



ORLANDO DERBY

SOIREE

SPONSORSHIP PROPOSAL

A Luxury Social Experience Inspired by Tradition, Fashion, and Culture



info@OrlandoDerbySoiree.com



www.OrlandoDerbySoiree.com



MORE THAN AN EVENT. IT'S A CULTURAL EXPERIENCE.

INTRODUCTION

The Orlando Derby Soirée is Orlando's premier luxury social experience, inspired by the timeless tradition and prestige of the iconic Kentucky Derby. Designed for an influential audience of professionals, executives, and tastemakers, the event blends elevated entertainment, fashion-forward moments, and curated brand experiences. More than a celebration, the soirée serves as a powerful platform for select corporate partners to engage an affluent, brand-loyal audience through immersive exposure that extends far beyond a single evening.

EVENT OVERVIEW

An Elevated Cultural Experience

- ❖ Luxury Derby-themed social affair
- ❖ Over 5,000 anticipated attendees
- ❖ High-energy yet refined atmosphere
- ❖ Fashion, entertainment, and lifestyle driven
- ❖ Designed for meaningful brand engagement





EVENT DETAILS

Welcome to an event like no other—the Orlando Derby Soiree! Come dress to impress and immerse yourself in the high-energy atmosphere of this iconic event.

Prepare for an unforgettable experience featuring live music, exquisite food, and drinks all day. So, join us as we celebrate the thrill of the Kentucky Derby in style and make lasting memories together.

THE DERBY SOIREE



EQUESTRIAN SHOW

Attendees will enjoy a stunning equestrian showcase featuring skilled riders and magnificent horses, celebrating the elegance and tradition of the Derby experience.



LIVE MUSIC

A live band and two high-energy DJs will keep the atmosphere vibrant and the celebration going all day long.



EXQUISITE FOOD

Guests can savor a curated mix of restaurant-catered cuisine, private chef offerings, and popular local food trucks—creating a true culinary experience.



SECURED ENVIRONMENT

Professional security will be on site throughout the venue, ensuring a safe, seamless, and enjoyable experience for all attendees.





MORE EVENT DETAILS

EVENT NAME: ORLANDO DERBY SOIREE
WHEN: MAY 2, 2026
TIME: 12PM – 8PM
LOCATION: SERENITY RANCH
ADDRESS: 8001 CLARA CONA OCOEE ROAD – ORLANDO, FL

EXPERIENCE THE MOMENT



CIGAR & HOOKAH BAR

Savor a premium selection of cigars, featuring a diverse range of options, including exquisite hand-rolled varieties.



KENTUCKY DERBY VIEWING

Experience the thrill of the Kentucky Derby live at our event with massive LED screens around the venue.



BEST DRESSED

We're all about fun and style! That's why we're excited to include a Best Dressed competition.



MEDIA COVERAGE

The event will be filmed to capture the excitement and elegance of the evening by local and international media.



WHO YOU'LL BE REACHING

This event promises a high-energy celebration with lively activities, live racing coverage, and gourmet dining. Expect a vibrant crowd and strong brand visibility, offering opportunities for sponsors to engage with an enthusiastic audience.



WHY THIS AUDIENCE MATTERS

A Room That Moves Markets...

- ❖ Invests in brands aligned with lifestyle and status
- ❖ Values experience over traditional advertising
- ❖ Is highly engaged both on-site and digitally
- ❖ Builds long-term brand loyalty

THE AUDIENCE

ESTIMATED ATTENDEES

5K-7K

MAN:WOMAN RATIO

2:3

AGE RANGE

25-80

ESTIMATED STAFF

150

AVERAGE INCOME

200K

OLYMPIC HORSES

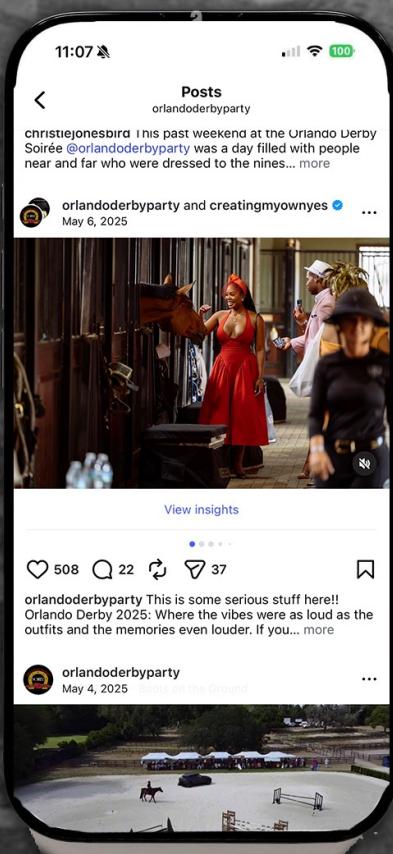
55

This is a curated event.

SOCIAL PROOF

A Proven, High-Demand Experience

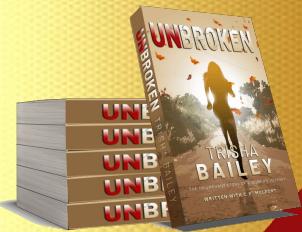
The Soirée has become one of Orlando's most anticipated luxury social experiences, drawing a highly engaged audience that values premium environments, elevated entertainment, and cultural connection. Guests come for the energy, fashion, and atmosphere, creating strong momentum, organic growth, and high attendee satisfaction.



SPONSORS

5,000+
Expected Attendees





ABOUT THE HOST / ORGANIZER



HON. DR. TRISHA BAILEY

Hon. Dr. Trisha Bailey is a self-made billionaire, visionary entrepreneur, and global philanthropist whose leadership spans healthcare, finance, real estate, sports, and social impact. Born in Jamaica and immigrated to the United States at age thirteen, she has built one of the nation's most respected multi-state healthcare enterprises, delivering accessible, high-quality medical services across multiple regions.

As Founder and CEO of Medical HotSpots, Inc., Bailey's Medical Equipment & Supplies, Bailey's Pharmacy, and Bailey's Scrubs, Dr. Bailey has scaled an integrated healthcare platform recognized for regulatory excellence,

operational discipline, and compassionate care. Her career began as the youngest broker at Salomon Smith Barney before she launched her first healthcare company and quickly emerged as a leading force in the industry. Her investment footprint extends well beyond healthcare. Dr. Bailey holds minority ownership stakes in four NBA teams and is the owner of Bailey by the Sea, a premier luxury oceanfront condominium development in Ormond Beach, Florida. She also owns the largest equestrian farm in Central Florida—home to one of only two FDA-quarantined equine stalls in the state—which serves as the host site for the annual Orlando Derby Soirée.

Dr. Bailey's impact at the University of Connecticut is historic. She is the largest single donor in UConn Athletics history, serves on both the University's Board of Trustees and the UConn Foundation Board, and is the first woman and first person of color inducted into the UConn Business Hall of Fame. She is also the first woman and first person of color in more than 113 years to have a building named in her honor: the Bailey Student-Athlete Success Center.

Her influence is global. Dr. Bailey is a recipient of Jamaica's Order of Distinction—one of the nation's highest honors—recognizing her extraordinary leadership and philanthropic contributions. Through Creating My Own Yes and the Bailey-Archie Charitable Foundation, she has funded millions in scholarships, humanitarian relief, healthcare initiatives, and financial literacy programs across the United States and internationally.

A best-selling author and internationally sought-after speaker, Dr. Bailey has delivered keynote addresses to audiences of tens of thousands and has been featured in Forbes, Black Enterprise, Yahoo Finance, NBC News, and The Sherri Shepherd Show.

At her core, Dr. Trisha Bailey is a builder of opportunity and legacy—demonstrating that extraordinary success and meaningful service are most powerful when they rise together.

Forbes

BLACK
ENTERPRISE

CBS MORNINGS

CARIBNEWS

The Gleaner

CT INSIDER

LA WEEKLY

ctpost

SWAY'S
UNIVERSE

BUSINESS
INSIDER

NBC NEWS

Sherri

SOURCE

rollingout

The News & Observer

yahoo!
finance

MONARCH MAGAZINE

UConn Today

WHY BE A SPONSOR ?

1

HIGH VISIBILITY AND BRAND EXPOSURE

With large LED screens broadcasting the live Kentucky Derby and a vibrant, engaged audience, your brand will gain prominent visibility throughout the event.

2

TARGETED AUDIENCE ENGAGEMENT

Connect with a diverse and upscale crowd interested in luxury, entertainment, and equestrian sports, offering valuable opportunities for brand interaction and customer engagement.

3

ASSOCIATION WITH A PRESTIGIOUS EVENT

Align your company with the elegance and excitement of the Kentucky Derby, enhancing your brand's prestige and reputation through association with a renowned event.

4

EXCLUSIVE NETWORKING OPPORTUNITIES

Network with industry leaders, influencers, and potential clients in a high-profile setting, fostering valuable business relationships and potential partnerships.

5

COMPREHENSIVE MARKETING REACH

Boost your brand's visibility with extensive pre-event promotions, prime event-day exposure, and robust post-event coverage. Plus, amplify your reach with a social media campaign that engages over 1 million people. This is your chance to make a powerful impact!

6

POSITIVE BRAND ASSOCIATION

Support a high-energy, enjoyable event that emphasizes fun and luxury, reinforcing your company's image as a supporter of quality experiences and community engagement.

7

THE WHO'S WHO WILL BE IN ATTENDANCE

Engage with Key Influencers. Sponsoring our event gives you visibility to top influencers, celebrities, athletes, industry leaders and decision-makers, offering a prime opportunity to showcase your brand and build valuable connections.



TITLE SPONSOR

\$100,000

We are excited to offer an exclusive Title Sponsorship opportunity for the Kentucky Derby Orlando Soiree, a premier event taking place on May 2, 2026, at Serenity Ranch. This unique partnership will position your brand as a key supporter of an unforgettable day filled with live horse shows, music, art, and the excitement of our event.

Exclusive "Presented By" Branding



Showcase your
company commercial



Ad in all Digital Event
Print Media



Entry To The Event



Welcome Message
Speaking Opportunity



Company Street Named
At The Event



TV, Radio & Social Media Ads



Logo & Ad Placement in
Sponsor loop



Serenity Ranch House
Rental



10% of proceeds will be donated to the Hurricane Melissa Jamaica Relief Fund.



SPONSORSHIP LEVELS

	PLATINUM SPONSOR	DIAMOND SPONSOR	GOLD SPONSOR	SILVER SPONSOR	IMPACT SPONSOR
	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Entry To The Event	1 VIP SECTION	1 VIP SECTION	1 VIP SECTION	8 TICKETS	4 TICKETS
Exclusive "Presented By" Branding					
Welcome Message Speaking Opportunity					
Showcase your company commercial	A FREE FILMED COMMERCIAL				
Logo & Ad Placement in Sponsor loop	PROMINET PLACEMENT	PROMINET PLACEMENT			
Ad in all Digital Event Print Media	FULL PAGE AD	FULL PAGE AD	HALF PAGE AD	HALF PAGE AD	QUARTER PAGE AD
Company Street Named At The Event					

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LET'S BUILD A WINNING PARTNERSHIP

The Kentucky Derby Soirée offers a rare opportunity to align your brand with one of Orlando's most anticipated luxury experiences. We invite select corporate partners to join us in creating an unforgettable event that delivers both prestige and performance.

FOR SPONSOR INQUIRIES

Contact:

(407)900-3096
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