



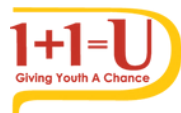
2023

Sponsorship Opportunities

For businesses, groups, and individuals interested in impacting at-risk teens who reside in underserved neighborhoods of the Greater Louisville Metro area.



AthletesDerbyGala.com



The Athlete's Derby Gala is back!



And You are Cordially Invited...

Join us for A Derby season experience full of tasteful celebrations to honor **Darrell Griffith** and celebrate the current and past achievements, impact, and potential of students and athletes across Kentucky.



April 28, 2023 @ 7PM

Mellwood Art Center - Da Vinci Room

Colors: Purple & Gold

Theme: Unity & Triumph

Sports in Kentucky

Major College Rivalry - UofL vs UK (red/blue)

While it's an exciting time for sports in the state, it's also a time of **high tensions**, **bad-mouthing**, and **not-so-great sportsmanship**. There's typically no sense of unity. We chose the color purple to symbolize both sets of fans coming together for the betterment of our communities and in celebration of the talent we have at home.

No professional teams

When your dream is to go pro in Kentucky, you automatically have to associate that with eventually leaving your home and family. That can be scary for our youth. And even when the talent and skills are present, the odd's can still be blinding. **Our scholarships and recruiting efforts have successfully placed students into the professional sports network and beyond.**

"The Most Exciting Two Minutes in Sports"

Typically "most exciting" for everyone but Kentucky residents. The Derby brings an unimaginable amount of money and takes place in the middle of a community we might serve, but oftentimes overlooks, exploits, and/or ignores that same community. Most locals can't or don't participate because of cost and other factors that are meant to keep us away.

Unfortunately this can make dreams seem even more unrealistic and out-of-reach for the students we serve.

More about our students...

- athletically privileged
- low-income
- discipline involved
- trauma induced
- forgotten in the classroom
- attention deprived
- behaviorally challenged
- simply misunderstood



But most importantly, taught to be comfortable in the dark corners of life, while watching others shine.

Greatness We Can Relate To...

The Athlete's Derby Gala's mission is to celebrate the talent and achievements of real people in our local communities and to chart a pathway for us to envision change through our own strengths.

Goals

- **Recognize the talent**, progress, and achievements of young athletes, students women, and men in Kentucky
- **Fundraise \$150,000** to provide post-secondary scholarships to 30 underserved students and athletes next year.
- **Raise awareness** of the One Plus One Mission and the unique, increasing needs of today's students and athletes
- **Show our students** and those around us:

1. Sports are a seed -

- your hard work is the sun and your dedication to self-improvement is the water you need to nourish your seed and bear fruit

2. You should lift as you climb -

- it takes a village. Mold and solidify yours by lifting as you climb. doing this helps create your network.

3. The power of connections and your network -

- Once you have the network and you start to see the fruits of your labor, make a conscious effort to do good in the communities around you. Work smarter, not harder! Maximize your work by collaborating with those around you.

Our 2023 Gala honoree Darrell Griffith is a perfect example!

“Sports is the carrot dangled to lead students to the prize of education”

One Plus One Equals U

We've been doing this work for a really long time...

One Plus One Equals U, Inc. is a 501c3 organization that serves and impacts the lives of at-risk teens who reside in underserved neighborhoods of the Greater Louisville Metro area. **Since 2009**, resources have been pulled together on a student-by-student basis by our founder, Margaret Dunbar-Demaree, who reaches out to her personal network and serves as a voice for the unheard.



Our Programs Promote

- Family Enrichment
- Academic Enrichment
- Self Enrichment

Our Approach

One-to-One relationships that allow us to create a personal bond and provide resources unique to each students needs.

Helping Where Needed We strive to get and keep students & athletes off the streets, in school, AND in academic good standing while mentoring and preparing them for scholarly success through college and beyond. Whether it be tutoring to pass a class, another adult to "stay on them", or even assistance with living needs for families facing eviction.

Self Actualization By showing young men and women the power of setting goals and working hard to stay focused on achieving them, we help students carve their dreams out of their current reality.

Programs

#1 - Experiences

- to promote bonding and involvement with family
- to promote academics and enhance the educational experience with their peers
- to promote exploration of their passions and interests with friends and/or on their own

#2 - Mentorship

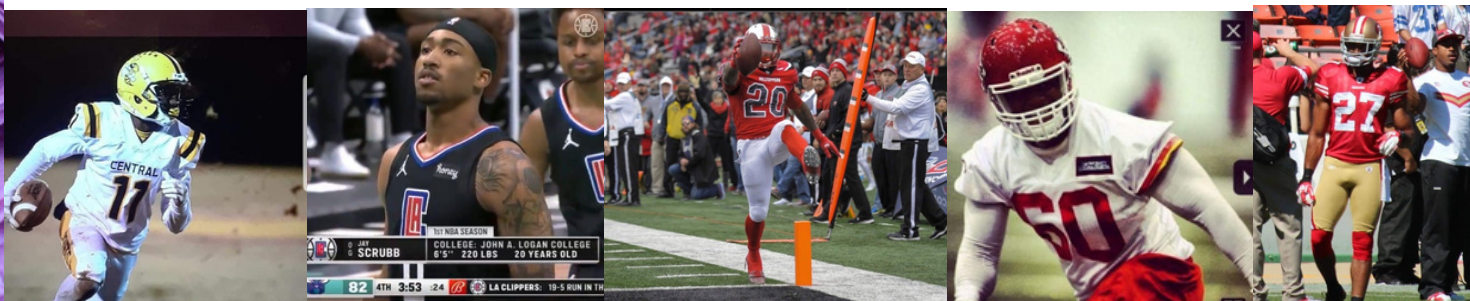
- goal setting and reaching support
- mentor and academic advisor matching
- tutoring

#3 - Young Champions

- Helping students explore possibilities to decide what's next after high school
- post-secondary recruiting
- providing assistance with ACT/SAT testing, applications, essays, expenses, transitioning, and being successful

We impress upon students the importance of being able to face both victories and lessons gracefully, teaching them how to cope with defeat, while still demonstrating ethical behavior, perseverance, resilience and self-discipline.

Past One Plus One Equals U Students have gone on to achieve dreams in professional sports, entrepreneurship, ministry, activism, politics, education, the military, and more.





Demetrius

Gospel Recording Artist,
Master of Arts in Higher Education Administration- Educational Leadership
in a Doctoral Program for Higher Education- Organizational Leadership
Received the Congressional Gold Medal from the United States of America



Vontrese

Women's Health Nurse Practitioner;
Cannabis Nurse Consultant;
Business Owner at Truth Reproductive Health Services, LLC;
Reproductive Health Speaker



Steve

Sergeant of the United States Army
Supply Non-Commission Officer and Equal Opportunity Leader
In college majoring in psychology



XZavier

Space Force Guardian for NASA Defending America
high above the earth

Join us for an evening celebrating and rewarding students just like these!

Enjoy

- A Live band
- Musical guests
- An Open Bar
- A 3-course meal
- A Dessert bar
- A Bourbon Tasting
- A Cigar Lounge
- V.I.P guests
- Community Awards
- Special Guest Speakers
- Door Prizes
- More!



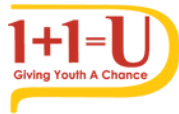
It takes a village to inspire the future and this is a chance for the community to get involved in the work we've been doing since 2009!

We're looking to partner with socially aware individuals, groups, businesses and corporations whose mission and values promote community advancement, self-development, academic achievement, and/or athletic endowment.

A Look Back

After two years of rescheduling, our Inaugural Ceremony finally took place on April 22, 2022 to honor a Louisville legend, Martin Dunbar Jr. Thank you to our Keynote speaker, president of ABC News, Kimberly Godwin, our special guests, awardees, donors, and all who attended.





A Look Ahead At 2023...

This year will be bigger and better as to make an even bigger impact on our students and our communities. We would love your support as we plan:

A private Family + Sponsor night at Top Golf

- allows us to reward our students for their goal setting, progress, and achievement with something new, fun, and within their interests
- **promotes family enrichment** by giving our students and their typically low-income families a chance to experience the luxury that is family bonding without concern for cost or safety
- Gives our sponsors an opportunity to see firsthand the impact of their support
- Held separate from the Gala **date TBD**
- for students, their families, and ADG special guests, and sponsors to enjoy

2nd Annual Athlete's Derby Gala

- brings the community together for a night of celebration and recognition
- **promotes self enrichment** by giving the community space to reflect on the talent right at home and a chance to learn how to turn that talent into opportunity
- Champions those like honoree Darrell Griffith, who are doing work already in the community and gives them a chance to tell their story
- allows us to reflect on and come together in support of the work that One Plus One Equals U, Inc. does
- held Friday April 28, 2023 (starts @ 7pm)
- no students, but their families, ADG special guests, sponsors, partners, and community members will attend and fundraise

Student Awards Brunch

- Gives our students, who are not typically recognized at traditional awards ceremonies, a chance to be seen, heard, and felt from their family and select community members
- **promotes academic enrichment** by giving us the opportunity to recognize growth and progress in academia, rather than the highest achievements
- Champions students for doing the work and seeking better
- held separate from the Gala **date TBD**

How you can help

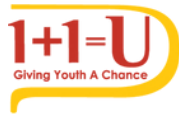
Your role is important to show our students that just like the "good students," their well-being and success are a priority in our communities. We prioritize growth above all else because they, too, have the potential to be future educators, influencers, voters, parents, and leaders. Pouring into our students has proven to start a ripple effect!

We're hoping to secure at least **\$200,000 total in sponsorships** to help us cover the costs of the Gala weekend experience and to get a head start on our Gala Fundraising Goal which is to provide post-secondary scholarships to 30 students next year.

Who We're looking for

If you are economically conscious, consider yourself an advocate for the youth, and strive to make change in the communities around you, we need your help! Misunderstood teens across Kentucky need your help!





Partnership Opportunities

Businesses, Groups, & Corporations

We are looking for one venue space and catering to **host our student award ceremony**.

We are looking for local small businesses who would be willing to **host a themed day/night** at your establishment to help us raise funds and awareness. (i.e. 25% of sales for the day go to One Plus One students, or a "happy hour" for a few weeks where profits during a certain timeframe are donated, or simply displaying signage.

We are looking for local small businesses, groups, and organizations who want to **fundraise as a team** to help us meet our Gala goal. We will provide you with graphics and exactly what to say! If you know 10 people who would donate \$100 or 100 people who would donate \$10, you can help sponsor tuition for a student!

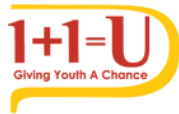
We are looking for businesses and organizations to **donate items** like gift certificates, baked goods, experiences, etc. that can be distributed to our Gala Experience guests and/or gifted to students and honorees.

Make a **tax deductible donation** of any amount up to \$1,000 toward our goal. (\$1,000 qualifies as a bronze sponsorship, see next page)

What you will enjoy in return

- **2 complimentary tickets** to the Gala and a discount code for 50% off additional tickets & merchandise
- **Your logo featured as a partner** on our commemorative t-shirt (distributed to gala guests, students, partners, and sold to the community as a fundraiser) and in our partner promotion

DEADLINE FOR PARTNERSHIP FEBRUARY 28TH, 2023



Sponsorship Opportunities

Businesses, Groups, & Corporations

\$1,000 (10 available) - Bronze

Allows us to provide 1 student with

- Mentoring & Tutoring
- Training for Goal Setting & Reaching
- Recruiting assistance
- Travel, Meals, & Transportation to post-secondary institutions
- A College Book Scholarship

What you will enjoy in return

- **A Night at Top Golf for 3** (shared bay) where you'll enjoy unlimited play, food, & beverage and have the opportunity to meet some of the students & families you'll impact
- **1 table (8 seats)** at the Gala and a discount code for 25% off additional tickets
- **Your logo featured as a Bronze sponsor** on our t-shirt (before march 1st) and in our sponsor promotion

\$5,000 (5 available) - Silver

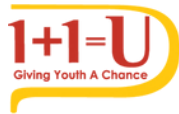
Allows us to provide 5 students with

- Mentoring & Tutoring
- Training for Goal Setting & Reaching
- Recruiting assistance
- Travel, Meals, & Transportation to post-secondary institutions
- A College Book Scholarship

What you will enjoy in return

- **A Night at Top Golf for 6** (one bay) where you'll enjoy unlimited play, food, & beverage and have the opportunity to meet some of the students & families you'll impact
- **1 table (8 seats) and a server** at the Gala plus a discount code for 50% off additional tickets and merchandise
- **Your logo featured as a Silver sponsor** on our t-shirt (before march 1st) and in our sponsor promotion

DEADLINE FOR SPONSORSHIP APRIL 15TH, 2023



Sponsorship Opportunities

Businesses, Groups, & Corporations

\$10,000 (4 available) - Gold

Allows us to provide 2 students with

- Mentoring & Tutoring
- Training for Goal Setting & Reaching
- Recruiting assistance
- Travel, Meals, & Transportation to post-secondary institutions
- A Scholarship to cover one Semester of Tuition + Fees

What you will enjoy in return

- **A Night at Top Golf for up to 12** (two bays) where you'll enjoy unlimited play, food, & beverage and have the opportunity to meet some of the students & families you'll impact
- **2 tables (16 seats) and 2 servers** at the Gala plus a discount code for 50% off additional tickets
- **Your logo featured as a Gold sponsor** on our commemorative t-shirt (before march 1st) and in our sponsor promotion (on social media, our website, on display, and mentioned at all gala events)

\$25,000 (3 available) - Platinum

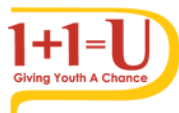
Allows us to provide 5 students with

- Mentoring & Tutoring
- Training for Goal Setting & Reaching
- Recruiting assistance
- Travel, Meals, & Transportation to post-secondary institutions
- A Scholarship to cover one Semester of Tuition + Fees

What you will enjoy in return

- **A Night at Top Golf for up to 18** (three bays) where you'll enjoy unlimited play, food, & beverage and have the opportunity to meet some of the students & families you'll impact
- **3 tables (24 seats) and 3 servers** at the Gala plus a discount code for 50% off additional tickets
- **Your logo featured as a Platinum sponsor** on our commemorative t-shirt (before feb 1st) and in our sponsor promotion (on social media, our website, on display, and mentioned at all gala events)

DEADLINE FOR SPONSORSHIP APRIL 15TH, 2023



Sponsorship Opportunities

Businesses, Groups, & Corporations

\$50,000 (1 available) - Diamond

Allows us to cover the fees associated with hosting our Family enrichment event at Top Golf Louisville

We would like to provide 20 students with an evening of free play and family bonding with up to 5 of their family and friends at the new Top Golf Louisville. Students will be able to meet and interact with One Plus One Equals U, Inc. sponsors to share their stories of triumph and also take an evening to relax and spend time with their loved ones without worrying about money or safety. This opportunity is unique to One Plus One and supports our family enrichment pillar.

What you will enjoy in return

- **Recognition as our Premier Gala Sponsor** with advertising of your business and logo in prime locations during Gala events and on air, in-person, and online for gala promotion
- **Opportunities to provide a personalized message** to One Plus One Equals U students and sponsors
- **Full 2 page ad** in our Souvenir Packet to be distributed to all gala guests
- **A Night at Top Golf for up to 24** (four bays) where you'll enjoy unlimited play, food, & beverage and have the opportunity to meet some of the students & families you'll impact
- **4 tables (32 seats) and 3 servers** at the Gala plus a discount code for 50% off additional tickets
- **Your logo featured as our Diamond sponsor** on our commemorative t-shirt (before march 1st) and in our sponsor promotion (on social media, our website, on display, and mentioned at all gala events)

**For Sponsorships and Partnerships visit
AthletesDerbyGala.com or Contact:**

Margaret Dunbar-Demaree

Email: margaret@1plus1equalsu.com

Mobile: (502) 500-0433

Website: www.1plus1equalsu.com

DEADLINE FOR SPONSORSHIP APRIL 15TH, 2023

Individuals

How you can help

- Become an official ADG ambassador (share the word on social media)
- Fundraise for us (we give you a link to share with your network to raise funds)
- donate time, money, products, services, or talent
- Share this sponsorship packet
- Make a donation toward our goal

What you will enjoy in return

- A unique **discount code** for 50% off tickets and merchandise
- A complimentary **commemorative t-shirt**
- Special gift bag the night of the gala



Know Someone Who Deserves to be Recognized?

Nominate a community member or recommend a local student or athlete that deserves to be recognized!

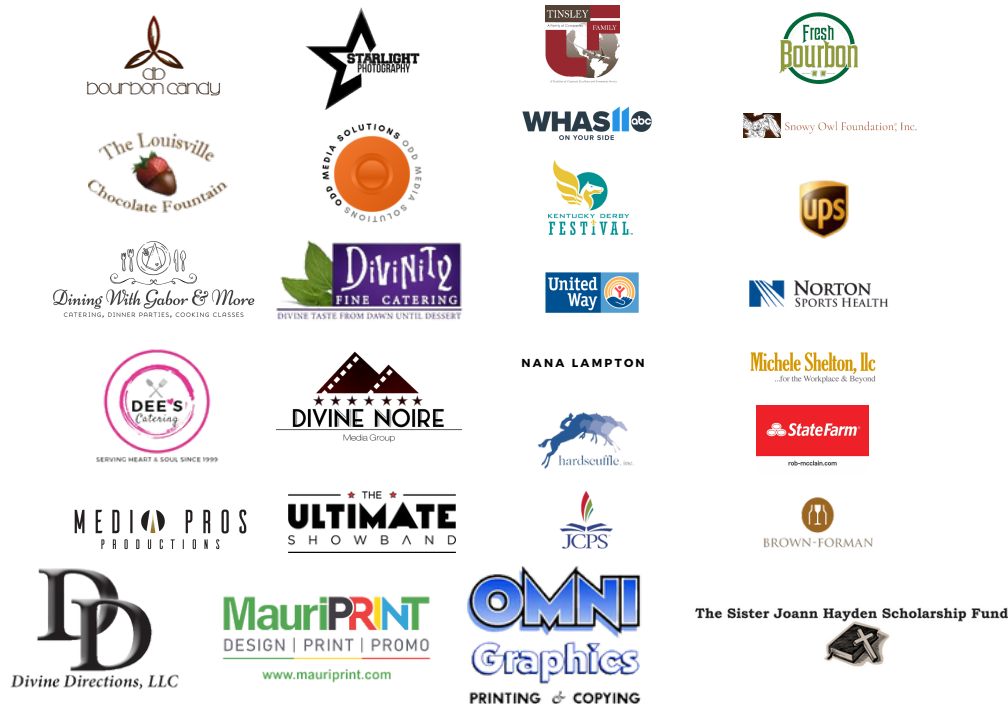
Tickets and Event Information:

AthletesDerbyGala.com

Each individual Gala ticket sold allows us to cover testing fees and transportation to and from the ACT/SAT for a Young Scholar in our programs. Each table sold allows us to provide a scholarship to cover a semester of books for one student.

**For Sponsorships and Partnerships visit
AthletesDerbyGala.com or Click here to get started.**

For assistance Contact:
Margaret Dunbar-Demaree
Email: margaret@1plus1equalsu.com
Mobile: (502) 500-0433
Website: www.1plus1equalsu.com



Thank you to our 2022 Vendors and Sponsors
for making our inaugural year possible