

Contact

For media inquiries, please email **media@alphaderbyparty.com**

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

Alphas of Atlanta Foundation, Inc. Board Members

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

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