

# *Racing Forward:* **Stewarding Tradition**

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Tuesday, February 10, 2026







KENTUCKY DERBY

# Derby Week

A Tradition. A Community.



CELEBRITY GALAS



FASHION SHOWS



Opening Night

Saturday

ENTERTAINMENT & NIGHT RACING UNDER THE LIGHTS



DAWN at the DOWNS

Friday - Wednesday

WATCH TOP CONTENDERS TRAIN FOR THE BIG RACES



502'S DAY

Tuesday

APPRECIATE & HONOR THE BEST OF LOUISVILLE



HORSE TOURS



CONCERT PERFORMANCES



Winsday

Wednesday

CELEBRATE THE THOROUGHBRED INDUSTRY



THURSDAY

Thursday

ENJOY KENTUCKY HERITAGE, BOURBON & BLUEGRASS



KENTUCKY OAKS

Friday

PREMIERE RACE FOR FILLIES, FASHION AND FUNDRAISING



CULINARY EVENTS



INDUSTRY PARTIES



KENTUCKY DERBY

Saturday

THE MOST PRESTIGIOUS EVENT IN RACING



KENTUCKY DERBY



# Iconic Asset

One of a kind & irreplaceable asset

- Longest continually held annual sporting event in the U.S.
- Most prestigious event in racing surrounded by a week-long celebration of fashion, entertainment and horse racing
- Setting all-time record-breaking viewership and social media impressions



KENTUCKY DERBY

# KENTUCKY DERBY

A cultural and sporting institution with unmatched reach

374,000  
Derby Week Fans



Record-Breaking  
Attendance

\$474 Million  
Wagering



Record Derby  
Week Wagering

21.8 Million Peak  
Viewership



Highest Number Since  
1989

381 Million Social Media Impressions  
3.5 Billion Earned Media Impressions



Culturally Relevant



### BROADCAST RIGHTS

- Growing cultural relevance
- Moving Kentucky Oaks to primetime
- Reaching new audiences



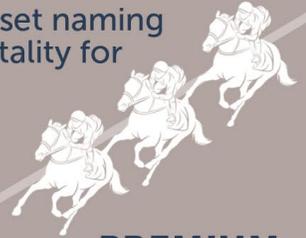
### WAGERING

- Best racing content attracting top horses with optimized field sizes
- High quality purses
- B2B partnership growth



### SPONSORSHIP & LICENSING

- Attracting new interest with expanded global reach
- Optimizing asset naming rights & hospitality for sponsors



### STRATEGIC CAPITAL INVESTMENT

- Creating new, unique premium experiences
- Selective renovations and expansions



# KENTUCKY U DERBY

### PREMIUM ENTERTAINMENT EXPERIENCES

- Differentiating and segmenting experiences and pricing
- Expanding Derby Week



STARTING GATE

## Growing a Premier International Sporting & Entertainment Experience

FINISH LINE



# Creating

## Premium Entertainment Experiences

- Design and curate prestigious high-demand spaces and luxury entertainment experiences that command top-tier pricing
- Attract corporations for premium and suite experiences to drive business synergies
- Strategically invest capital to create new bespoke seating experiences and renovate existing spaces to offer guests exclusive experiences each year



# Premium Tickets

## Largest Contributor to Revenue

- Demand for premium tickets, including suites, continues to exceed supply
- Differentiating and segmenting ticket pricing to attract a wide customer base
- Personal seat licenses, suite contracts and other agreements offer reserved seats under contracts with staggered 3-7 year expirations





KENTUCKY DERBY

# Building Relationships

With sponsors targeting luxury, lifestyle and technology

- Partners include Woodford Reserve, SAP, Longines, Ford, Accenture, FanDuel, Sports Illustrated and White Claw
- Woodford Reserve is the presenting sponsor of the Kentucky Derby
- Longines is the presenting sponsor of the Kentucky Oaks



accenture

Ford

LONGINES

SAP

Sports Illustrated

WOODFORD RESERVE



# KENTUCKY OAKS

Primetime ready and growing fast

- **Expanded Visibility:** Projected to increase viewership by over 1 million compared to viewership average of 300,000 on USA Network last year
- **Wagering Opportunities:** Expected to drive increased wagering through greater visibility, awareness and accessibility
- **Stronger Lead-In:** Positioned to build momentum and drive audience excitement heading into Derby Saturday





KENTUCKY DERBY

