

DERBY



Business By Day | *Festival By Night*

2023

MAY 1ST - 7TH



DERBY

DIVERSITY
Week!

DERBY DIVERSITY

Takeover



DERBY DIVERSITY WEEK
PRESS KIT

The week preceding the first Saturday in May, known to those in the know as "Derby Week," attracts more than 1.5 million visitors to Louisville, KY, making it a premier spot to meet business and community leaders, celebrities, politicians, and just about everyone who is anyone. People come together to enjoy numerous related galas, parties, and concerts.

We believe that Derby Week is more than just a place and time. It's an opportunity for growth, both personally and professionally. A chance to not only make beautiful memories to cherish and have a fantastic amount of fun but to connect with people that can truly enrich your life in so many ways.

Derby Diversity Week is the vehicle that allows us all to participate and make an impact our way. We want to help you- and everyone- find a home here with us. By attending, guests will engage and participate in professional development, networking, competitions, retail therapy, entertainment, and so much more. Along with networking opportunities available at the business sessions, guests will also have the chance to attend A-list celebrity events and Derby festivities with their peers. We have no chill, so come prepared to celebrate and just generally have the time of your life!

Our goal is to become a global destination event for people and organizations who are leading by example to accomplish real inclusion and prosperity for all. We want you to come be a part.



**TAWANA
BAIN**

HOSTED BY
**RASHAD BILAL &
TROY MILLINGS
OF EYL**

**JOANNA
LOHMAN**



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LinkedIn: @derbydiversityweek



DERBY

DIVERSITY
Week!

HASHTAGS

#DDW2023
#roadtowddw
#diversifyingtourism
#KYderby23
#howwederby

**DON'T FORGET TO TAG
US ON YOUR PHOTOS!**



WHAT IS DERBY DIVERSITY WEEK?

Now entering its 6th year, Derby Diversity Week provides sponsors, advertisers, and brand marketers unprecedented opportunity to broaden their reach and participate in a historic event. The unique forum offers an opportunity to engage with an influential group of business executives, celebrities, and influencers — a growing consumer market that are culturally conscious.

“Derby Diversity Week seeks to further its commitment to facilitating the unprecedented convergence of the worlds of sports betting, business, fashion, and entertainment. Making shared equity a priority means we leave no one behind and we all get stronger together. Celebrating diversity means celebrating the things that make us different along with the things we share in common. That's the essence of who we are and what we do- business by day, festival by night. “

– Tawana Bain, Founder & President



HOW IS IT STRUCTURED?

Business By Day

- Networking on and off the racetrack
- Industry Knowledge
- Exhibit Hall/Marketplace
- Keynote Speakers
- Procurement & Workforce Best Practices
- Business Competitions

Festival By Night

- **Outdoor Fashion show**
- **Outdoor Block Party**
- **Awards Show**
- **Sneaker Ball**
- **Entertainment**
- **Fashion Contests**

- **Partners may sponsor the Derby Diversity Business Summit conference or one of our evening festival events as a headliner during Derby Diversity Week.**
- **Attendees can purchase summit pass only or fest pass for day and night.**
- **Individual day passes also available.**



CREATIVE ASSETS. STILL SHOTS OR VIDEO FOOTAGE. CLICK TO DOWNLOAD

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AND PROMO MATERIALS



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FOR DDW PROMO VIDEOS



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IDEATHON

DERBY DIVERSITY WEEK IDEATHON

Kentucky International Convention Center

MAY 2ND
2-5 PM

Ideathon is a competition focused on promoting diversity in entrepreneurship and technology. It also serves as a forum for presenting new concepts in business and philanthropy. It's one of the many events at Derby Diversity Week, one of America's most highly anticipated minority business development-economic forums for empowerment and entertainment, featuring speakers, discussions, and meaningful networking opportunities.

DERBYIDEATHON.COM





DERBY DIVERSITY

AWARDS

THE DERBY DIVERSITY AWARDS

Kentucky International Convention Center

**MAY 4TH
5-7 PM**

Presented to individuals and corporations exemplifying outstanding excellence and achievement in working towards an inclusive future for all, the Derby Diversity Awards proudly celebrates and shows appreciation for the hard work, compassion, and efforts of leaders in the field of diversity worldwide. An important part of Derby Diversity Week, the Awards recognize excellence in progress.

DDWAWARDS.COM

**BRIMS, BOWTIES
AND BOURBON**



DERBY DIVERSITY WEEK BLOCK PARTY

Fourth Street Live

**MAY 3RD
7-11 PM**

With the theme "Unity On Beat" and hosted by DJ Drama, the Derby Diversity Week Influencer Block Party is a shindig too big for one building to contain, celebrating good times with an entire city block, all the way live. It's music, it's fashion, it's style, it's the good life wired for sound in vivid, living color. Come hungry, come thirsty, and come ready to get up and get down with the best tastemakers around. Are you one of them? Better look sharp!

DDWBLOCKPARTY.COM





Derby SneakerBall

THE DERBY **SNEAKER BALL**

PNC Club UofL

**MAY 4TH
9 PM-2 AM**

How do you kick it? Come display your finest ball gown or sport coat with your flyest sneakers, and take part in the "Who Wore It Best Walk Off!" DJ Drama will host. This won't just be THE party of the Derby season, but the vibe of the year!

DERBYSNEAKERBALL.COM



international
Derby travels the
RUNWAY

DERBY DIVERSITY WEEK FASHION SHOW

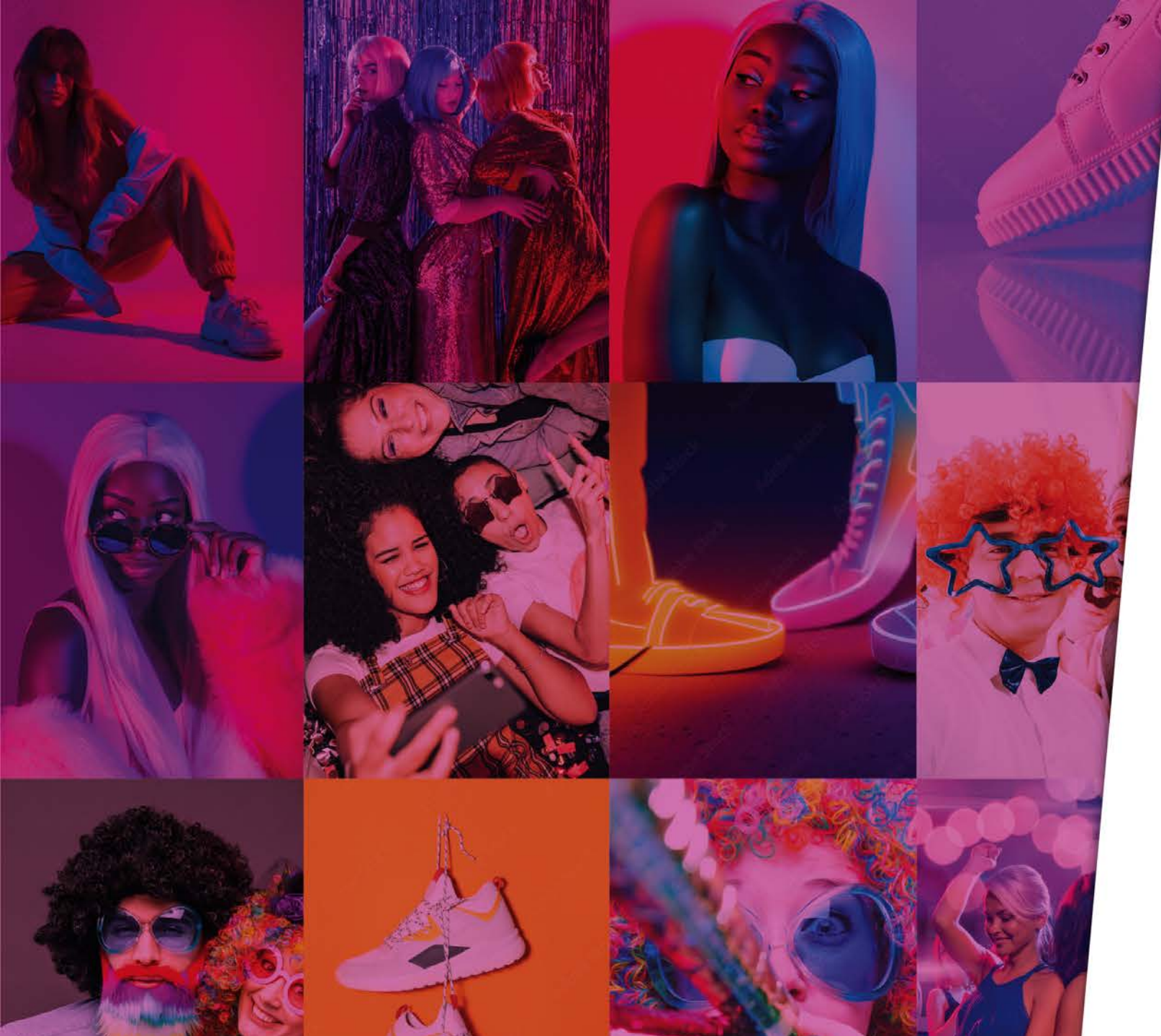
Fourth Street Live

**MAY 2ND
7-9 PM**

Designed to highlight fashions from all across the world, International Derby Travels The Runway features inspirations from Asia to Africa and all points between...not to mention plenty of local flair!

DERBYFASHIONWEEK.COM





DERBY DIVERSITY WEEK WIGS & KICKS

Ali Center

MAY 4TH
8 PM-MIDNIGHT

Making its debut for the first time, The Derby Diversity Week Wigs and Kicks Party will be an event to remember, curated by members of the local LGBTQ community. It will be a celebration of creativity and pride through over-the-top wigs, fly kicks, cocktails, bites, and the unique! The host will be soccer icon, Joanna Lohman.

DDWWIGPARTY.COM

PRIMP & PLAY

DERBY DIVERSITY WEEK PRIMP & PLAY

Kentucky International Convention Center

**MAY 6TH & MAY 7TH
9-11 AM**

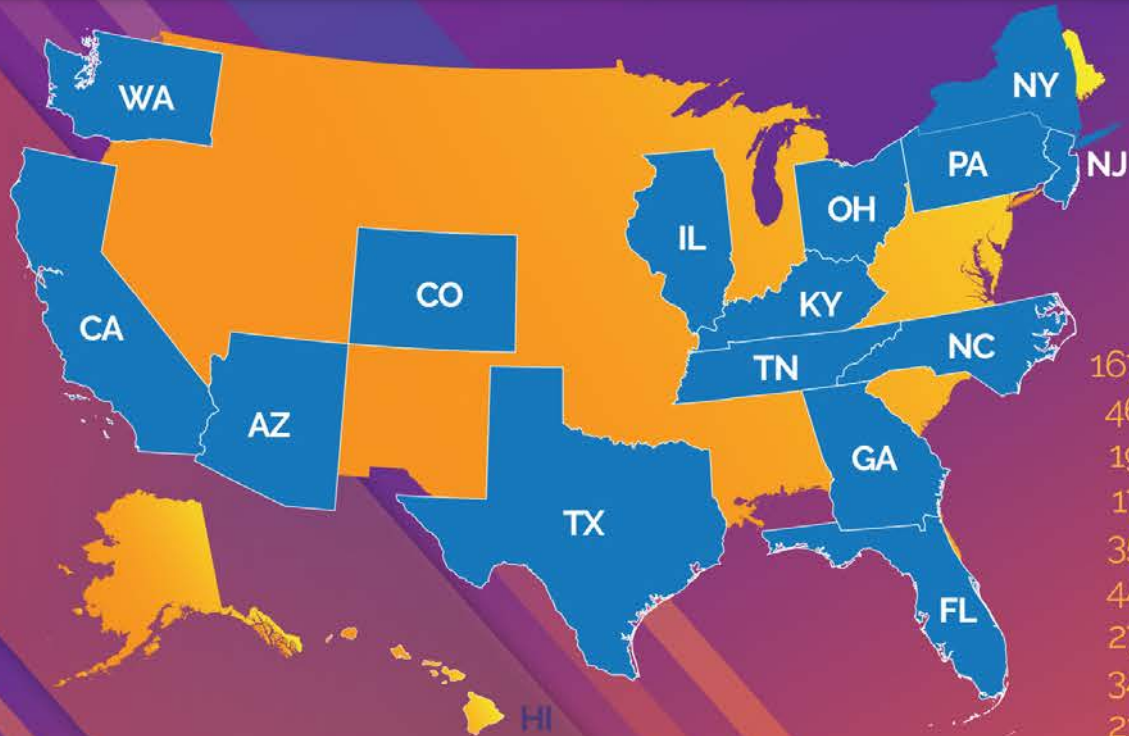
It all leads up to Derby season. This is the time to be your best, and to do that, you've got to look your best. The ace team of beauticians that assemble for Derby Diversity Week Primp and Play are ready, set, and they're going to get you and all your friends looking glam, glorious, and right on point.

DERBYPRIMPANDPLAY.COM



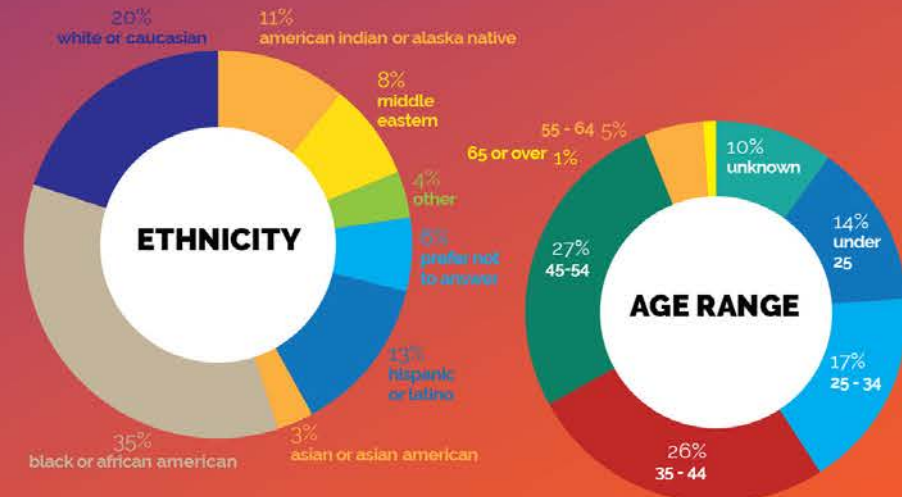
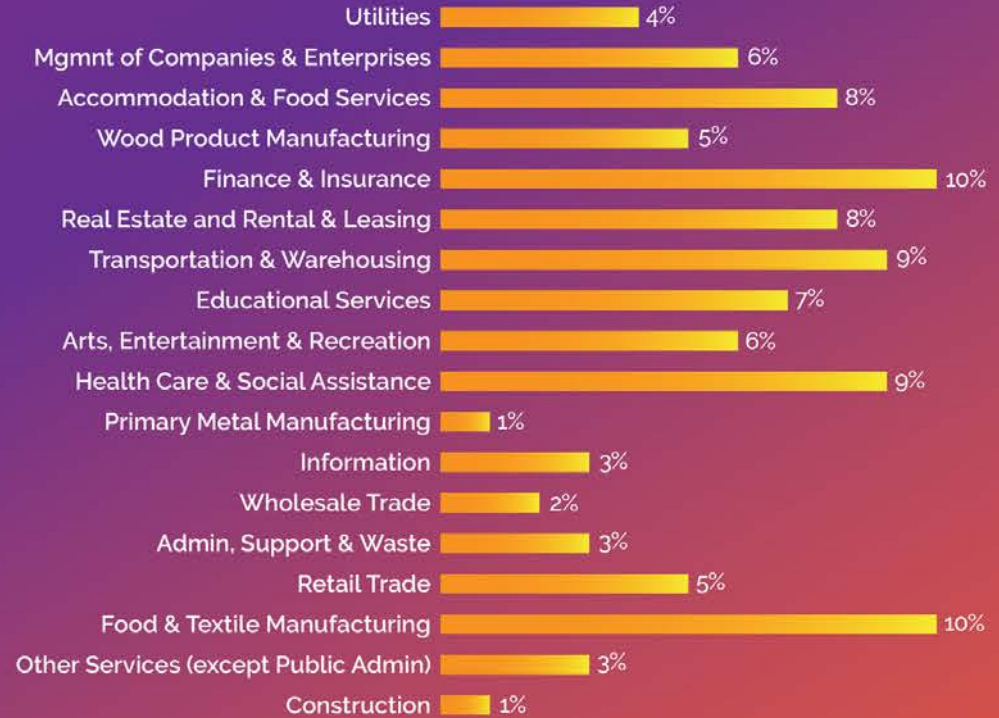
DDW ATTRACTS OVER 1000 ATTENDEES ACROSS ALL EVENTS

- | | |
|------------------------------------|---|
| 1. CEOs | 7. Sales & Business Development Professionals |
| 2. Presidents | 8. HR Professionals |
| 3. Business Owners | 9. Customer Service Representatives |
| 4. Founders | 10. Other |
| 5. Lawyers | |
| 6. Directors of Diversity Strategy | |



- | | |
|----------------|-----------------|
| 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 | |

INDUSTRIES



WE ARE COMMITTED TO ENGAGEMENT AND EDUCATION



ENGAGE

Sponsoring Derby Diversity Week can position your brand for growth opportunities in many ways, including:

- Brand presence/awareness among business leaders with significant buying power
- Prominent brand positioning as a leader within the space of diversity, equity, and inclusion



UPSCALE
\$200K+

AVERAGE HOUSEHOLD INCOME



DIGITALLY SAVVY

Regularly engages with new technology and devices



ESTEEM
INFLUENTIAL

Recommends brands and services to peers



ELITE BUSINESS OWNERS

Owens or has a leadership role in a business



TREND SETTERS

Fashionable consumer and early adopter of new products and services



MEET OUR 2023 PARTNERS

ACROSS THE BOARD PARTNER



SUSTAINABLE
METAL SOLUTIONS

STARTING GATES PARTNER



LOUISVILLE



Select

TRIFECTA PARTNER

SheaMoisture[®]

EXACTA PARTNER



thrivent[®]

CONTRIBUTING PARTNERS



WOODFORD
RESERVE®



BLACK
jockeys lounge



FIFTH THIRD BANK

WOMAN
TODAY'S



DAVIS



UNIVERSITY OF
LOUISVILLE®



LGBT CENTER

FOURTH *Live!* STREET

