

2021

April 27th - May 1st

Multi-State Online & In Person Summit.
Inclusive Economic Impact!



Derby Diversity & Business Summit

PARTNERSHIP PACKAGE



The Derby Diversity & Business Summit (DDBS) was created to lead horse racing into its future of inclusion for all diverse groups, women, minorities, LGBTQ, Veteran and Disabled and celebrate enthusiasts who enjoy horse racing and the sport of betting. DDBS brings together a culturally diverse mix of professionals in an exciting multi-faceted week-long event, reflecting their lifestyle preferences. DDBS mobilizes enthusiasts from across the world, many of whom are leaders in the business, finance, entertainment, fashion, and sports industries.



- +RACING
- +BETTING
- +BUSINESS
- +FASHION
- +ENTERTAINMENT
- +CULTURE



LEADING INCLUSION IN THE WORLD OF HORSE RACING



Now entering its 4th year, DDBS allows sponsors, advertisers, and brand marketers unprecedented opportunity to broaden their reach and participate in a historic event. The unique forum provides an opportunity to engage with and reach an influential group of business executives, celebrities, influencers — a growing consumer market that incorporates sports betting into their lifestyle.

WORLDS CONVERGE

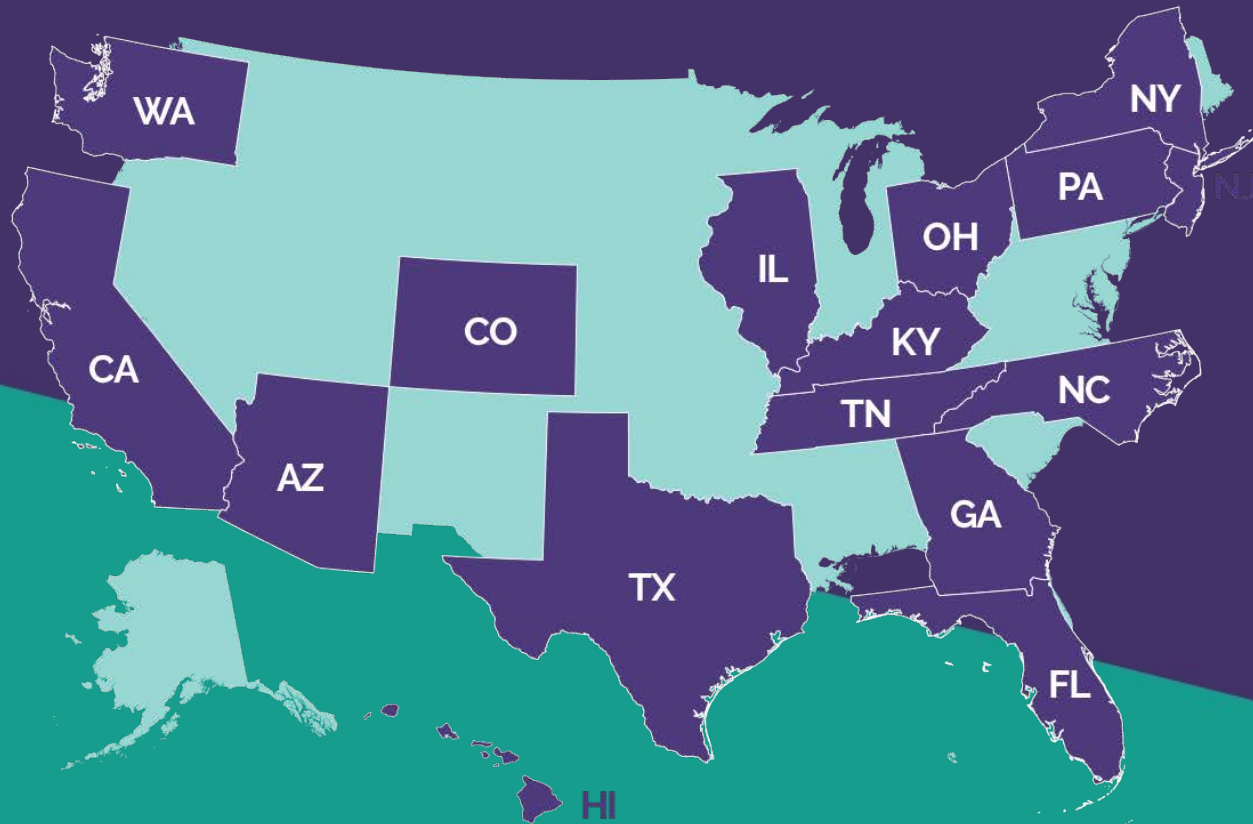
“The Derby Diversity & Business Summit seeks to further its commitment to facilitating the unprecedented convergence of the worlds of sports betting, business, fashion, and entertainment.”

- Tawana Bain, Founder & President



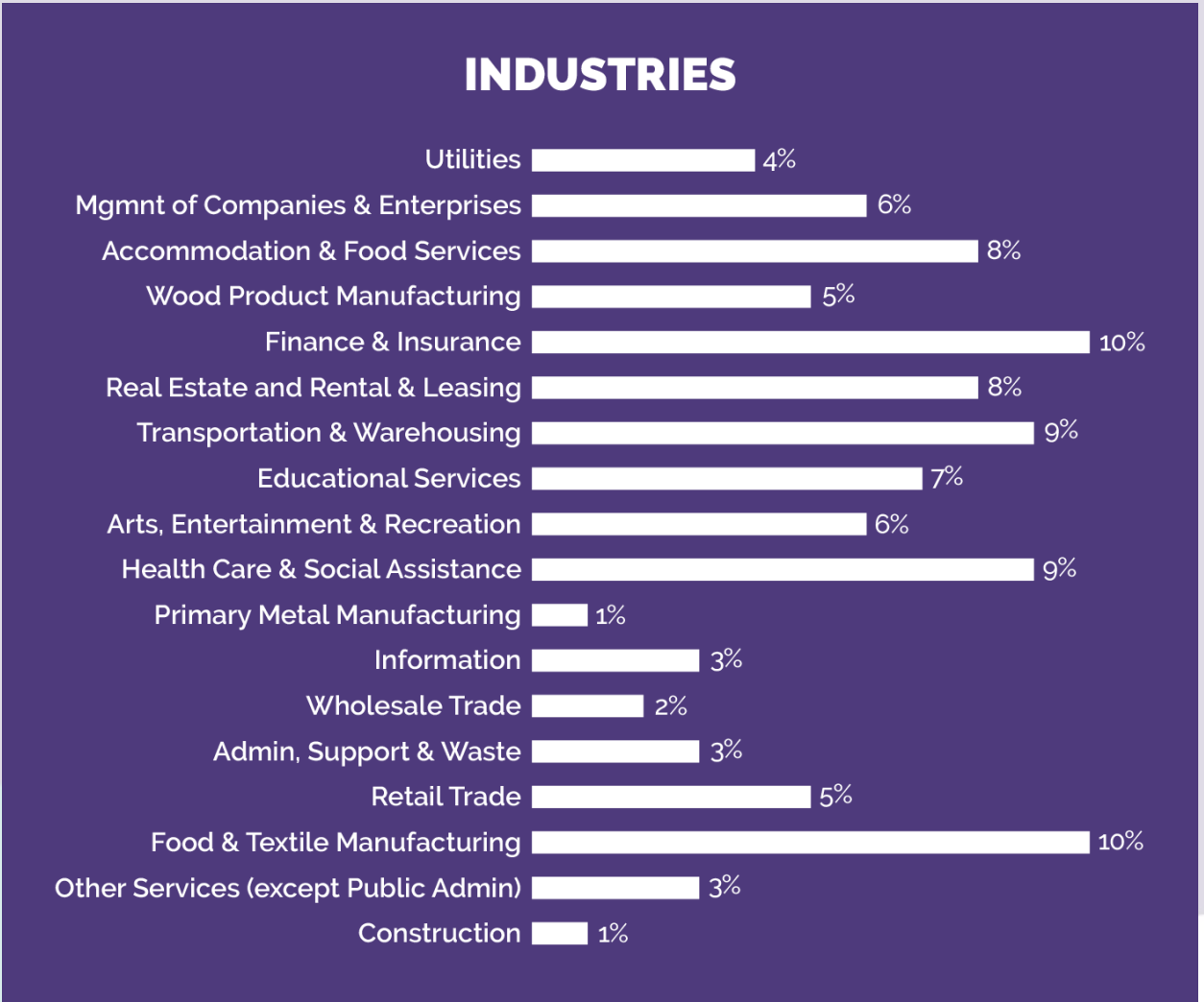
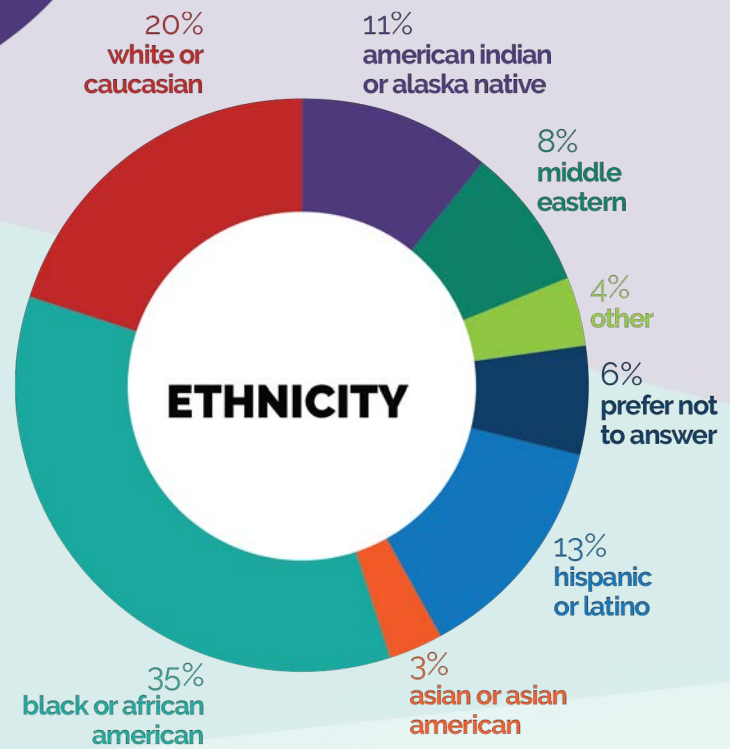
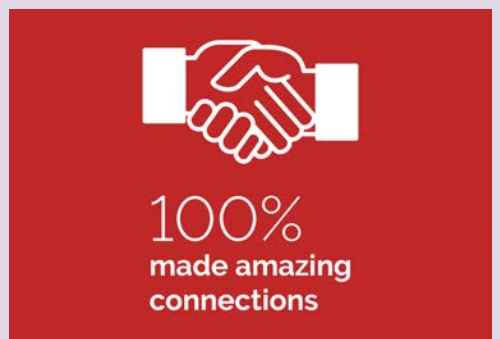
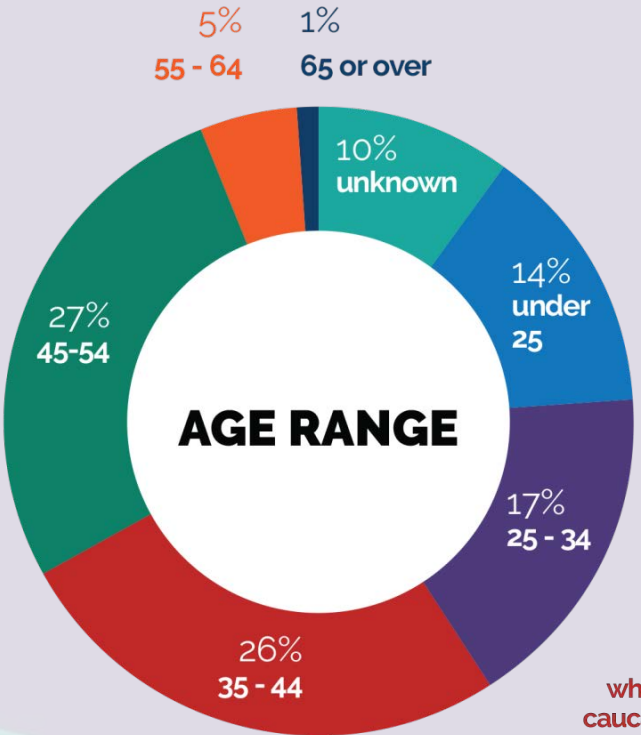
Check The Stats From 2020!

TOTAL "CAPTURED" ATTENDANCE 1,100+



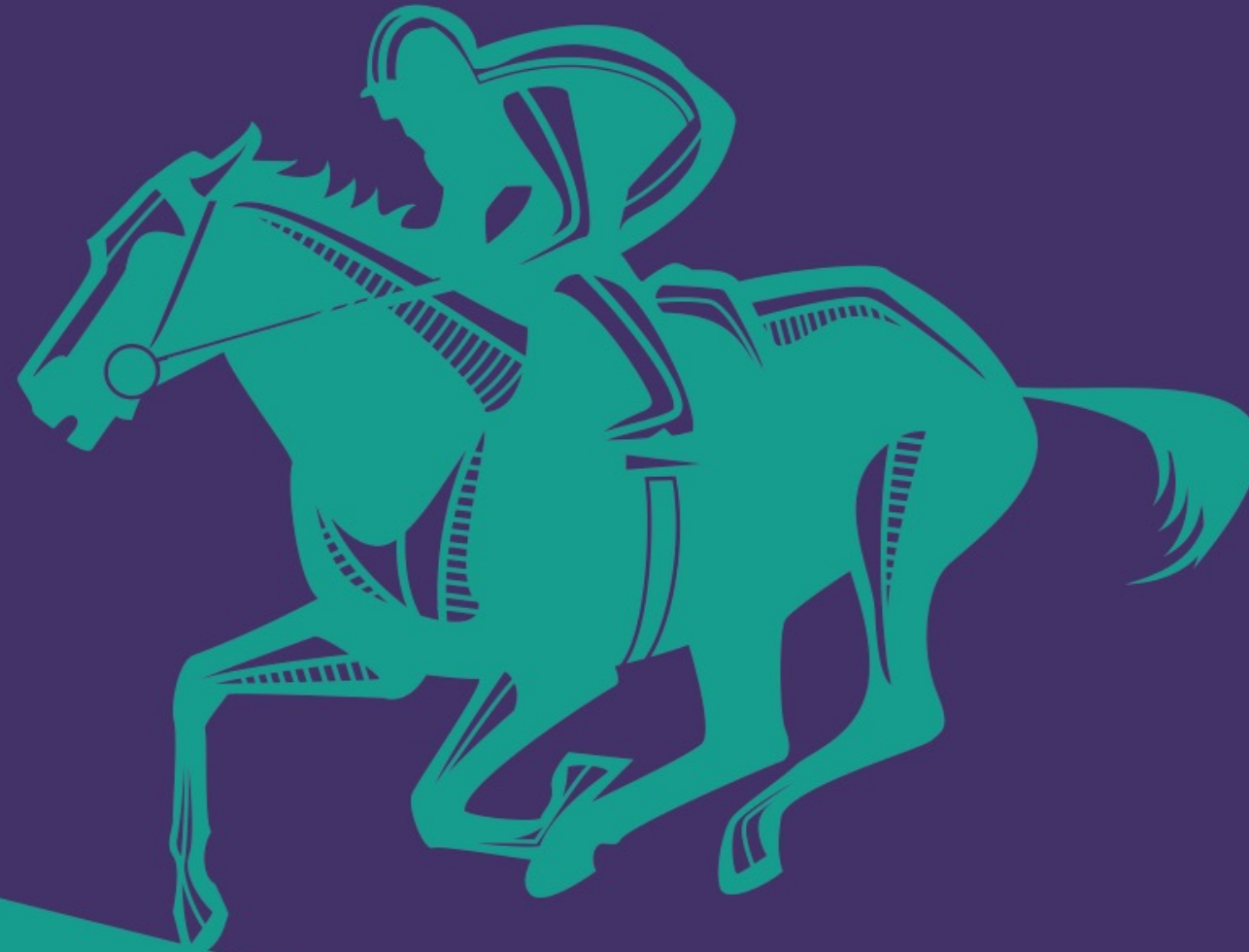
167	Louisville	32	Ohio
46	New York	33	Tennessee
19	Arizona	26	Illinois
17	Colorado	44	Pennsylvania
35	Florida	32	New Jersey
44	Georgia	20	N. Carolina
27	California	16	Washington
34	Hawaii	561	Unknown
23	Texas		

Check The Stats Continued...



EVENT OVERVIEW

Partner with us and become part of the most exciting and unique Diversity & Inclusion events for the business community of 2021. Achieve your branding goals by engaging with influencers who represent a highly sought-after, targeted demographic. Partnership Opportunities from \$5K and above.



ENGAGE

Sponsoring DDBS will position your brand for growth opportunities in key consumer segments:

MINORITY, LGBTQ, WOMEN, VETERAN AND DISABLED business leaders with significant buying power.



UPSCALE

\$200K+

AVERAGE HOUSEHOLD INCOME



**ESTEEM
INFLUENTIAL**

Recommends brands and services to peers



ELITE BUSINESS OWNERS

Owns or has a leadership role in a business



TREND SETTERS

Fashionable consumer and early adopter of new products and services



DIGITALLY SAVVY

Regularly engages with new technology and devices



Many DDBS participants are top influencers in the areas of sports, entertainment and media. They regularly engage with premium and luxury brands, products and services that match their affluent lifestyle.



THE 2021 SUMMIT AGENDA

The Derby Diversity & Business Summit has grown from one main event to a week-long line up of public and private events, for conference attendees and sports enthusiasts of all backgrounds and ages.



** DIVERSITY & INCLUSION DAY

- 10:45 AM - 5PM CONFERENCE SESSIONS
- 5:30 PM - 7:15PM OPENING RECEPTION
- 7:30 PM - 10:00 PM DERBY FASHION SHOW
- 9:00 PM - 11:00 PM AFTER SHOW POP UP SHOP



** CONSUMER SPORTS MARKETING DAY

- 9:00AM - 5PM CONFERENCE SESSIONS
- 10:00 AM - 4PM BUSINESS SHOWCASE
- 6:30 PM - 10:00 PM BRIMS, BOWTIES, BOURBON AND BUYERS



** GLOBAL SUPPLY CHAIN & SUPPLIER DIVERSITY DAY

- 10:00 AM - 5PM CONFERENCE SESSIONS
- 2:00 PM - 4:00 PM INDUSTRY ROUND TABLES

5:30 PM | DDBS & PPAATH AWARDS DINNER

- Awards Presentation
- ISAAC MURPHY LIFETIME ACHIEVEMENT / BLACK JOCKEY CELEBRATION Presentation

7:30PM | DDBS YE INTERSECTION

- 9:00 PM | DERBY SNEAKER BALL
- FOOD, MUSIC, DANCING & SNEAKER ACTIVATIONS



**DDBS AT THE TRACK

- 9:00 AM | PRIMP & PLAY
- MAKEUP ARTISTS, HAIR STYLISTS & BARBERS

- 11:00 AM | KY OAKS
- NETWORKING, BETTING, FOOD & SPIRITS



- 9:00 AM | PRIMP & PLAY
- MAKEUP ARTISTS, HAIR STYLISTS & BARBERS

- 11:00 AM | KY DERBY
- NETWORKING, BETTING, FOOD & SPIRITS



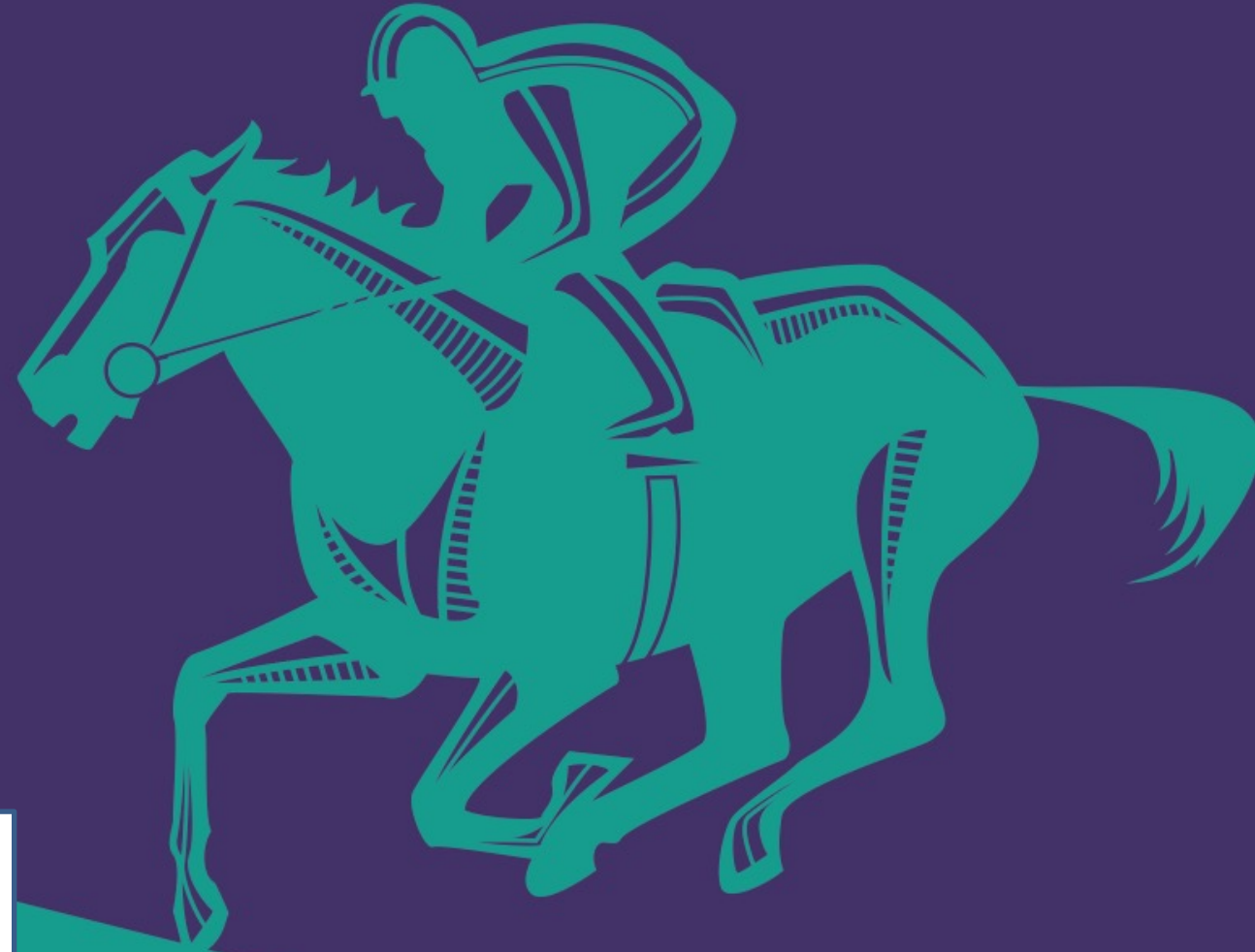
GIVING BACK

WHO BENEFITS

A portion of the 2021 proceeds will be donated to support three Women's Business Enterprise National Council (WBENC) RPO's. WBENC is the largest certifier of women-owned businesses in the U.S. and a leading advocate for women business owners and entrepreneurs.

The WBENC RPO's include:

- Women's Business Enterprise Council Ohio River Valley
- Women's Business Enterprise Alliance
- Women's Enterprise Council West.



WBECORV
WOMEN'S BUSINESS ENTERPRISE COUNCIL
OHIO RIVER VALLEY

JOIN FORCES. SUCCEED TOGETHER.



Women's Business
Enterprise Alliance

WBECWEST
WOMEN'S BUSINESS ENTERPRISE COUNCIL

JOIN FORCES. SUCCEED TOGETHER.



Premium Sponsorships & Branding – Includes Derby Package

TWO WAYS TO PARTNER

Non Premium Sponsorships & Branding – Does not include Derby Package





PREMIUM SPONSORSHIP OPPORTUNITIES

Sponsorship of DDBS develops brand equity via increased exposure, heightened awareness and positive brand associations. Sponsors have category exclusivity for their brands. Tailored sponsorship packages available upon request.

PREMIUM SPONSORSHIPS & BRANDING OPPORTUNITIES

DERBY PACKAGE PARTNERSHIP OPPORTUNITIES

WHAT'S INCLUDED: • Full hotel accommodations • All meals (breakfast, lunch, plated full course dinner) • Kentucky Oaks and Derby Races (includes food and alcohol)
• 24 hour hospitality room • Summit passes • Transportation to all events

SUPERFECTA VIRTUAL HYBRID PARTNER - \$250,000

AVAILABILITY: 1

SUPERFECTA PARTNER - \$100,000

AVAILABILITY: 1

TRIFECTA PARTNER - \$75,000

AVAILABILITY: 2

TRANSPORTATION PARTNER - \$30,000

AVAILABILITY: 1

EXACTA PARTNER - \$25,000

AVAILABILITY: 3

TUESDAY OPENING RECEPTION PARTNER - \$20,000

AVAILABILITY: 1

VIRTUAL ATTENDEE CONFERENCE SWAG BOX MAILER KIT PARTNER - \$20,000

AVAILABILITY: 1

VIRTUAL ATTENDEE CONFERENCE SWAG BOX MAILER KIT PARTNER - \$20,000

AVAILABILITY: 1

NON-PREMIUM SPONSORSHIPS & BRANDING OPPORTUNITIES

NON-DERBY PACKAGE PARTNERSHIP OPPORTUNITIES

WHAT'S INCLUDED: • Summit passes

WHAT'S NOT INCLUDED: • All non-DDBS Derby and gala tickets must be purchased separately • Hotel Accommodations
• Tickets to Oaks & Derby • Non-DDBS gala tickets

BREAKOUT SESSION PARTNER - \$7,500

AVAILABILITY: 3

PRIMP & PLAY PARTNER - \$5,000

AVAILABILITY: 2 (1 FRIDAY, 1 SATURDAY)

POWER WALK PARTNER - \$1,500

AVAILABILITY: 1

SHOWCASE EXHIBITOR PARTNER - \$495

AVAILABILITY: 3

PREMIUM & NON-PREMIUM SPONSORSHIP BENEFITS

Get a lot of bang for your buck as an official DDBS partner! See below for a list of just some of the benefits you will receive by joining the Derby Diversity & Business Summit!

	Number of full conference physical tickets	Number of Virtual Tickets	Recognition as event Partner on Physical Signage & Digital Signage	250 Branded items in official summit Welcome Gift Bag	Logo featured on all social media, signage, and DDBS website	Recognition during daily welcome or general remarks	Ad in event program	Featured as Partner in DDBS weekly webinar series
SUPERFECTA VIRTUAL HYBRID PARTNER	15	250	✓	✓	✓	✓	FULL PAGE INSIDE FRONT COVER	✓
SUPERFECTA PARTNER	5	100	✓	✓	✓	✓	FULL PAGE	✓
TRIFECTA PARTNER	3	75	✓	✓	✓	✓	FULL PAGE INSIDE BACK COVER	✓
TRANSPORTATION PARTNER	1	30	✓	✓	✓	✓	HALF PAGE FULL COLOR	
EXACTA PARTNER	1	25	✓	✓	✓	✓	HALF PAGE FULL COLOR	
TUESDAY OPENING RECEPTION PARTNER	1	20	✓	✓	✓	✓	HALF PAGE FULL COLOR	
VIRTUAL ATTENDEE CONFERENCE SWAG BOX MAILER KIT PARTNER	1	20	LOGO ON OFFICIAL SUMMIT LANYARDS & SOCIAL MEDIA	✓	✓	RECOGNITION DURING TUESDAY OPENING RECEPTION	HALF PAGE FULL COLOR	
IN PERSON CONFERENCE SWAG BAG PARTNER	1	20	LOGO ON OFFICIAL SUMMIT LANYARDS & SOCIAL MEDIA	✓	✓	RECOGNITION DURING TUESDAY OPENING RECEPTION	HALF PAGE FULL COLOR	
BREAKOUT SESSION/PARTNER	3 SUMMIT ONLY	7		✓	LOGO ON PRINT/DIGITAL SIGNAGE DURING BREAKOUT SESSION & ON DDBS WEBSITE		QUARTER PAGE FULL COLOR	
PRIMP & PLAY PARTNER	2 SUMMIT ONLY	5			LOGO ON SIGNAGE DURING MATCHMAKER, ON WEBSITE & PROGRAM BOOK		QUARTER PAGE FULL COLOR	
POWER WALK PARTNER	1 SUMMIT ONLY	1			LOGO FEATURED ON DDBS BASEBALL CAP & FEATURED IN PROGRAM BOOK			
SHOWCASE EXHIBITOR PARTNER	1 SUMMIT ONLY	1			LOGO FEATURED IN PROGRAM BOOK			

(INCLUDES 6 FT. TABLE, 2 CHAIRS AND 10 FT. EXHIBIT SPACE)

*INDUSTRY TRACK PARTNER OPTIONS: FINANCIAL, FOOD & BEVERAGE, HEALTHCARE, LEGAL, LOGISTICS, MANUFACTURING, MEDIA & ADVERTISING OR STAFFING

CORPORATE SPONSORS

2018-2021



CHURCHILL DOWNS



PURE PATH CAPITAL



Bank of America



World Wide Technology, Inc.



DELTA



CHRONICLE CINEMA



LOUISVILLE BUSINESS FIRST

COVERAGE

Past coverage includes print, radio and digital media.

**NBC is the exclusive television partner for DDDBS onsite at Churchill Downs*



The Primp and Play team will be in full force at the Derby Diversity Business Summit, a week full of events leading up to the Kentucky Derby. From 4/30 to 5/1 start your day getting glammed up by the Primp and Play Squad!

From a soft beat to a super glam, hair styling and beard trimming we have you covered to look your flyest for all Derby Festivities! Present your DDBS summit badge and receive any Primp & Play service on @derbydiversity from 9am to 11am

**DDBS 2021 IS BROADCASTING LIVE
FROM THE EAST, WEST AND MIDWEST!**



DERBY

DIVERSITY &
BUSINESS
SUMMIT

BROADCASTING FROM LOUISVILLE • PHILLY • LOS ANGELES



Instructions: Full payment must accompany the partnership form. You may pay by check, money order or credit card. Make checks payable to Derby Diversity & Business Summit. Please email the completed form to info@derbydiversity.com.

PARTNERSHIP LEVEL

Please select which partnership level you are interested in.

Premium Sponsorship Opportunities

- | | | |
|--|---|---|
| <input type="checkbox"/> Superfecta Virtual Hybrid Partner \$250,000 | <input type="checkbox"/> Transportation Partner \$30,000 | <input type="checkbox"/> Virtual Attendee Conference \$20,000 |
| <input type="checkbox"/> Superfecta Partner \$100,000 | <input type="checkbox"/> Exacta Partner \$25,000 | Swag Box Mailer Kit Partner |
| <input type="checkbox"/> Trifecta Partner \$75,000 | <input type="checkbox"/> Tuesday Opening Reception Partner \$20,000 | <input type="checkbox"/> In Person Conference \$20,000 |
| | | Swag Bag Partner |

Non Premium Sponsorship Opportunities

- | | | |
|---|---|---|
| <input type="checkbox"/> Breakout Session/Partner \$7,500 | <input type="checkbox"/> Primp & Play Partner \$5,000 | <input type="checkbox"/> Showcase Exhibitor Partner \$495 |
| | <input type="checkbox"/> Power Walk Partner \$1,500 | |

Social and Digital Experiences

Stay tuned on how to purchase tickets to the a la carte events happening during the Derby week. More details on purchasing from the vendor will be provided as we near the event dates.

YOUR INFORMATION

Name: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Partnership Opportunity: _____ Monetary Level: _____

PAYMENT INFORMATION

American Express

Visa

Check

Mastercard

Discover

Money Order

Card Number: _____ CVV: _____ Exp.: _____

Cardholder Name: _____

Signature: _____

I authorize Derby Diversity & Business Summit to charge my credit card above for agreed upon purchases. I understand that my information will be saved to file on my account. This authorization will remain in effect until cancelled.

Please note there is a service fee of 3.5% that will be applied to each credit card transaction.

Derby Sneaker Ball



Hosted By:



Dress Code:
Fly Kicks | Black Tie

DJ and Dancing
Live Performance
Celebrity Guests
Sneaker Art Installation
Sneaker Photo Studio
Cocktails and Bites
“Who Wore It Best Walk Off”

April 29th 25+ 9PM - 1AM \$95 General Admission \$250 VIP Tickets

Tickets derbysneakerball.com Tables available for purchase