



# 2024 Capital City Derby

## Sponsorship Kit and Brand Exposure Summary



Immerse yourself in the vibrant tapestry of the **Capital City Derby**, a distinguished fundraising event meticulously crafted to capture the allure and grandeur reminiscent of one of the globe's most celebrated horse races—the Kentucky Derby.

The 2nd annual Capital City Derby at the Farm at Ridgeway promises an unforgettable Kentucky Derby-themed experience, blending indoor and outdoor festivities. Organized as a fundraiser by the Alpha Psi Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. and the Alpha Psi Lambda Foundation, this event is a perfect fusion of entertainment and philanthropy.

Attendees can immerse themselves in the lively atmosphere with live music, featuring one of the region's top DJs, and indulge in exquisite cuisines paired with premium libations. The event offers a unique blend of activities, including a live horse exhibit, the immersive 360 Digital Experience, and the exclusive Capital City VIP Lounge – ensuring there's something for everyone.

This glamorous affair isn't just about style; it's about making a positive impact. Proceeds from the Capital City Derby go towards supporting the chapter's impactful programming and contribute to the foundation's scholarship and mentoring initiatives. The event plays a crucial role in empowering young African American males from low to mid-income levels in the Columbia, SC area.

The Capital City Derby is not just a celebration of spring fashions and haute couture styles; it's a gathering with a purpose. By attending, you become part of a community-driven effort to create opportunities and uplift the lives of young individuals. Join us at the Farm at Ridgeway for an evening filled with entertainment, style, and a commitment to making a difference.

[www.capitalcityalphasc.com](http://www.capitalcityalphasc.com)



# Programs that Benefit from The Capital City Derby

## YOUNG PHAROAHS MENTORING PROGRAM

*Young Pharaohs Program is a mentoring program for Middle and High school males that encourages and nurtures positive thinking; while cultivating character, integrity, fellowship, leadership and academic excellence. The program meets several Saturday each month. Each young man that participates are given guidance to help them reach their full potential and being the best, responsible student in their schools and citizen in their communities.*

## emPOWERing KINGS MENTORING PROGRAM

emPOWERing KINGS, a multi-session education curriculum and mentoring program designed to prioritize the sexual and reproductive health education of Black high school and college-aged young men.

## ALPHA PSI LAMBDA FOUNDATION SCHOLARSHIP

This annual scholarship is awarded to a minority male high school student that plans to further his education to a technical or four year institution of higher learning. The recipient of this award must show need-base and excel in academics and in leadership on his campus and in the community.

## THE DR. MARTIN LUTHER KING DREAM KEEPERS SCHOLARSHIP

The scholarship is awarded to applicants who display unselfish service, political empowerment, and social responsibility, amongst other criteria. To be eligible for this reward, applicants must be age 18 or younger and be enrolled in an elementary, middle or high school with a 2.0 grade point average or greater.

## PROVIDENCE HOME FOR MEN

The chapter volunteers quarterly at the Providence Home for Men that are overcoming addictions, and seeking reconciliation with their family, friends, and neighbors, and fully integrating themselves back into society.



# SPONSORSHIP LEVELS

## Platinum Sponsors: \$5,000

- Title Sponsorship for the 2024 Capital City Derby Day Party
- Your name and logo will be recognized on all APL social media outlets as the Platinum Sponsor
- Your name and logo will be prominently displayed as the Platinum Sponsor at the event
- You or your representative will be provided with an opportunity to give remarks during the event.
- You will receive (4) passes for the Capital City VIP Ultra Lounge
- You will receive (4) tickets to the exclusive Bourbon / Cigar Event
- Premium VIP Parking Passes for you and your guests

## Gold Sponsors: \$2,500

- Your name will be prominently displayed as a Gold Sponsor
- Your name and logo will be prominently displayed as the Gold Sponsor at the event
- You will receive (2) passes for the Capital City Ultra VIP Lounge
- You will receive (2) tickets to the exclusive Bourbon / Cigar Event
- Premium VIP Parking Passes for you and your guests

## Silver Sponsors: \$1,000

- Your name will be prominently displayed as a Silver Sponsor
- Your name and logo will be prominently displayed as the Silver Sponsor at the event
- You will receive (4) tickets to the event
- Sponsor Parking Pass for you and your guests

## Bronze Sponsors: \$500

- Your name and logo will be prominently displayed as a Bronze Sponsor at the event
- You will receive (2) tickets to the event
- Sponsor Parking Pass for you and your guests

## Black Sponsor \$250

- Your name and logo will be prominently displayed as a Black Sponsor at the event
- You will receive (2) tickets to the event





# In-Kind Sponsorship Levels

## Exclusive Ultra Lounge Beverage Sponsor: (1 Available)

- Your name will be prominently displayed as Official Beverage Sponsor of the VIP Ultra Lounge (i.e. The Woodford Reserve Ultra Lounge”)
- Your name and logo will be prominently displayed as the Official Beverage Sponsor of the VIP Ultra Lounge in all event marketing materials / Literature placed in all Swag Bags
- You will receive (2) passes for the VIP Ultra Lounge
- Premium VIP Parking Passes for you and your guest





# 2023 Capital City Derby

**Title Sponsor: Woodford Reserve**  
May 7, Columbia, South Carolina

Market Research & Brand Exposure Summary



# 2023 Capital City Derby Media Coverage Summary

Media Outlet	Instagram	Facebook	X	Total
<b>WIS TV</b>	45,000 K followers	568 K followers	152 K followers	765,000
<b>The Post and Courier</b>	92.1 K followers	153 K followers	160.2 K followers	405,300
<b>The State Newspaper</b>	20.4 K followers	173 K followers	116 K follow	309,400
<b>AllEvents</b>	21 K followers	263 K followers	13.2 K followers	273,700
<b>DJ B Lord</b>	67.3 K followers	110 K followers	35.9 K followers	213,000
<b>WACH FOX</b>	7.4K followers	97 K followers	46.3 K followers	150,000
<b>Cola Today</b>	54K followers	21 K followers	7.1 K followers	78,600
<b>The Times and Democrat</b>	2,864 followers	30 K followers	N/a	32,864
<b>Free-Times</b>	14.1 K followers	4.2 K followers		18,300
<b>Cola Daily</b>		12 K followers	5 K followers	17,000
<b>The Columbia Star</b>	1,4 K followers	2.4 K followers	3.6 K followers	7,400
<b>Soda City Live</b>	N/A	3.1 K followers	N/A	3,100
<b>Capital City Alphas</b>	1.5 K followers	1.3 K followers	N/A	2,800
<b>SCALPHA</b>	1.5 K followers	1.1 K followers	N/A	2,600
<b>My Fraternity Life</b>	1.9 K followers	663 followers	N/A	2,563
<b>The Carolina Panorama</b>	325 followers	1.2 K followers	N/a	1,525
<b>Maze Bartending</b>	476 followers	1 K followers	N/A	1,476

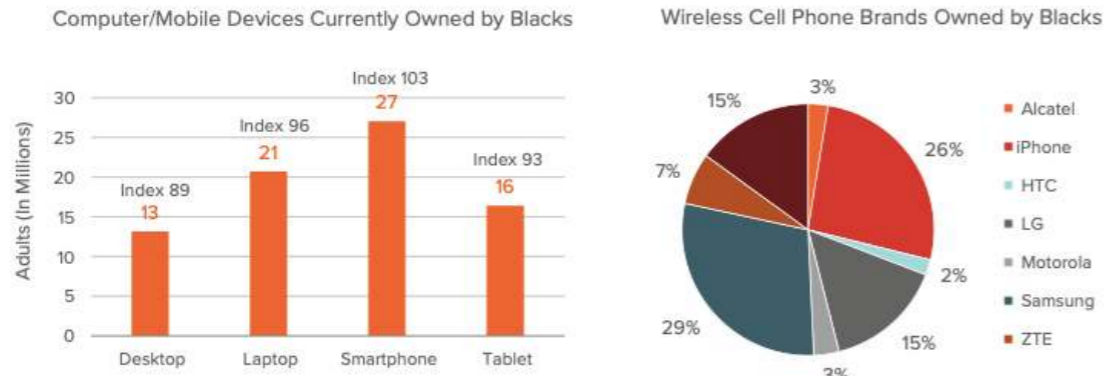


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# Where Is our Target Market Spending Money?

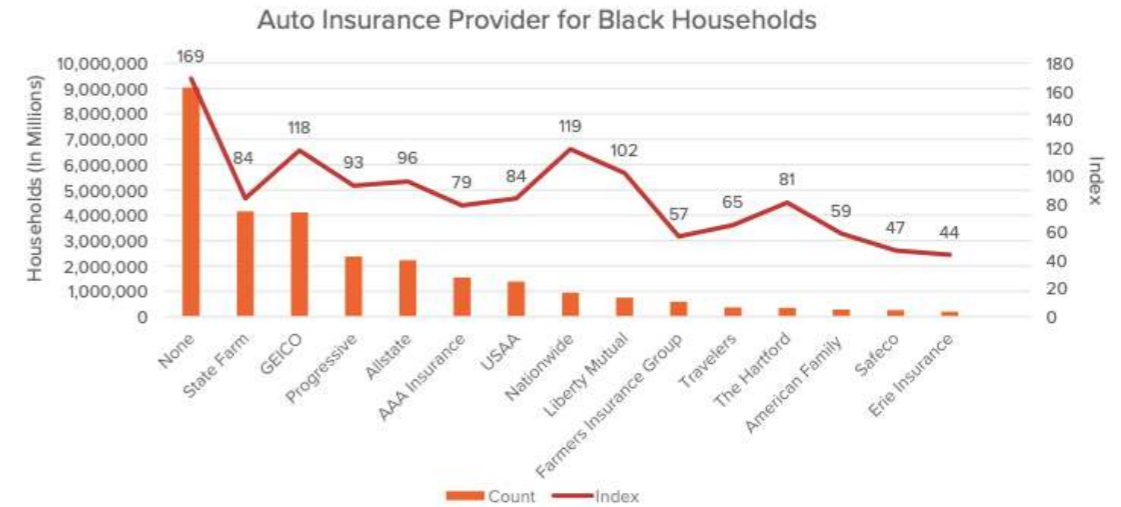
## Blacks Are More Likely To Own A Smartphone. In Fact, They're More Likely To Own A Samsung or iPhone.

Black consumers are less likely than average to have a desktop or laptop, and more likely to own a smartphone, specifically an iPhone or a Samsung device. Also, when looking at the top wireless/cell phone carriers by count, Black consumers have more wireless accounts with Verizon Wireless and AT&T, but were more than twice as likely to use Boost Mobile and Metro by T-Mobile as represented by the indices below.

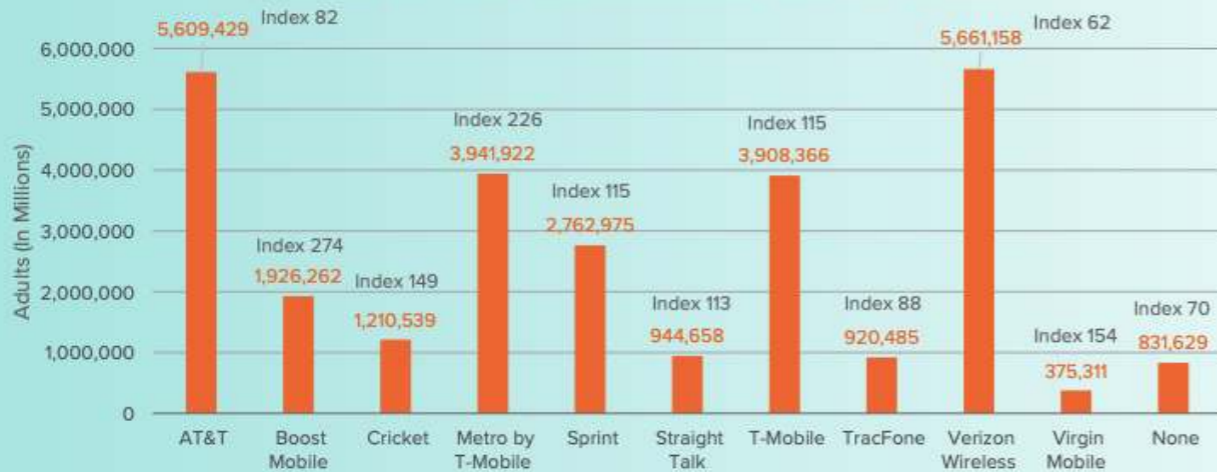


## When It Comes To Auto And Homeowners/Renters Insurance, GEICO Was The Top Provider For Blacks.

By count, the top auto insurance providers for Blacks in the past 30 days were State Farm and GEICO. The auto insurance providers Blacks over-indexed for were GEICO and Nationwide. When looking at Homeowners/Renters Insurance providers, Blacks also over-indexed for GEICO. From the data below, we can suggest that GEICO has been very successful at attracting Black customers, not just for auto insurance but also for homeowners/renters insurance.

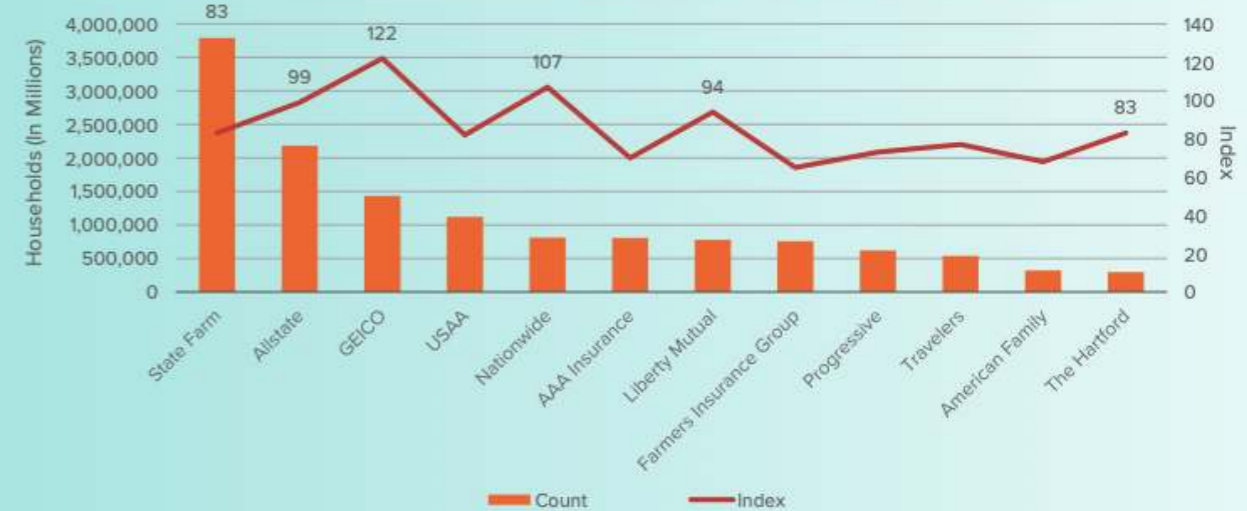


## Wireless/Cell Phone Carriers Currently Used by Blacks



Sources: Nielsen Scarborough 2018, Claritas 2019

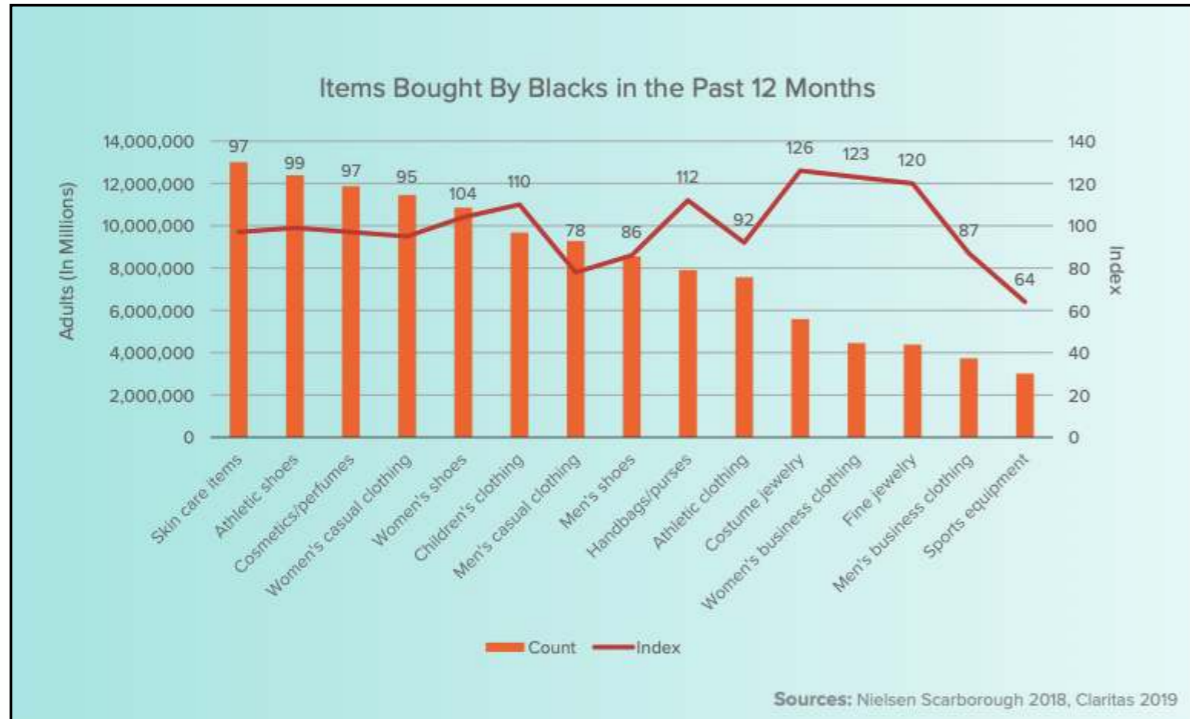
## Homeowners/Renters Insurance Provider for Black Households



Sources: Nielsen Scarborough 2018, Claritas 2019



# Where Is our Target Market Spending Money?



## Black Household Consumer Expenditures

On average, Black households spend \$50,333 annually on goods and services. Selected categories for which Black households spend more than the average U.S. household by amount are skin items, athletic shoes, cosmetics/perfumes and women's clothing. Selected categories for which Black household spending over-indexed are costume jewelry, women's business clothing and fine jewelry. In the following sections, we'll provide a detailed picture of their spending within these categories:



- 1 APPAREL
- 2 PERSONAL CARE
- 3 FOOD AT HOME
- 4 FOOD AWAY FROM HOME
- 5 ENTERTAINMENT

## Black Consumer Spending: Apparel

Black households on average spend approximately \$1,900 annually on apparel and related services – 6% less than the average U.S. household.

Even though Blacks spend less on apparel and services on average, there are some subcategories where they spend more than the average U.S. household. For example, Black households on average spend \$164 annually on men's footwear, which is 4% above the national average. They also spend 6% more on boy's footwear and 6% more on boy's coats and jackets.

The top clothing store for which Black household spending over-indexed for apparel purchases made in the past 3 months was Burlington. Additionally, NBA sports apparel with team logos was the most popular category by index over the past 12 months. NFL sport apparel with team logos was also very popular among Black consumers.



*The African American population has historically held an extremely powerful position in the retail marketplace, as they have been known to drive trends across food, beauty, media, and more. Their influence will continue to grow as their buying power does – which is projected to reach \$1.8T by 2024. Largely driving the expected increase in buying power, the Black population is on track to grow by 22% between 2020-2060, compared to a 27% decrease in the non-Hispanic White population during that same time. With this in mind, retailers and manufacturers need to pay close attention to what is driving this very powerful and rapidly growing segment to make a purchase.*

Source: Impact of CSR Initiatives survey, NielsenIQ Omnibus, June 2021

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**TITLE SPONSOR SNAP SHOTS FROM THE 2023 CAPITAL CITY DERBY: WOODFORD RESERVE**

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