

20
24



SPONSORSHIP PACKET

BLACK AND GOLD #BGDP2024
DERBY PARTY WEEKEND

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.



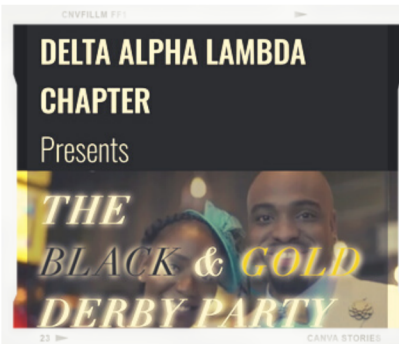
2023 DALF SCHOLARSHIP AWARDEES WITH SHAKER HEIGHTS POLICE CHIEF BRO. WAYNE HUDSON

STATISTICAL HIGHLIGHTS



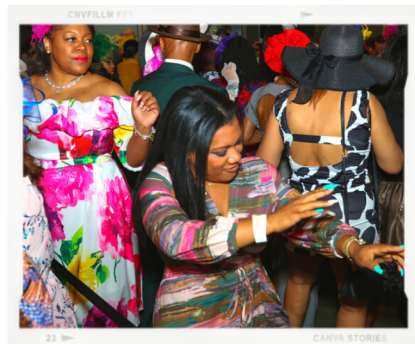
600+

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	\$6,000	\$4,000	\$3,000	\$2,000
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) 6-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	●	●		



BLACK & GOLD DERBY PARTY



Small Business/Organization Package

PROMOTE YOUR BUSINESS WITH US

FOUR(4) #BGDP2024 VIP ADMISSION TICKETS

FOUR (4) AFTERPARTY TICKETS

FULL-PAGE ADVERTISEMENT IN

THE PROGRAM BOOK

(7.5" x 10")

COST: \$1000.00

<http://tinyurl.com/24bgdpads>



BLACK & GOLD DERBY PARTY



Small Business/Organization Package

PROMOTE YOUR BUSINESS WITH US

TWO (2) #BGDP2024 VIP ADMISSION TICKETS

TWO (2) AFTERPARTY TICKETS

FULL-PAGE ADVERTISEMENT IN

THE PROGRAM BOOK

(7.5" x 10")

COST: \$500

<http://tinyurl.com/24bgdpads>



ADVERTISING RATES



PRICE OPTIONS

- Back Cover - \$800 (7.5" x 10")
- Inside Front Cover - \$500 (7.5 X 10")
- Inside Back Cover - \$500 (7.5 X 10")
- Two-Page Spread - \$450
- Full Page Advertisement - \$300 (7.5" x 10")
- Half Page Advertisement - \$200 (7.5" x 4.5")
- Quarter Page Advertisement - \$100 (3.5" x 4.75")
- Patron Name/Business Listing - \$50



NEXT STEPS

Thank you for your support as we work together to support the dreams and aspirations of young men throughout Northeast Ohio.

Email admin@blackandgolderby.com to receive your sponsorship/advertisement invoice, submit advertising artwork or to answer any questions pertaining to the event.

We are requesting all artwork for advertisements to be submitted by **April 1, 2024. NO EXCEPTIONS.** There will be an additional \$15 processing fee if we have to create your ad.

Questions: Call Bro. Clyde Christian at 216-299-2815 or Bro. Lester Holmes at 412-996-9060. We look forward to hearing from you.

BLACK & GOLD DERBY PARTY



VENDOR PACKAGE

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

Option 1

Vendor Table
Two Chairs
Full Page Ad in
Program Book

\$300

Option 2

Vendor Table
Two Chairs
Half-Page Ad in
Program Book

\$225

Option 3

Vendor Table
Two Chairs
Name Listing in
Program Book

\$150



Cleveland's Premiere Derby Event
#BGDP2024



THANK YOU

CONTACT US

216-307-1529

www.blackandgoldderby.com

admin@blackandgoldderby.com

PO BOX 91712, Cleveland, Ohio 44101