

Racing for Success: **The Greatest Two Minutes in Sports**

Bill Carstanjen
CEO of Churchill Downs Incorporated



Wednesday, 11 February 2026





KENTUCKY DERBY

The Celebration

Leading up to the Kentucky Derby



KENTUCKY DERBY MUSEUM

An all-day party to kick off the countdown to the Run for the Roses



THUNDER OVER LOUISVILLE

The largest annual fireworks display in North America



TASTE OF DERBY

Annual culinary celebration inspired by the cities that shape the Road to the Kentucky Derby



KENTUCKY DERBY FESTIVAL MARATHON

A Boston Marathon qualifying race which runs through Churchill Downs



GREAT BALLOON RACE

A beloved family tradition where color fills the Louisville sky to signal that Derby is near



PEGASUS PARADE

A family-friendly parade through Downtown Louisville featuring marching bands & floats

ECONOMIC IMPACT TO LOUISVILLE ... OVER \$400 MILLION



KENTUCKY DERBY

By the Numbers

- 21.8 million peak viewership, largest ever NBC peak audience for the Kentucky Derby
- NBC's most watched Saturday program since the NFL Divisional Playoffs in January 2024
- Over 381 million social media impressions across Facebook, X (Twitter), Instagram, TikTok, YouTube, LinkedIn and Pinterest
- ~374,000 attendees during Derby Week, equivalent of ~5 Super Bowls
- *Race For The Crown* debuted as a Top 10 Netflix series

Record-Breaking Derby Week All Sources Wagering

- Kentucky Derby Week of ~\$474 million
- Kentucky Derby Day Program of ~\$349 million
- Kentucky Derby Race of ~\$234 million



Comparable Viewership	2025 Date	Network	Average Viewers
151 st Kentucky Derby	May 3rd	NBC	17.7 M
NBA Finals, Game 7	June 22nd	ABC	16.4 M
Masters Final Round	Apr 13 th	CBS	12.7 M
Indy 500	May 25 th	Fox	7.1 M
Daytona 500	Feb 16 th	Fox	6.8 M
F1 Miami Grand Prix	May 4 th	ABC	2.2 M



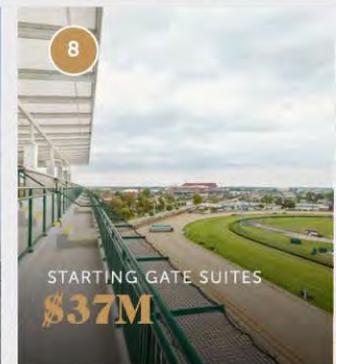
Infrastructure Investments





Infrastructure Investments

A Track Built on Heritage, Modernizing for the Future





KENTUCKY DERBY

Celebrities & Icons



The Mansion



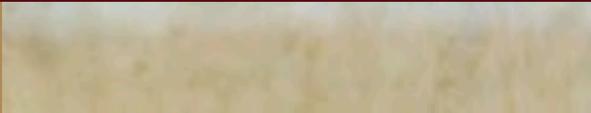
Lifestyle Lovers



The Infielders



The One Event that Reaches Every Demographic





KENTUCKY DERBY

Reaching Audiences Around the World



24,000,000 AUDIENCE
ACROSS
170 GLOBAL TERRITORIES

ANNUAL ENGAGED AUDIENCE ACROSS BROADCAST, STREAMING AND ON-SITE ATTENDANCE



KENTUCKY DERBY

Delivering Global Scale Across Multiple Mediums

Derby 151 Social Impressions

381M

TOTAL IMPRESSIONS

78%

ANNUAL INCREASE

Global Creators

100M+

TOTAL SOCIAL IMPRESSIONS FROM ICONS SUCH AS ALIX EARLE, JOSH RICHARDS AND OTHERS

“Race for the Crown”

Top 10

RACE FOR THE CROWN DEBUTED AS A TOP 10 SHOW ON NETFLIX GLOBALLY





KENTUCKY DERBY



** GROWTH HOSPITALITY REGIONS

Derby Guests Travel From Around The World

SOURCE: DERBY EXPERIENCES (QUINT)





KENTUCKY DERBY

The Intersection of Tradition, Sports, Fashion, Entertainment and Thrill



How our fans view the Kentucky Derby

70%
MAJOR CELEB EVENT

80%
LUXURY EVENT

81%
SOCIAL EVENT

73%
FASHION EVENT

72%
MAJOR SPORTS EVENT

SOURCE: IEG





KENTUCKY DERBY

Race for Success



Iconic Asset: Investment in Churchill Downs & The Kentucky Derby



Broadcast Storytelling: Reaching New Audiences – Growing Cultural Relevance



Social Media Impact: Inform, Engage – Touching every Demographic



Sponsorships: Partners that Accentuate our Brand



Wagering: Highest Quality Racing Product



The On Track Experience: Once in a Lifetime Premium Entertainment Experience



KENTUCKY DERBY

