



SPONSOR 4 SUCCESS

## **Spotlight on Sponsor4Success and Founder, Butch Mosby**

Get to know this wonderful organization that helps people meet their needs through crowdfunding sponsorship.

Many of us were happy to contribute to the West End Track Club's trip to Junior Olympics in Houston this summer. Sponsor4Success offers similar opportunities for donors to help meet a wide variety of needs. They have supported dance teams for competitions and college students needing laptops, as well as helping individuals, such as a young mom furnishing her home. They do this by working closely on specific/discreet, short-term projects, making the need known to donors, and providing the link for donations.

For example, if you go to their website, <https://www.sponsor4success.com/> you can choose a project you'd like to support. It might be 2 young brothers hoping to attend summer camp at The J or a music education student purchasing a viola to play in the orchestra at Northern Kentucky University. You can donate whatever amount you wish. When the target goal is met, that project is closed. If the goal is not met, donations are refunded. All donations are tax-deductible.

The founder, Butch Mosby, is a successful businessman from Louisville's West End. He got the idea for S4S when he was approached in a Starbucks by a boy selling candy bars to raise money to support his football team. Mosby had heard that story from young African-American athletes many times. "I gave him the money and told him to keep the candy bars," he says. "Afterwards, I thought: Why do Black kids have to sell chocolate to play sports and go to tournaments?" He went on Facebook and told the story about what happened at Starbucks. He asked readers to help him fund a West Louisville youth football team to compete in a tournament in Knoxville. He writes, "I said I was going to donate the first \$100, and within 48 hours I had like \$1,500." From there he went on to more and more projects and ultimately created Sponsor4Success to give donors access to the projects they'd like to support.

He has found many more ways to give back to his community. He has expanded the business to purchase land for affordable housing in West Louisville. He has also been committed to memorializing Mr. Joe Hammond, the influential owner of Joe's Palm Room. Through Sponsor4Success, Mosby produced the minidocumentary on Joe Hammond: <https://www.youtube.com/watch?v=hZ2MUWFd01Y>.

Mr. Mosby also has plans to turn the old Bank of Louisville building in the 500 block of West Broadway into a \$54 million boutique hotel, inspired by Hammond's legacy. He hopes the new hotel will inspire the same connections and community building as Joe's Palm Room. "We've opened it up to the community to be able to invest into this hotel, so the community owns a piece of it," Mosby said.

Read more about the Joe Hammond-themed hotel here:

[https://www.courier-journal.com/story/marketplace/real-estate/downtown-louisville/2021/07/13/hotel-and-jazz-bar-downtown-louisville-inspired-by-joe-hammond/7881148002/?fbclid=IwAR3w4S9UkD8VTeCF6kuPPsC\\_1kCTq4Hnihoc4wufc8CCbvniD74oon6kh1Q](https://www.courier-journal.com/story/marketplace/real-estate/downtown-louisville/2021/07/13/hotel-and-jazz-bar-downtown-louisville-inspired-by-joe-hammond/7881148002/?fbclid=IwAR3w4S9UkD8VTeCF6kuPPsC_1kCTq4Hnihoc4wufc8CCbvniD74oon6kh1Q)

Donate to Sponsor4Success here: <https://www.sponsor4success.com/>

-----



**More:** Black, woman-owned firm gets \$200K from Louisville to launch minority business incubator

Mosby and his partners have procured more than \$50 million for the project and are in the final stages of assembling the last few million dollars to make the project a reality. Louisville architectural firm Lockett & Farley designed the interior.

The hotel will include a Hammond-themed restaurant in the first-floor lobby area and a jazz bar and live music club in its basement. The hotel is backed by InterContinental Hotels Group as an Indigo Hotel, a boutique hotel collection in which each hotel is inspired by the community it's housed in.

