



GREAT THRILLS FOR
THE GREATER GOOD.

151ST DERBY
WEEK


Winsday
WEDNESDAY, APRIL 30

Winsday Info Session

March 28, 2025

Presentation By:



CHURCHILL DOWNS

Introduction

Meet The Winsday Team



Main Contact for Nonprofits

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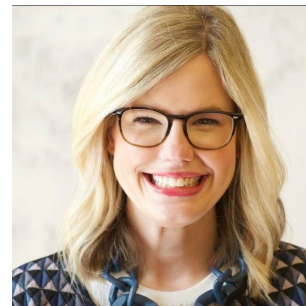
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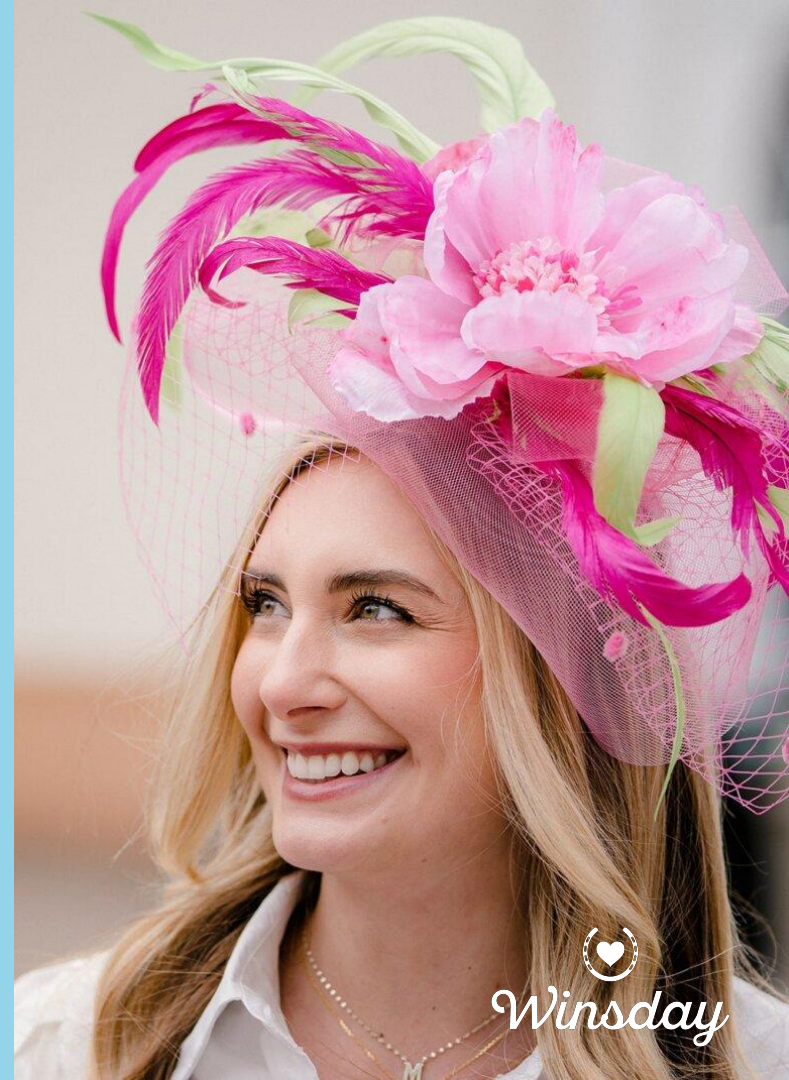


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What is Winsday?

Winsday is a race day during Derby Week devoted to uplifting local nonprofits and encouraging the community to give back.



When and Where is Winsday?




Winsday

Wednesday, April 30, 2025
700 Central Ave, Louisville,
KY 40208

Gates open at 11:30 a.m. and the
first race will be at 12:45 p.m.

How Do Tickets Work?

The more people you drive to purchase **box seat tickets** through your personalized ticketing link, the more donations you will receive AND increase your chances of unlocking special Winsday prizes!



- Each participating organization will receive **two free General Admission tickets** to the racetrack on April 30.
- Receive personalized ticketing link via email.
- The ticketing link will be deactivated on April 29 at 12:45 p.m., 24 hours before the event begins.
- There is no maximum limit on the number of tickets you can sell—the more tickets sold, the more funds raised for your organization!
- **For each box seat sold, your organization will receive \$5.**
 - Box seating prices for Winsday are as follows:
 - 100-level box seating \$32
 - 300 level box seating \$39
 - *Reserved boxes are communal seating with other guests unless purchased in full (all seats).*

What are your responsibilities?

Your primary responsibilities are spreading the word, attending Winsday, and reporting the impact.

The Churchill Downs Racetrack and CFL teams will handle the rest by promoting your ticketing links leading up to Winsday and driving people to donate the day of at the track and through our communication channels.

Spread the Word!

Make sure your ticketing link is available across your communication channels.

Tag @Churchill Downs Racetrack and @cflouisville #Winsday #Derby

Attend!

Enjoy the race day, create live content to share on your social platforms, and drive your networks to donate.

Report!

Track and share the number of dollars, donors, and donations received through your preferred donation platform with CFL by **Friday, May 2 at noon.**


Winsday

How Will We Support You?

Churchill Downs and CFL have created numerous pathways for people to learn about and donate to your important work. Visit cflouisville.org/events/winsday to learn more and access resources.

1

The Churchill Downs team created a Winsday Nonprofit Directory so that people may learn more about each organization and donate through your preferred donation platform.

Grab the URL link and download the QR code at cflouisville.org/events/winsday/



2

Templates for social media are available for you to customize and share as needed.

Both partners will drive your organization's brand through our communication and media channels leading up to and during Winsday.

Examples include: CFL-hosted Winsday table day of where attendees can learn more and donate, press release, media interviews, nonprofit directory, social media, email, etc.

3

Participating nonprofits will have the chance to engage in additional fundraising beyond ticket sales and earn special cash prizes during Winsday.

All prize funds will be distributed via check by Churchill Downs, Incorporated within a month following Winsday.

Winsday Prizes

[Click here to view the monetary breakdown](#)

Charity Post Draw

Just like the Derby Post Draw, but with a twist—your nonprofit earns money! Churchill Downs will randomly select 20 nonprofits from the 50 registered organizations to be paired with one of the 20 Derby horses.

Second Chance Drawings

Another opportunity for your nonprofit to secure additional funds! Organizations not selected for the Charity Post Draw will have the chance to be chosen for extra financial support.

Supporter Drawings

Organizations that did not win a Charity Post Draw or Second Chance prize will be eligible for a Supporter Prize. For every ticket purchased through nonprofits' ticketing links, Churchill Downs will randomly select guests to win an opportunity to direct an additional \$2,000 donation to the participating nonprofit of their choice. This is yet another fantastic way to increase financial support for your favorite local organizations!

Charity
Post
Draw

Second
Chance
Drawings

Supporter
Drawings


Winsday

Questions?