



**BRIMS, BOWTIES
AND BOURBON**



derby

**BLOCK
PARTY**

2023
**PARTNERSHIP
PACKET**

WEDNESDAY, MAY 3RD
7PM - 11PM

FOURTH STREET LIVE
411 S. 4TH Street
Louisville, KY 40202

Festival By Night

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!

PARTNERSHIP LEVELS:

CONTRIBUTING SPONSOR – HEADLINER

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

- Full page ad in Block Party event program
- Full page ad in DDW program
- Opportunity to speak at Block Party event
- Fifteen VIP tickets to Block Party event
- Branded item in gift bag for VIP attendees of DDW
- Mutually agreeable number of virtual tickets to DDW
- Physical and digital signage at Block Party event
- Physical and digital signage at DDW
- Digital marketing of sponsorship
- Eight Summit Fest Tickets to DDW

CONTRIBUTING SPONSOR – WIN

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

- Half page ad in Block Party event program
- Half page ad in DDW program
- Ten VIP tickets to Block Party
- Branded item in gift bag for VIP attendees of DDW
- Mutually agreeable number of virtual tickets to DDW
- Physical and digital signage at Block Party event
- Physical and digital signage at DDW
- Digital marketing of sponsorship
- Four Summit Fest Tickets to DDW

CONTRIBUTING SPONSOR – PLACE

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

- Quarter page ad in Block Party event program
- Quarter page ad in DDW program
- Five VIP tickets to Block Party
- Branded item in gift bag for VIP attendees of DDW
- Digital marketing of sponsorship
- Mutually agreeable number of virtual tickets to DDW
- Physical and digital signage at Block Party event
- Physical and digital signage at DDW
- Two Summit Fest Tickets to DDW

CONTRIBUTING SPONSOR – SHOW

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

- Three VIP tickets to Block Party event
- Quarter page ad in Block Party program
- Physical and digital signage at Block Party event
- Physical and digital signage at DDW
- Digital marketing sponsorship
- One Summit Fest Ticket to DDW
- One ticket to virtual event of DDW

