



PRESENTING THE 3RD ANNUAL

BLACK & GOLD

DERBY DAY AFFAIR

Sponsorship Prospectus

Saturday, May 1, 2027 · Austin, Texas

A Kentucky Derby Watch Party & Social benefiting the Austin Alpha Foundation.

~\$10K

RAISED TO DATE

2

EVENTS COMPLETED

10+

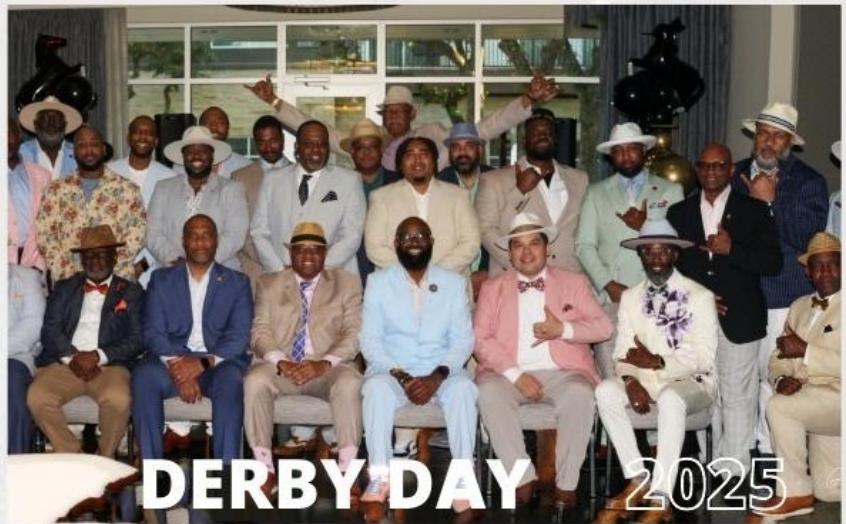
BLACK-OWNED BUSINESSES
SUPPORTED

Two Sold-Out Years · Nearly \$10,000 Raised for the Austin Community

Gamma Eta Lambda · Alpha Phi Alpha Fraternity, Inc. · Austin Alpha Foundation

THE EVENT EXPERIENCE

Annual Black & Gold Derby Day Affair — a premium Kentucky Derby Watch Party & Social where culture, community & celebration collide



A Festive, Premium Event Sponsors Are Proud To Be Part Of:



Kentucky Derby Watch Party & Social



Ladies' Best Hat Contest



Men's Best Dressed Contest



Live DJ Music & Entertainment



Black-Owned Vendor Marketplace



Food, Cocktails & Hospitality



Live Raffle & Prize Giveaways



And More To Be Announced — sponsor ideas welcome!

OUR IMPACT SO FAR

The foundation is proven. The momentum is real. Now it's time to scale.

2025

Inaugural Event

150+

Attendees

6+

Black-Owned Vendors & Business Partners

2

Event Sponsors

Launched with enthusiasm, a sold-out crowd, and immediate community momentum.

2026

2nd Annual

200+

Attendees

10+

Black-Owned Vendors & Business Partners

4

Event Sponsors

Expanded vendor marketplace. Broader sponsorship. Deeper community reach. Year-over-year growth confirmed.

Nearly \$10,000 Raised Across Both Events — 2027 Goal: \$25,000

WHY PARTNER WITH US

A high-return investment in Austin's Black community



PROVEN TRACK RECORD

Nearly \$10,000 raised with minimal corporate backing. This demonstrates a strong foundation ready to scale.



COMMUNITY VISIBILITY

Over 350 Austin professionals, leaders and families across our first two events — 80%+ Black/African-American, ages 25–55. Our 2027 goal is 350+ in a single day.



AUTHENTIC IMPACT

Sponsorship proceeds fund the Leadership Development Institute, which runs at \$340 per young man per year. In 2026 the chapter covered eight HBCU tour seats out of its own pocket.



BLACK BUSINESS ECOSYSTEM

Each Derby Day has featured numerous local Black-owned businesses. Your investment amplifies economic empowerment across Austin's Black community.

PAST SPONSORS:



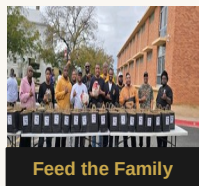
AUSTIN ALPHA FOUNDATION

501(c)(3) · Est. 1983 · The philanthropic heart of Gamma Eta Lambda — and the primary beneficiary of Derby Day

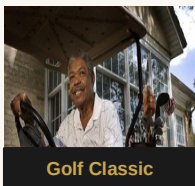


AUSTIN ALPHA
- FOUNDATION -

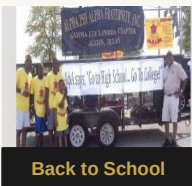
The Austin Alpha Foundation (AAF), established in 1983 as a 501(c)(3) organization, is the philanthropic arm of Gamma Eta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. The AAF's work spans a broad continuum of educational and community-based initiatives. Together, Gamma Eta Lambda and the Austin Alpha Foundation exemplify a legacy of community service and leadership. Through sustained community engagement, educational investment, and a commitment to uplifting future generations, the AAF remains true to Alpha Phi Alpha's founding ideals of Manly Deeds, Scholarship, and Love for All Mankind.



Feed the Family



Golf Classic



Back to School



Scholarship Brunch

Your Sponsorship Dollars At Work



\$40,000+ in Scholarships

Awarded since 2020 to Central Texas students pursuing higher education.



Leadership Development Institute (LDI)

A youth mentorship program developing young men through career panels, HBCU tours, financial literacy, and leadership coaching.



Annual Community Drives

Thanksgiving "Feed the Family", Back-to-School Supply Drive, Black Family Technology Day & more.



John Linton Golf Classic

Scholarship fundraiser & signature event in the AAF annual program calendar.



Alpha Pancake Breakfast & More

Scholarship brunches, community partnerships, and civic engagement throughout the year.

SIGNATURE PROGRAM

Leadership Development Institute (LDI)

The program Derby Day directly funds — developing the next generation of leaders, one young man at a time.

What LDI Develops:



Career Panels & Professional Mentorship



HBCU Tours & College Readiness



Financial Literacy & Life Skills



Personal Development & Leadership



Accountability & Small-Group Coaching

35+

Young Men
Enrolled This Year

250+

Mentored
Since 2013

5+

Years of
HBCU Tours

Derby Day Impact on LDI

Since Derby Day launched in 2025, proceeds have directly expanded LDI's reach, enabling more HBCU tours, career panels, and mentorship sessions for young men.

FOUNDING PARTNERS & COMMUNITY ECOSYSTEM

Those who believed first — and the community they helped us build

FOUNDING PARTNERS

Partners who have supported Derby Day from the beginning.



Vincent Strategies



**Swift Single Malt
Distillery**



Mayfin Cigars

Additional sponsors have supported individual events — Hilton Garden Inn, and more.

Derby Day as an Economic Ecosystem



10+ Black-owned businesses supported across our two events — from catering and DJs to artisan vendors and professional services. Derby Day isn't just a fundraiser. It's a community ecosystem.

1

Dollars Stay Local

Every vendor dollar spent at Derby Day circulates inside Austin's Black community.

2

Visibility for Small Biz

200+ engaged attendees = a marketing platform many Black-owned businesses can't buy independently.

3

Values-Aligned Branding

Your brand is seen as an equity investor, not just an event sponsor.

SPONSORSHIP OPPORTUNITIES

A place for every partner — custom packages and in-kind contributions (venue, food, printing, A/V) are welcome.

PRESENTING SPONSOR

\$5,000+

For corporations & regional brands

Supports LDI's overnight leadership retreat and sends four young men on the 2027 HBCU College Tour.

- ✓ Exclusive naming rights: '3rd Annual Black & Gold Derby Day Affair presented by [Your Brand]'
- ✓ Premium logo on all materials, signage & souvenir booklet
- ✓ 1 VIP table & 8 tickets to Derby Day Affair & 2 tickets to AAF Scholarship Brunch
- ✓ Brand spotlight in event program
- ✓ Full social campaign (pre/during/post) + named in sponsor emails

GOLD SPONSOR

\$2,500

For established local businesses

Sends three young men on the 2027 HBCU College Tour and supports the Austin-area college pathways tour.

- ✓ Logo on event signage, souvenir booklet and event program
- ✓ 4 VIP tickets to Derby Day & 2 tickets to AAF Scholarship Brunch
- ✓ Verbal recognition during program
- ✓ Social shoutout package + named in sponsor emails
- ✓ Featured listing in Black Business Directory

SILVER SPONSOR

\$1,500

For growing businesses & firms

Sends two young men on the 2027 HBCU College Tour.

- ✓ Logo in souvenir booklet & event program
- ✓ 2 tickets to Derby Day Affair & 2 tickets to AAF Scholarship Brunch
- ✓ Social media recognition
- ✓ Listing on AAF website

COMMUNITY PARTNER

\$750

For small businesses & startups

Sends one young man on the 2027 HBCU College Tour.

- ✓ Name/logo in event program
- ✓ 2 complimentary tickets to Derby Day Affair
- ✓ Social media recognition

BE PART OF SOMETHING PROVEN

Your investment in the 3rd Annual Black & Gold Derby Day Affair is an investment in the future of Austin's Black community — its youth, its families, and its entrepreneurs.

READY TO PARTNER?



austinalphafoundation@gmail.com



Austin Alpha Foundation · austinalphafoundation.org



Austin, Texas · Saturday, May 1, 2027



Derby Committee Chair: Ahmos III Zu-Bolton

Secure your partnership early

BLACK & GOLD

"Manly Deeds, Scholarship, and Love for All Mankind"

2026 Souvenir Booklet: heyzine.com/flip-book/5276fbafe0.html