



2023

SPONSORSHIP OPPORTUNITIES

Business By Day | *Festival By Night*

FORUM DISCUSSIONS
WORKFORCE PROCUREMENT
DIVERSITY, EQUITY, AND ALLYSHIP TRAINING
PROFESSIONAL NETWORKING
EXHIBIT HALL AND MARKETPLACE
COMPETITIONS AND OPPORTUNITIES

DERBY FASHION HIGHLIGHTS
OUTDOOR FASHION SHOW
BLOCK PARTY
LIVE ENTERTAINMENT
AWARDS SHOW
SNEAKER BALL

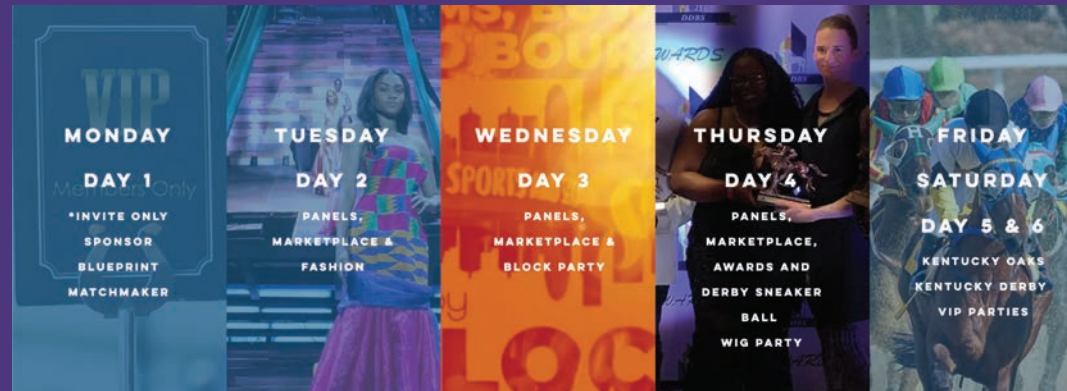


ABOUT DERBY DIVERSITY WEEK

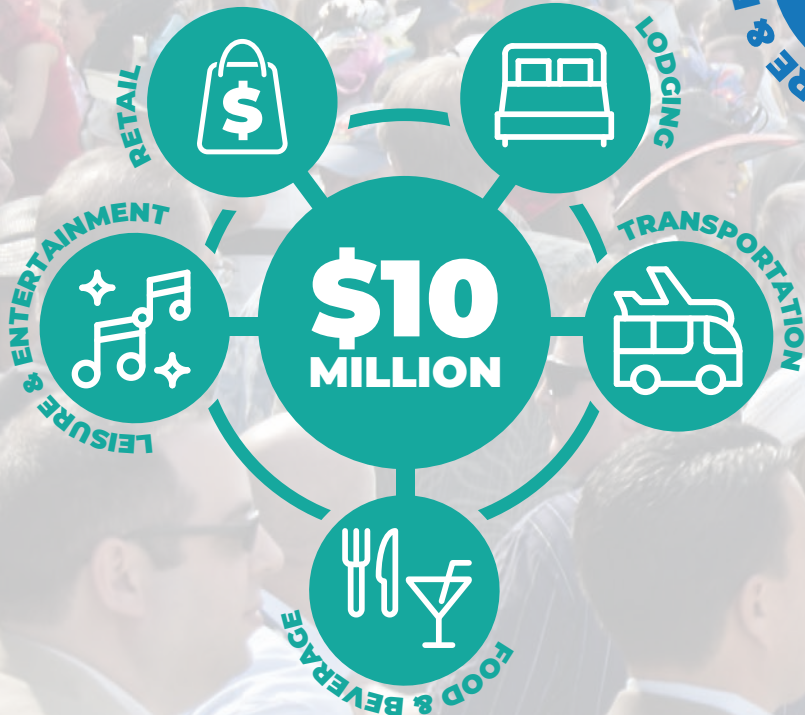
Derby Diversity Week offers professionals, business owners, entrepreneurs, and students of all backgrounds a space to meet, share their stories, develop leadership skills, and build a continuous pipeline of opportunities while reshaping how the world thinks of this annual event.

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!



EACH YEAR, 1.5 MILLION VISIT KENTUCKY FOR THE WEEK AND 150,000 FANS GATHER AT CHURCHILL DOWNS TO WATCH THE KENTUCKY DERBY! THE GREATEST 2 MINUTES IN SPORTS GENERATES OVER \$400,000,000 IN TOURISM FOR THE STATE OF KENTUCKY OVER JUST A 6-WEEK SPAN!



QUICK DERBY FACTS

LESS THAN \$10,000,000 OF THAT REVENUE FLOWS INTO THE BLACK AND BROWN COMMUNITY.

QUICK DERBY FACTS

OF THE FIRST 15 DERBY RACES, 13 WERE WON BY BLACK SPORTSMEN. THEY WERE THEN BANISHED FROM THE SPORT, DESTROYING INCOME STREAMS FOR MANY BLACK FAMILIES WHO HAD BEEN COMMITTED TO THE INDUSTRY OF HORSE RACING.



QUICK DERBY FACTS

**ACROSS DECADES, THE LATINX
COMMUNITY HAS MADE OUTSTANDING
CONTRIBUTIONS TO THE SPORT, INCLUDING
ROLES IN BACKSIDE MAINTENANCE AND
AS PROMINENT JOCKEYS.**





Derby Diversity &
Business Summit



1001

DATE 5/3/18

PAY TO THE
ORDER OF

NAWBO Kentucky \$ 5,000

Five thousand

DOLLARS

MEMO

The NAWBO GROW Program

DDBS Team

**IN OUR FIRST YEAR
112 PEOPLE
ATTENDED DDW,
AND WE GAVE AWAY
\$5000**

WE ARE A FORCE FOR GOOD

& WE ARE MAKING STRIDES!

**IN OUR FIFTH YEAR
OVER 1,000
PEOPLE
ATTENDED
AND WE GAVE AWAY
\$50,000**



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

Owns or has a leadership role in a business



TREND SETTERS

Fashionable consumer and early adopter of new products and services



CHARTERING THE FUTURE OF HORSE RACING AND TOURISM



**WATCH OUR PARTNERSHIP VIDEO AT
[VIMEO.COM/USER82815294/DERBY-DIVERSITY-WEEK-PARTNERSHIP](https://vimeo.com/user82815294/derby-diversity-week-partnership)**



**ENTERING OUR SIXTH YEAR,
OUR DREAM IS GAINING STEAM
AND GRADUALLY BECOMING A
REALITY: BUILDING A DIVERSE TOURISM
ENGINE WITH BUSINESS ACTIVITIES
BY DAY AND FESTIVAL ACTIVITIES
BY NIGHT!**



“

The work that TBAIN & Co are doing in Kentucky to promote diverse talent and expertise from around the world is game-changing. It's a blueprint that Curaleaf is proud to sponsor. By working with Tawana and her team, we support diversity, equity, and inclusion across the ecosystem. We look forward to a continued and mutually beneficial partnership that is rooted in good.

- Khadijah Tribble, Senior Vice President of
Corporate Social Responsibility, Curaleaf/Select

”

SPONSORSHIP OPPORTUNITIES

PREMIUM - PRESENTING PARTNER (1)
INVESTMENT \$500,000

PREMIUM - ACROSS THE BOARD (up to 2)
INVESTMENT \$250,000

STARTING GATES PARTNER (up to 4)
INVESTMENT \$100,000

SUPERFECTA PARTNER (up to 4)
INVESTMENT \$75,000

TRIFECTA PARTNER (up to 6)
INVESTMENT \$50,000

EXACTA PARTNER (up to 10)
INVESTMENT \$25,000



CONTRIBUTING OPPORTUNITIES

**SPONSOR A DDW FESTIVAL EVENT AND
BE LISTED AS A DERBY DIVERSITY WEEK
CONTRIBUTING PARTNER.**

ASK FOR DETAILS!

BRANDING
OPPORTUNITIES

	Panelist Opportunity	Branded Items in Swag Bags	Branded Items in VIP Swag Bags	Logo On Website, Print & Digital Media	Verbal Recognition Daily	Kentucky Oaks and Kentucky Derby	Virtual Platform Signage	Branding at Ideathon Competition
PRESENTING PARTNER	○	○	○	○	○	○	○	○
ACROSS THE BOARD PARTNER	○	○	○	○	○	○	○	○
STARTING GATES SUITES PARTNER	○	○	○	○	○	○	○	○
SUPERFECTA PARTNER	○	○	○	○	○	○	○	○
TRIFECTA PARTNER	○	○	○	○	○	○	○	○
EXACTA PARTNER	○	○	○	○	○			
CONTRIBUTING PARTNER	○	○						

TICKET &
HOSPITALITY
OPPORTUNITIES



- PRESENTING PARTNER
- ACROSS THE BOARD PARTNER
- STARTING GATES SUITES PARTNER
- SUPERFECTA PARTNER
- TRIFECTA PARTNER
- EXACTA PARTNER

Advisory Committee Seat	Branding at Annual Ideathon & DDW Kick Off Party	Marketplace Booth	Branding at Fest Events	Keynote Speaker Opportunity	Mentions in Press Release	Provide Opening Ceremony Remarks	Exclusive Engagement	Applications of all Ideathon Applicants	Program Booklet ad
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									3/4 PAGE

Virtual Fest Passes	In Person Fest Passes (Day and Night Access)	KY Oaks Suite Experience	KY Derby Suite Experience	In Person Conference Only Passes (Daytime Access)	6 night Hotel Package
1,000	100	15	15	100	15
750	65	6	6	65	6
500	50	3	3	50	3
350	35	2	2	35	2
250	20	1	1	20	1
150	10			10	



Festival By Night

DERBYSNEAKERBALL.COM

Derby
SneakerBall

SNEAKERS | SUITS | DRESSES

Your freshest threads with your most comfortable shoes. What's not to love? The Derby Diversity Week Sneaker Ball is the place to be- for fun, for revelry, for making memories that will last a lifetime, and having all the pictures to prove it. The drinks will flow, the good times will roll, and the fun is on tap all night long.

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$30,000 - Available to four contributors

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$5,000 - Available to a single contributor

Doc Flex

Festival By Night

DERBYFASHIONWEEK.COM

Spring is already the prime time season in fashion, but that's especially the case in the Derby City. The race may run for just a couple of minutes, but the celebration leading up to it goes on for days, and that means lots of fresh looks are an absolute necessity. That's where the Derby Diversity Week Fashion Show comes in. What's on the vanguard of style? Here's where you need to be to see for yourself.

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$30,000 - Available to two contributors

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$5,000 - Available to a single contributor

international
Derby travels the
RUNWAY



Bac Flex

Fest Experiences



Black Girl Magic

A space and time to share powerful messages and stories, the Black Girl Magic Luncheon is a beacon of inspiration for Black Women to join together and celebrate achievements in work, milestones in life, love, and sharing in a sisterhood that spans generations. It's all about empowerment, unity, and looking ahead to build a brighter future for all via the unique experiences shared by African American women from every background.

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$5,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$2,500 - Available to a single contributor

Fest Experiences

DERBYIDEATHON.COM



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 grants entrepreneurs an opportunity to present their concepts to people of influence and gives them the opportunity to network with other creative people-including each other. Bridges built and connections made at this event can multiply, strengthening our bonds and making monumental ideas take flight.

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$30,000 - Available to two contributors

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$5,000 - Available to a single contributor



IDEATHON

Festival By Night

BRIMS, BOWTIES
AND BOURBON

THE SPORTS AND S

derby

BLOCK
PARTY

TEEBATS HTRAUOH

BEER BRIDGE

UNITY ON BEAT

BLOCK PARTY

RED CARPET

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With the theme "Unity On Beat," the Derby Diversity Week Influencer Block Party is a shindig too big for one building to contain. We're going all out and celebrating good times with a full 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!

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$30,000 - Available to four contributors

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$5,000 - Available to a single contributor

Fest Experiences

DERBYPRIMPANDPLAY.COM



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.



PRIMP

& PLAY



CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$5,000 - Available to two contributors

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$2,500 - Available to a single contributor

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$1,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$500 - Available to a single contributor

Festival By Night

AWARDS

AWARDS

AWARDS

AWARDS

AWARDS



DERBY DIVERSITY

AWARDS

The Derby Diversity Awards are presented to individuals and corporations that exemplify outstanding excellence and achievement in working towards an inclusive future for all. DDW proudly celebrates and shows appreciation for the hard work, compassion, and efforts of leaders in the field of diversity worldwide.

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$5,000 - Available to a single contributor

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$2,500 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$1,000 - Available to a single contributor

Fest Experiences

CONTRIBUTING SPONSOR – HEADLINER

INVESTMENT OF \$30,000 - Available to four contributors

CONTRIBUTING SPONSOR – PLACE

INVESTMENT OF \$10,000 - Available to a single contributor

CONTRIBUTING SPONSOR – WIN

INVESTMENT OF \$15,000 - Available to a single contributor

CONTRIBUTING SPONSOR – SHOW

INVESTMENT OF \$5,000 - Available to a single contributor



2023 DERBY DIVERSITY WEEK AGENDA

Diversity Week has grown from one main event to a week-long line up!

MONDAY, MAY 1ST (INVITE ONLY)

11:00 AM – 3:30 PM: REGISTRATION

1:00 PM - 2:30 PM: SPONSORS ONLY
MAXIMIZE THE WEEK

3:00 PM - 4:30 PM: MATCHMAKER

4:30 PM - 6:00 PM: OPENING RECEPTION

8:00 PM -12 AM: AFTER PARTY

WEDNESDAY, MAY 3RD

10 :00AM - 5 PM: REGISTRATION

12:00 PM - 5 PM: NETWORKING LUNCH AND
MAIN STAGE SPEAKERS

1:30 PM -7 PM: MARKETPLACE BOOTHS
AND MARKETPLACE
STAGE SPEAKERS

6:30 PM - 10:00 PM: BRIMS, BOWTIES, AND
BOURBON BLOCK PARTY

FRIDAY, MAY 5TH OAKS AT THE TRACK

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

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

10:00 PM: AFTER PARTY

TUESDAY, MAY 2ND

10 :00AM - 5 PM: REGISTRATION

11:00 AM - 2 PM: BLACK GIRL MAGIC

12:00 PM - 5 PM: NETWORKING LUNCH
AND MAIN STAGE SPEAKERS
IDEATHON PITCHES

3 PM -7 PM: MARKETPLACE BOOTHS
AND MARKETPLACE
STAGE SPEAKERS

7:00 PM - 10:00 PM: FASHION SHOW

THURSDAY, MAY 4TH

10:00 AM - 5 PM: REGISTRATION

12:00 PM - 5 PM: NETWORKING LUNCH AND
MAIN STAGE SPEAKERS

- IDEATHON SEMI-FINALS
- BREAK OUT SESSIONS &
PONTIFICATION ROUNDTABLES

1:30 PM -7 PM: MARKETPLACE BOOTHS
AND STAGE SPEAKERS

7:00 PM: DERBY DIVERSITY AWARDS

8:00 PM: WIG PARTY

9:00 PM: DERBY SNEAKER BALL

SATURDAY, MAY 6TH DERBY AT THE TRACK

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

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



THE MEANING BEHIND DERBY DIVERSITY WEEK

Many may not know that it was the Black community that built the foundation of horse racing. In 1875, Oliver Lewis was the first jockey to win the coveted winning title at Churchill Downs in front of 10,000 spectators. He was an African American competing against fourteen other jockeys. Thirteen out of the fifteen jockeys in the race were also Black.

Over the next 28 Kentucky Derby races, African American horseman and jockeys went on to win fifteen of the Derby races and increased the popularity of the sport. In the early 1900s, the Jim Crow laws pushed these athletes out of the sport and the racing community. Jimmy Winkfield was the last African American to win a Triple Crown race, in 1902. He was one of the last African Americans to ride in a Triple Crown race for almost a century (NBER, 2021).

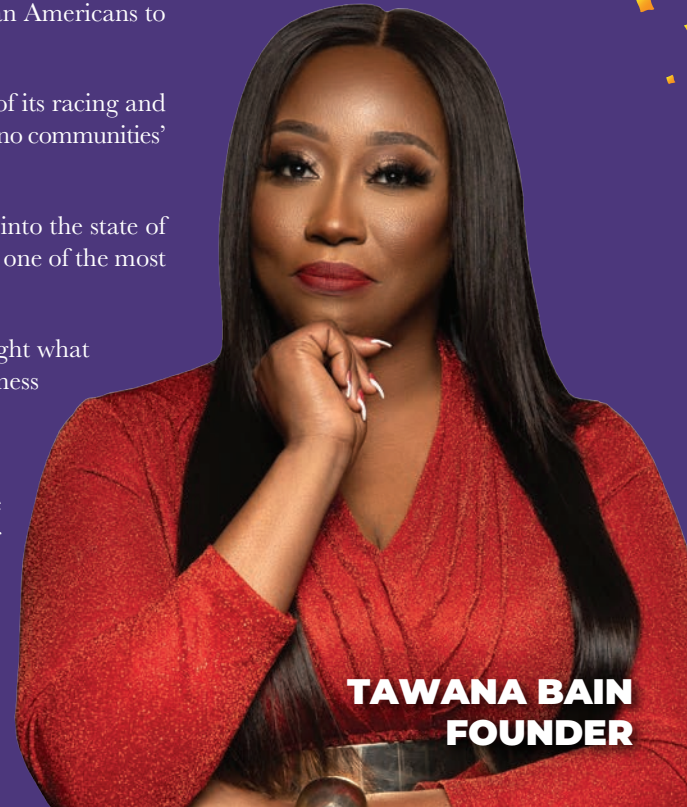
At this point the horse racing community relied on the Latino community for much of its racing and back side of the track needs. Horse racing was an originator of much of the Black and Latino communities' wealth - not just the racing itself but the tourism dollars it drives.

To this day, the Kentucky Derby is responsible for bringing over 400 million dollars into the state of Kentucky over the 6-week period. Churchill Downs hosts over 150,000 spectators for one of the most fascinating sporting events of the year.

Each year we invite professionals and leaders from all over the country not only to right what was once wrong but to educate, understand each other, connect, and grow on a business and professional level.

Derby Diversity Week needs experts who have made strides in other industries to help push forward with our mission. This weeklong event gathers allies and all diverse groups to educate, celebrate and reconnect the tourism benefits that this billion-dollar industry has locked many out from as it relates to workforce opportunities, supply chain and consumer marketing. When influential brands like yours step up to say this is important, it further strengthens our ability to move the needle.

We hope you will consider being one of those leaders!



**TAWANA BAIN
FOUNDER**



**GET REGISTERED FOR
DERBY DIVERSITY WEEK 2023 AT**

WWW.DERBYDIVERSITY.COM