

2022

May 2nd - May 7th

In-Person & Virtual Summit.
Inclusive Economic Impact!

DERBY

DIVERSITY
Week!

Business By Day | *Festival By Night*

Derby Diversity Week

PRESS KIT

FOR MEDIA INQUIRIES PLEASE CONTACT

Speakers:

Alice Alt

alice@tbainandco.com

Partnership and Media Passes:

Tawana Bain

tawana@tbainandco.com

General Inquiries:

Media@derbydiversity.com



Social Media



Derby Diversity Week
#newwaytoderby
#DDW2022
#Derbydiversityweek

FB: @derbydiversity
TW: @derbydiversity
IG: @derbydiversity
LinkedIn: @derbydiversityweek

Derby Sneaker Ball
#dsb2022
#derbysneakerball

FB: @derbysneakerball
IG: @derbysneakerball

International Derby Travels the Runway
#derbyfashionweek
#derbytravelstherunway

FB: @derbytravelstherunway
IG: @derbyfashionweek

Derby Primp and Play
#derbyglam
#derbyprim pandplay
#derbypriming

FB: @DerbyPrim pandPlay
IG: @DerbyPrim pandPlay



WHAT IS DERBY DIVERSITY WEEK?

The mission of Derby Diversity Week is to foster innovative strategies to attract diverse consumers while promoting the inclusion of best-in-class diverse business leaders within the executive workforce and global supply chain.

Now both an in-person and continued virtual event, Derby Diversity Week was created to drive diversity and inclusion across all business sectors and diverse communities during the week of the Kentucky Derby. The event brings together a culturally diverse mix of professionals in an exciting multi-faceted week-long event, catering to various lifestyle preferences. It mobilizes enthusiasts from across the world, many of whom are leaders in the business, finance, entertainment, fashion, and sports industries. Attendees include women, minorities, LGBTQ, veterans, and differently abled people who spend the week celebrating, connecting, and advancing equity across the channels of sales, marketing, supply chain and human resources.

BUSINESS

+RACING

+FASHION

+ENTERTAINMENT

+CULTURE



RACING TOWARDS MORE EQUITABLE SOLUTIONS



WHAT IS DERBY DIVERSITY WEEK?

Now entering its 5th 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.”

- Tawana Bain, Founder & President



How is it structured?

Business By Day | *Festival By Night*

- Networking on and off the racetrack
 - Industry Knowledge
 - Exhibit Hall/Marketplace
 - Keynote Speakers
 - Procurement & Workforce Best Practices
 - Business Competitions
- 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 may purchase a conference pass only or a conference/fest pass for all access.**
 - **Individual day passes also available.**

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

Business By Day | *Festival By Night*

SUMMIT
PHOTOS

SUMMIT
LOGO &
FLYER

MARKET
PLACE
FLYER

BLOCK
PARTY
LOGO &
FLYER

FASHION
SHOW
LOGO &
FLYER

AWARD
SHOW
LOGO &
FLYER

IDEATHON
LOGO &
FLYER

PANEL &
KEYNOTE
PHOTOS

SIZZLE
REELS

SNEAKER
BALL
FLYER

PRIMP &
PLAY
FLYER &
LOGO

RACE
TRACK

[CLICK HERE FOR PRESS RELEASE](#)



IDEATHON

MAY 2, 2022

Kentucky International Convention Center

11:00am – 2:15pm

AWARDS - MAY 5, 2022

Muhammad Ali Center

7:30pm – 8:30pm

Eager to build an inclusive Artificial Intelligence (AI) ecosystem while showcasing diverse User Experience (UX) talent, several of Louisville's premier business development and diversity agencies – Derby Diversity Week (DDW), Microsoft Future of Work Initiative and Amplify Louisville – have teamed up for an Ideathon. Together with guest business mentors and judges, the partners will take on entrepreneurs from across the United States, each ready to pitch their innovative tech idea and prove they have what it takes to launch a user interface/ proof of concept in under 48 hours.



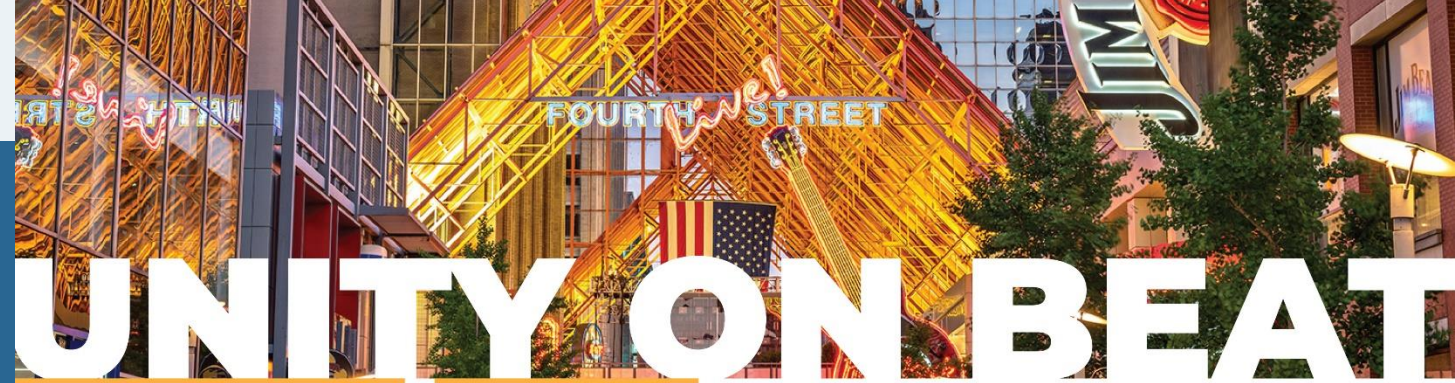
INFLUENCER BLOCK PARTY

Join the Derby Diversity Week Team as we launch the DDW block Party in partnership with Benny Pough and 4th Street Live.

**CALLING ANY &
EVERYONE THAT
ENJOYS A GOOD
PARTY!**

MAY 4TH, 8PM - 11PM

Meet us by the Jumbotron to hear amazing and talented influencers as they help us party the night away with Unity on Beat.

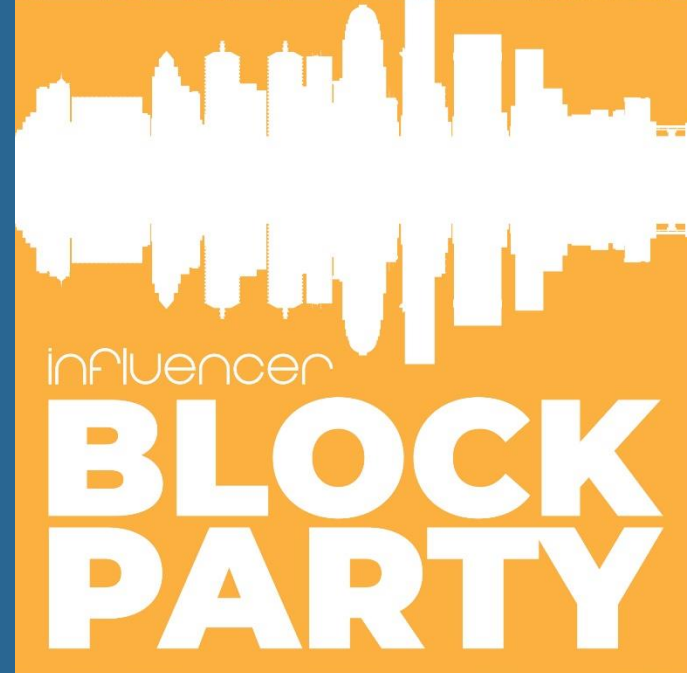


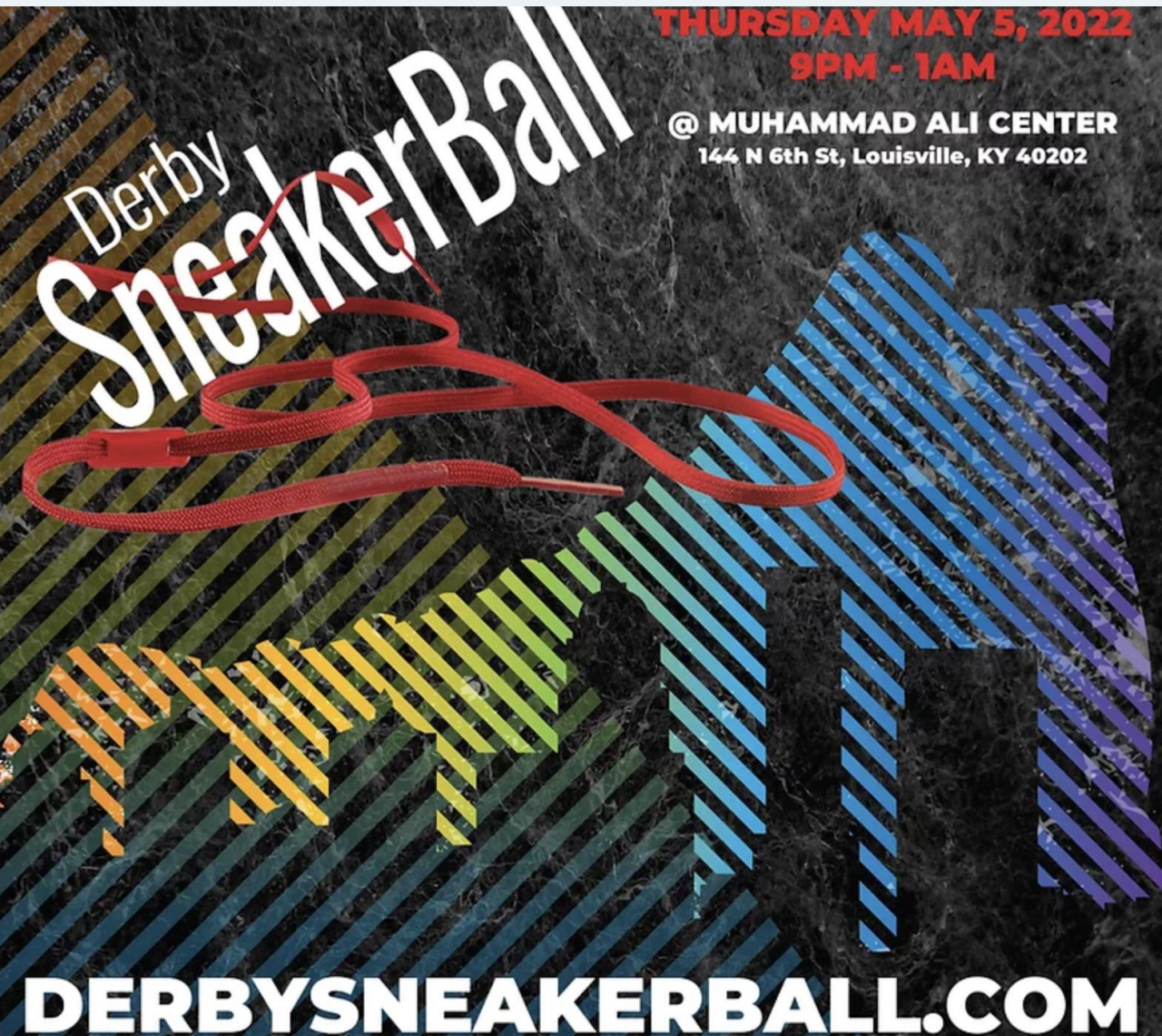
**Wednesday May 4th
8pm-11pm EST
4th Street Live**

Join the Derby Diversity Week Team as we launch the DDW block Party in partnership with Benny Pough and 4th Street Live.

**CALLING ANY & EVERYONE
THAT ENJOYS A GOOD PARTY!**

Meet us by the Jumbotron to hear amazing and talented influencers as they help us party the night away with Unity on Beat.





THURSDAY MAY 5, 2022
9PM - 1AM

@ MUHAMMAD ALI CENTER
144 N 6th St, Louisville, KY 40202

DERBY SNEAKER BALL

**WHAT TO EXPECT DURING THE 2022
DERBY SNEAKER BALL:**

Celebrity Invited Guest
Live Performances
Sneaker Photo Studio

Get your dresses, suits and finest sneakers ready for a fun night out with DDW! Don't miss out on this incredible event.

THURSDAY, MAY 5TH
9PM - 1AM

MUHAMMAD ALI CENTER
144 N 6th St, Louisville, KY 40202

[LEARN MORE](#)

INTERNATIONAL DERBY TRAVELS THE RUNWAY

Derby Inspirations From Around The Globe!
From Asia To Africa & Everywhere Between

TUESDAY, MAY 2ND
7PM

4TH STREET LIVE

[LEARN MORE](#)

FOURTH *Live!* **STREET**





DDW ISAAC MURPHY LEGACY AWARDS

We are proud to announce the fourth annual DDW & PPAATH AWARDS. We will recognize individuals and corporations that exemplify outstanding excellence and achievement in improving diversity for People, Processes, or Products & Services that have had a positive impact on the workforce, supply chain or community, and quality of life! We at DDW want to show our appreciation for the hard work, compassion, and efforts of leaders around the world who are working towards a diverse, equitable, and inclusive future for all. There will be 14 awards in total - 11 awarded by DDW, 2 awarded by PPAATH, and 1 awarded by Legacy Equine Academy.

Guests will enjoy dinner and entertainment throughout the evening.

THURSDAY, MAY 5TH
6PM - 7:30PM

MUHAMMAD ALI CENTER
144 N 6th St, Louisville, KY 40202

[LEARN MORE](#)

BRIMS, BOWTIES, BOURBON & BUYERS

4TH STREET LIVE

(inside the Former Hard Rock Cafe)
424 S Fourth St

Join leaders in the fashion and bourbon industry as we discuss the gains the diverse community is making and the trends we have set.

The Brims, Bow Ties, Bourbon & Buyers held at the Hard Rock Café, will include vendors, speakers, entertainment and bites along with a contest that provides bragging rights to two individuals who work the stage in their derby best bowtie or hat.

Come wearing YOUR Derby best with plenty of business cards to hand out!





PRIMP & PLAY

GET GLAMMED UP BY THE PRIMP & PLAY SQUAD ON OAKS AND DERBY DAY!

FRI, MAY 6TH & SAT, MAY 7TH
9 am - 12 pm

DERBY PRIMP & PLAY

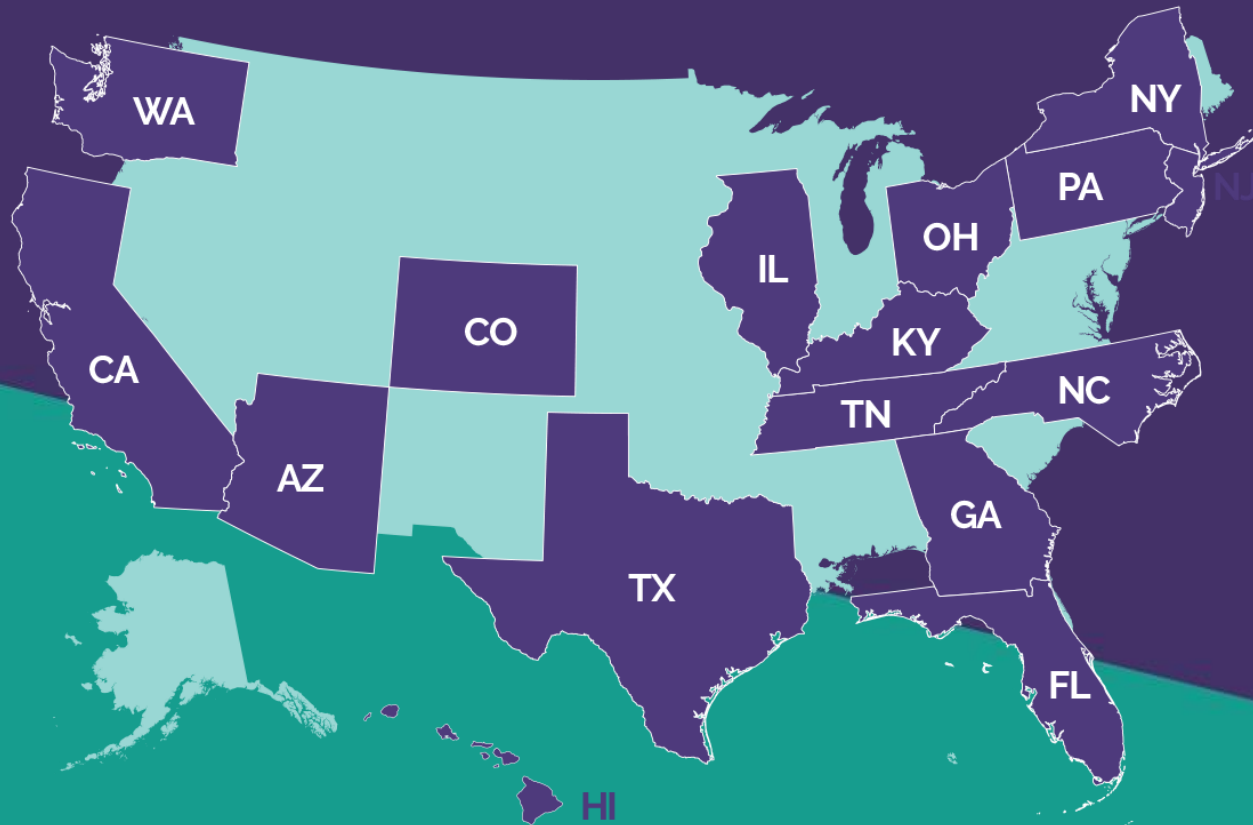
DDW ensures our guests hit the Derby City glam ready!

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 best for Oaks and Derby weekend!

[LEARN MORE](#)

Who Attends?

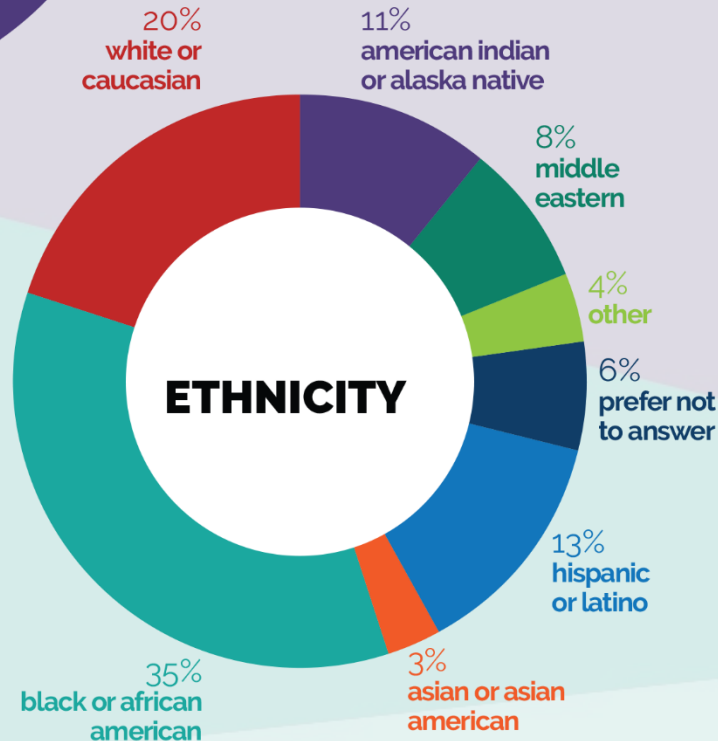
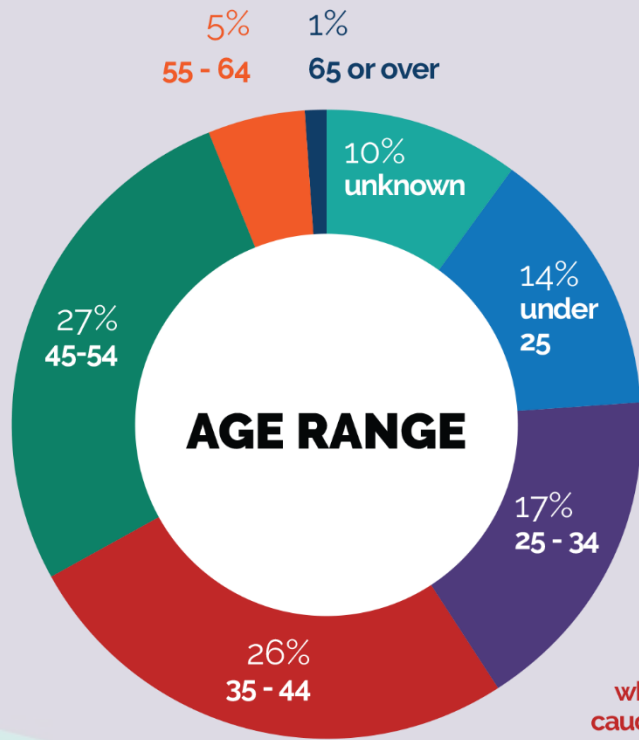
TOTAL CAPTURED ATTENDANCE 1,100+



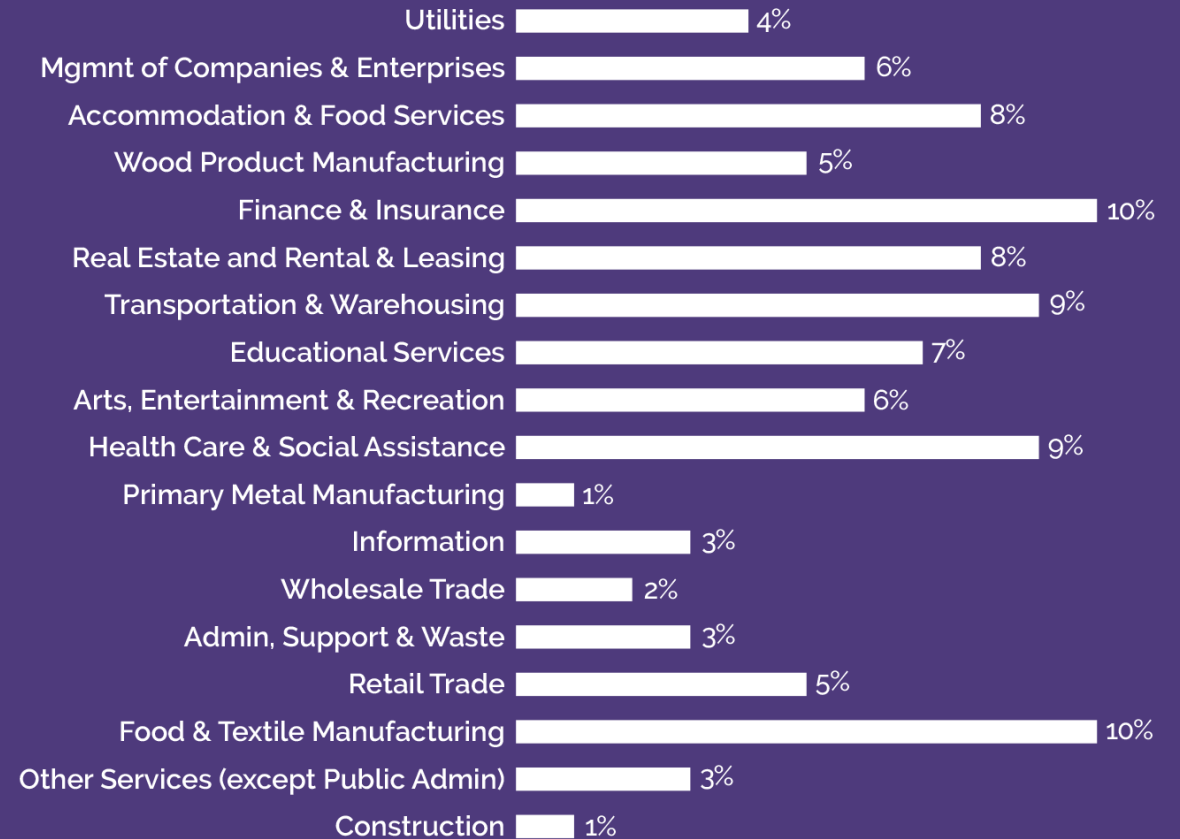
167 Louisville
46 New York
19 Arizona
17 Colorado
35 Florida
44 Georgia
27 California
34 Hawaii
23 Texas

32 Ohio
33 Tennessee
26 Illinois
44 Pennsylvania
32 New Jersey
20 N. Carolina
16 Washington
561 Unknown

Who Attends?



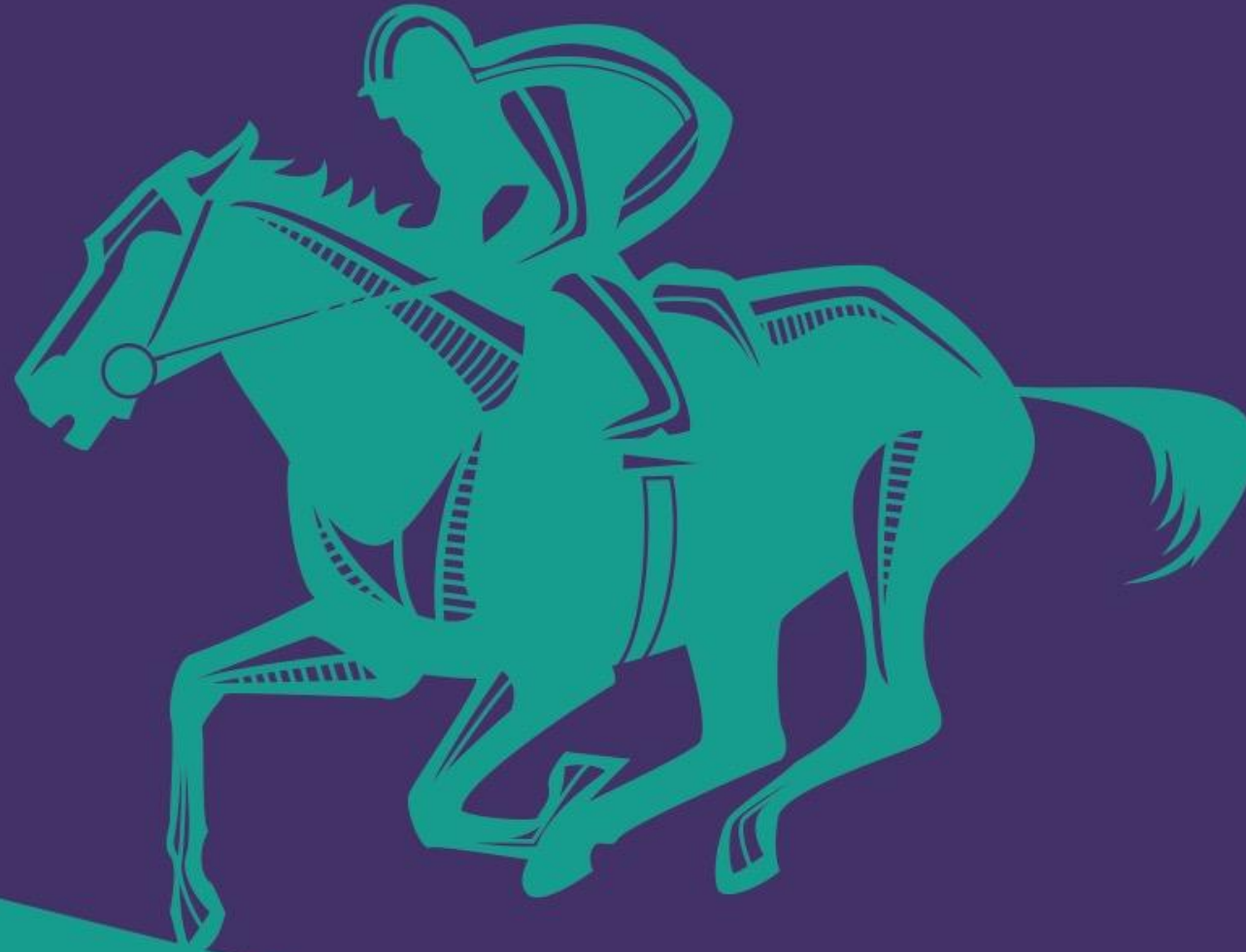
INDUSTRIES



2022 EVENT OVERVIEW

Four days of engaging business content paired with four evenings of exciting networking events that lean in to the spirit of Kentucky Derby week.

Daily focuses on Supply Chain, Human Resources, Consumer Marketing and Entrepreneurship, with relevant content also interspersed across the entire conference, allowing for concentrated single-day attendance among targeted professionals when the full conference duration is not practical.



THE 2022 AGENDA

Derby Diversity Week 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.



ENTREPRENEURSHIP & TECH DAY

11:00 AM - 12:15 PM IDEATHON PITCHES
12:30 PM - 5:00 PM CONFERENCE SESSIONS
5:30 PM - 7:00 PM OPENING RECEPTION



WORKFORCE DIVERSITY DAY

8:00 AM - 4:45 PM CONFERENCE SESSIONS
1:30 PM - 5:00 PM MARKETPLACE
7:00 PM - 9:00 PM INTERNATIONAL DERBY TRAVELS THE RUNWAY



SPORTS, ENTERTAINMENT & CONSUMER MARKETING DAY

10:00AM - 3:45 PM CONFERENCE SESSIONS
1:30 PM - 5:00 PM MARKETPLACE
5:30 PM - 8:00 PM BRIMS, BOWTIES, BOURBON AND BUYERS
8:00 PM - 11:00 PM INFLUENCER BLOCK PARTY



GLOBAL SUPPLY CHAIN DAY

10:00 AM - 5:00 PM CONFERENCE SESSIONS
1:30 PM - 5:00 PM MARKETPLACE

6:00 PM | DDBS AWARDS DINNER

Awards Presentation

7:30 PM | IDEATHON AWARD CEREMONY

9:00 PM | DERBY SNEAKER BALL

FOOD, MUSIC, SNEAKER & FASHION ACTIVATIONS



**DERBY DIVERSITY WEEK AT THE RACETRACK

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

11:00 AM | KENTUCKY OAKS
NETWORKING, RACING, FOOD & SPIRITS



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

11:00 AM | KENTUCKY DERBY
NETWORKING, RACING, FOOD & SPIRITS

**Premium Sponsors only

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
- Brand positioning as a leader within the D&I space
- Networking with hiring managers in search of qualified MINORITY, LGBTQ, WOMEN, VETERAN and DIFFERENTLY ABLED executives to fill leadership roles

Many Derby Diversity Week 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.


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

MEET OUR PARTNERS

SUPERFECTA PARTNERS



TRIFECTA PARTNER



CHURCHILL DOWNS

EXACTA PARTNERS



WOODFORD
RESERVE®



OPENING RECEPTION PARTNER



BLACK
jockeys lounge

IDEATHON PARTNER



**TRANSPORTATION
PARTNER**



MARKETPLACE PARTNER



INFLUENCER BLOCK PARTY PARTNER

