

20
24



SPONSORSHIP PACKET

BLACK AND GOLD DERBY PARTY WEEKEND

#BGDP2024

SCHOLARSHIP FUNDRAISER



BLACKANDGOLDDERBY.COM



PO BOX 91712, CLEVELAND, OHIO 44101

A PARTY WITH PURPOSE



#BGDP 2024 WEEKEND

The Black and Gold Derby Party Scholarship Fundraiser Weekend is a collaborative effort between the Delta Alpha Lambda Foundation (DALF) and the Delta Alpha Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., and serves as a fundraiser for the Delta Alpha Lambda Scholarship Endowment Fund.

The event brings the pageantry, tradition and fashion of the Kentucky Derby to Cleveland while giving our attendees an opportunity to invest in the future of a young person.

Originally hosted at a 100-person capacity venue in 2016, the Black and Gold Derby has exponentially grown in popularity and scope and is now one of the most prestigious events in Northeast Ohio.

In addition to raising scholarship funds for our future leaders, the event also serves as catalyst to promote small and minority owned businesses to new customers and professional contacts throughout our region and beyond.

THE SCHOLARSHIP FUND

The Delta Alpha Lambda Foundation (DALF) is a 501c3 organization that has established the DALF Scholarship, which provides monies for disadvantaged students in Northeast Ohio who are matriculating to college after their high school graduation.

In 2019, the DALF established the Delta Alpha Lambda Foundation Scholarship Endowment with the Cleveland Foundation. The endowment is worth more than \$50,000 and growing.

Proceeds from the Black and Gold Derby Party Scholarship Fundraiser Weekend will go towards our scholarship fund and endowment.



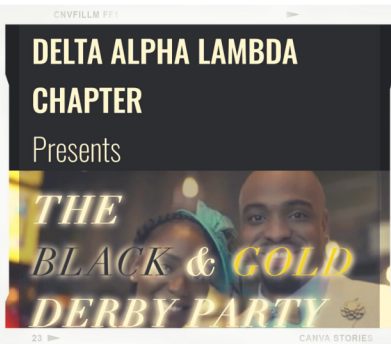
2023 DALF SCHOLARSHIP AWARDEES WITH
SHAKER HEIGHTS POLICE CHIEF BRO. WAYNE HUDSON

STATISTICAL HIGHLIGHTS



600+

More than 600 people attended the Black and Gold Derby in 2023



12000+

Unique visitors to Derby website



55/45

Fifty-five (55) percent of 2023 Black and Gold Derby attendees were women while forty (45) percent were men.



30+

More than 60 percent of 2022 attendees are between 31 to 50 years of age.



MEDIA COVERAGE

Interviews with local news outlets to promote the Derby Weekend events and sponsors



50K

More than \$50000.00 raised in scholarship funds in the past two years.

WEEKEND EVENTS



THE SOCIAL HOUR

Get ready to mingle and mix as *The Cleveland Alphas* host a *Pre-Derby Social Hour* for *#BGDP2024* attendees. This is the kick-off event for the 2024 Black and Gold Derby Party Weekend!

THE WINNER'S CIRCLE DERBY AFTER PARTY

Join us for the official after-party experience like no other where you can get your fill of some great food and continue the great vibe of *#BGDP2024 Derby Weekend* going strong.



THE SCHOLARSHIP BRUNCH

End the *#BGDP2024* weekend on a high note as the Delta Alpha Lambda Foundation awards the 2024 Scholarship recipients.

BLACK & GOLD DERBY PARTY



THE MAIN EVENT

**THE BLACK AND GOLD DERBY
PARTY SCHOLARSHIP
FUNDRAISER
MAY 4, 2024**

- **Live Music and DJ**
- **Sponsor/VIP-Only Buffet**
- **Cigar and Bourbon Outdoor Lounge**
- **Complimentary Beverages**
- **Complimentary 360 Photo Booth**
- **Raffles and Prizes**
- **Ladies' Hat Competition**
- **And More.....**

Cleveland's Premiere Derby Event
#BGDP2024

BLACK & GOLD DERBY PARTY



#BGDP2024

LEVEL COMPARISON CHART

FEATURES	PRESENTING SPONSOR	ASSOCIATE SPONSOR	BLACK AND GOLD SPONSOR	COMMUNITY SPONSOR
Sponsorship Contribution	\$10,000	\$8,000	\$6,000	\$4,000
Exclusive Naming Rights for #BGDP2024 Weekend	●			
Number of Seats Reserved for #BGDP2024 Activities	20-Social Hour 20-Derby Party (VIP) 20-Scholars' Brunch	10-Social Hour 10-Derby Party (VIP) 10-Scholars' Brunch	8-Social Hour 8-Derby Party (VIP) 8-Scholars' Brunch	6-Social Hour 6-Derby Party (VIP) 8-Scholars' Brunch
Access to private VIP & Sponsor Reception	●	●	●	●
Company Name and Logo displayed on #BGDP2024 website and social media pages	●	●	●	●
Emailed marketing communication to #BGDP2024 Weekend attendees	●	●		
Recognition during Black and Gold Derby Party events	●	●	●	●

BLACK & GOLD DERBY PARTY



#BGDP2024

LEVEL COMPARISON CHART

FEATURES	PRESENTING SPONSOR	ASSOCIATE SPONSOR	BLACK AND GOLD SPONSOR	COMMUNITY SPONSOR
Advertisement in #BGDP2024 Program Book	Full Page	Full Page	Half Page	Half Page
Company Name and Logo displayed prominently in venues	●	●	●	●
Company Name and Logo on gift bags for #BGDP2024 attendees	●	●		
Company Name and Logo streamed on repeated loop during event	●	●	●	●
Parking passes for #BGDP2024	●	●		
Recognition during the #2024 Scholarship Brunch	●	●	●	●
First right of Sponsorship level renewal for #BGDP2025	●	●		



THANK YOU

CONTACT US

216-307-1529

www.blackandgoldderby.com

admin@blackandgoldderby.com

PO BOX 91712, Cleveland, Ohio 44101