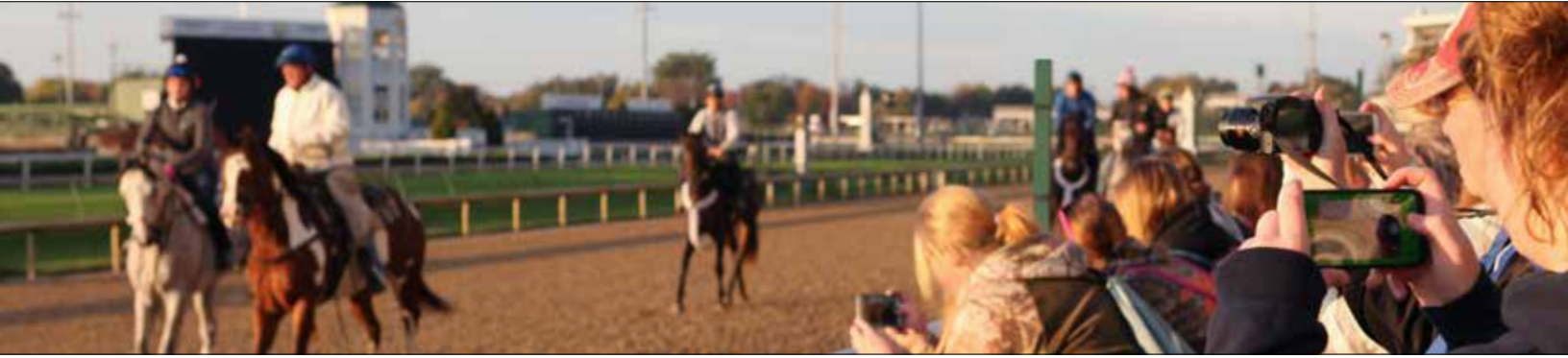


KY



WHERE EVERY DAY IS DERBY DAY



Chris Witzke/Donna Lawrence Productions

TOUR • EXPLORE • EXPERIENCE

GROUP TOUR EXPERIENCE

(15 or more): \$12/pp Adult Group | \$7/pp Child Group (ages 5-14)

All prices subject to change. The Museum is handicap accessible. An induction loop is available for the hearing impaired. Interpreters can be provided with 10 days advance notice. Please allow 1.5-2 hours for General Admission Experience.

HOURS

MARCH 15 - NOVEMBER 30
 Mon. - Sat. | 8 a.m. - 5 p.m.
 Sun. | 11 a.m. - 5 p.m.

DECEMBER 1 - MARCH 14
 Mon. - Sat. | 9 a.m. - 5 p.m.
 Sun. | 11 a.m. - 5 p.m.

All times shown are Eastern Time. Closed Derby Day, Oaks Day, Thanksgiving, Christmas Eve, Christmas Day.

OPEN 7 DAYS A WEEK TO EXPERIENCE

Daily tours of Churchill Downs® Racetrack • "The Greatest Race," a 360° media experience that will make your heart race and emotions soar • Two floors of family-friendly interactive exhibits • Our Resident Thoroughbred and Miniature Horse • Gift Shop • Kentucky fare in the Derby Café • And much more!

CHURCHILL DOWNS 2018 CALENDAR

SPRING MEET

APRIL/MAY

S	M	T	W	T	F	S
						28
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SEPTEMBER MEET

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- DERBY WEEK PRICING
- KENTUCKY OAKS
- KENTUCKY DERBY
- REGULAR PRICING
- SELECT PRICING
- PREMIUM PRICING
- BREEDERS' CUP
- NO LIVE RACING

FALL MEET

OCTOBER/NOVEMBER

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

2018 EVENTS

- OPENING NIGHT • Saturday, April 28
- THURBY • Thursday, May 3 presented by Old Forester
- MOTHER'S DAY • Sunday, May 13
- PREAKNESS STAKES • Saturday, May 19
- BELMONT STAKES • Saturday, June 9
- DOWNS AFTER DARK • June 16
June 30
September 29
- FAMILY ADVENTURE DAY presented by Kroger • June 3
June 24
September 23
October 28
- BREEDERS' CUP • November 2 & 3

*Visit ChurchillDowns.com for pricing & details on live race dates & events. All prices, race dates & events subject to change.

VIP EXPERIENCES

VIP Experiences also require purchase of Museum General Admission. Please allow an additional 45-60 minutes for each VIP added to your groups General Admission Experience.



BACKSTRETCH BREAKFAST TOUR: \$21/PP

Experience the authenticity of the private backside of the race track during a rail side breakfast in the Track Kitchen while watching the horses during their morning workouts. This area is not available to the general public. Offered March - December.



DERBY SEASON BACKSTRETCH BREAKFAST TOUR: \$35/PP

Want to get a good look at those horses training for The Greatest Two Minutes in Sports™? Visit us during Derby Season. Offered April 21, 2018 - May 2, 2018 & April 20, 2019 - May 1, 2019 at 7:00 a.m. or 8:30 a.m.



HATITUDE: \$18/PP

What's your fashion attitude? Big brim with lots of trimmings or simple and chic? During Hatitude, you will create your very own Kentucky Derby hat. We provide the hat, all the ribbons, bows, flowers and fanfare - you provide the style.



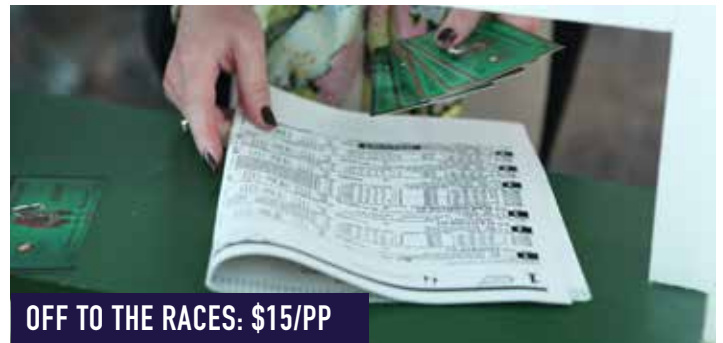
INSIDE THE VAULT: \$10/PP

Engage in a one-of-a-kind experience with the Kentucky Derby Museum's Curatorial Department and view rare artifacts, valuable trinkets, and treasures not currently on display in the Museum's collection.



LUCKY SHOES: \$9/PP

Four-leaf clovers, rabbit's feet, heads-up pennies — all lucky charms for many people. Another common lucky charm? The horseshoe. Groups will have the opportunity to decorate and take home their very own lucky horseshoe souvenir.



OFF TO THE RACES: \$15/PP

With \$5,000 worth of "Horsey Bucks," everyone is a high roller! This mock racing event allows guests to share in the fun & excitement of wagering and learn about handicapping the horses. Remember, there's a winner in every race!



GARDEN AND GREENHOUSE TOUR: \$18/PP

Tour the racetrack's amazing 12,000 square foot Horticultural Center and learn first-hand what it takes to keep the grounds beautiful on Kentucky Derby Day and year-round from Churchill Downs Horticulture Director Matt Bizzell. Call for Tour Availability.



REINDEER GAMES RACE ACTIVITY: \$15/PP

Holiday magic transforms our racehorses into racing reindeer. Includes all elements of the "Off To The Races" activity with an added holiday style as guests wager on their favorite reindeer to win the race and prizes.

TOUR • EXPLORE • EXPERIENCE

EXCLUSIVE ADD-ONS

Please allow an additional 30-45 minutes for each Add-On Experience.

KENTUCKY DERBY 101: \$150/SESSION

Kentucky Derby 101 covers it all from starting gate to finish line! Guests will experience a dynamic, unique perspective on Derby history, traditions, economics, and science.

GUIDED GALLERY TOUR: \$150/SESSION

A Kentucky Derby Museum team member will lead your group through exhibits while answering questions and providing additional insight into the exhibits.

HORSE TALK: \$225/SESSION

Whether you're an experienced handicapper or at the races for the first time, HorseTalk will have you picking winners like the pros!

JOCKEY APPEARANCE: \$350+

For a first-hand perspective, add a jockey to your Museum experience to mix and mingle with your guests. Subject to jockey availability.

DINE & SHOP!

GIFT SHOP

Shop Kentucky Derby® memorabilia in the Gift Shop! Open during Museum hours. Visit DerbyMuseumStore.com.
***20% BULK DISCOUNT FOR GROUP GIFTS (QUANTITIES OF 20 OR MORE)**



DERBY CAFE

Join us for on-site dining in the Derby Cafe. Reservations required. Call (502) 637-1111 ext. 2250 or visit DerbyCafe.com.

JOIN US FOR LIVE RACING ACTION! INCLUDES LUNCH OR DINNER



DAILY DOUBLE

A great experience for groups of 24-500+. Make your group visit, family day, or corporate outing a day to remember! Begin your day at the Kentucky Derby Museum where you will learn about the history of Thoroughbred racing, Churchill Downs, and the Kentucky Derby. After your museum visit, guests will be escorted over to their seats at Churchill Downs Racetrack for a thrilling afternoon of live racing. The Daily Double includes General Admission to the Kentucky Derby Museum, seating on Millionaires Row or Skye Terrace at Churchill Downs Racetrack, fabulous Chef's Buffet, and a Race Day Program. Please allow 4-6 hours for your visit.

\$45 per person (24 guest minimum)

IT'S MY DERBY – DAY AT THE RACES

Join us for the ULTIMATE Kentucky Derby experience. This full-day adventure has it all!! Groups will begin their day by enjoying all that the Kentucky Derby Museum has to offer (two floors of interactive exhibits, our film "The Greatest Race", a guided Walking Tour of Churchill Downs), along with Hatitude (hat/fascinator-making activity) and Horse Talk (tips/betting lesson from a professional handicapper). After your museum visit, guests will be race-day-ready with Derby hats and handicapping knowledge! Groups will then be escorted over to their seats at Churchill Downs Racetrack for a thrilling afternoon of live racing. The Churchill Downs portion of this visit includes seating on Millionaires Row or Skye Terrace, fabulous Chef's Buffet, and a Race Day Program. This full-day experience will have your groups asking when they get to do it again!

\$70 per person (24 guest minimum)



VISIT OTHER LOUISVILLE LEGENDS

Louisville Slugger Museum
SluggerMuseum.com

Muhammad Ali Center
AliCenter.org

Galt House Hotel
(502) 561-4082



FOR MORE INFORMATION:

Jennifer Riddell | Group Sales Manager

Direct: (502) 992-5919

Fax: (866) 443-6793

jriddell@derbymuseum.org



▶ BOOK YOUR TRIP TODAY!



▶ HOW TO FIND US

Churchill Downs Racetrack
704 Central Avenue
Louisville, KY 40208

From I-65 South take Exit 132 (Crittenden Drive). Go to the first light and turn right onto Central Avenue; the Museum is 1 mile down on the left. From I-264 West take the Taylor Blvd. exit, turn right at the bottom of the ramp, at the fifth light turn right.

On-site motorcoach parking available.

Conveniently located just minutes from Downtown Louisville, the airport, and all major interstates, as well as:

113 miles from Bowling Green, KY • 99 miles from Cincinnati, OH • 113 miles from Indianapolis • 174 miles from Nashville, TN



OFF-SITE ACTIVITIES

Bring the Kentucky Derby to your event!

Are you hosting your annual meeting or convention in Louisville? Let us come to you! Many of our premium group activities can be experienced at local businesses, hotels and convention centers. Give your guests a Louisville experience they are sure to remember. Perfect for a little post-meeting or luncheon fun!



OFF-SITE HATITUDE

Perfect for groups of 40-500+. The Kentucky Derby Museum will provide all the needed staff and supplies for a hat-making or fascinator-making station. Setup is "assembly line" style. Your participants will walk in with an idea of their perfect Derby head-wear and walk out with a fantastic souvenir perfect for showing off their personal style at your Derby-inspired dinner or evening event!

\$20-22 per guest, plus an additional off-site fee. Prices vary depending on group size.

Call for additional information.



OFF-SITE RACE ACTIVITY

Kick off your welcome reception or add excitement to your dining event. Perfect for groups of 40-500+. The Kentucky Derby Museum will provide all the needed staff and supplies to entertain your guests with a taste of Live Racing Action! If you're hosting your event in November or December, choose our Reindeer Games - Holiday Race Activity for a touch of holiday flair.

\$12-18 per guest, plus an additional off-site fee.

Prices vary depending on group size. Call for additional information.