



Information will continue to be added to this document as needed leading up to Winsday.

Winsday Participation Overview

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.

Ticketing Info -

- Each participating organization will receive two free General Admission tickets to the racetrack on April 30.
 - To access your free tickets, the primary registrant's email will need to download the Churchill Downs app and can view their tickets.
 - If you do not see your tickets in the app, please email Alex Pass at alex.pass@kyderby.com
- View all ticketing links and participating organizations at cflouisville.org/events/winsday-tickets/
- 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, sections 111-115: \$32/ticket
 - 300 level box seating, sections 312-325: \$39/ticket
 - *Reserved boxes are communal seating with other guests unless purchased in full (all seats).*

How to Check on Your Ticket Sales -

- To view how your ticket sales are going, the individual listed as the primary contact on the Winsday registration form will be identified as the "group



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leader” and will receive an email invite from Fevo.com to accept access to the sales insights.

- If you don't see the email, please check your spam and junk inboxes before contacting Alex Pass.
- To add anyone to access your ticket sales, please email Alex Pass.

For Issues or Questions About the Tickets –

- Alex Pass
 - Email: alex.pass@kyderby.com
 - Phone: 502-636-4445

[View the 2025 Winsday Nonprofit Directory](#)

Do's and Don'ts for Winsday

DO...

- *Spread the word –*
 - Download and customize social graphics [here](#).
 - Make sure your ticketing link is available across your communication channels leading up to April 30, including but not limited to website, email, and social media.
 - Be a part of the conversation on social media by tagging @Churchill Downs Racetrack and @cflouisville using the hashtags #Winsday #Derby in your posts
 - Get creative with your communications by tying in Derby themes to your brand.
 - Communicate to your supporters that you're participating through email, social, and website, and place flyers up at your organizations where guests can see them.



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- Create a QR code of your unique ticketing link using Canva's free design software for nonprofits. Put that on printed materials around your organization or pass it out at events before April 30.
- Use www.cflouisville.org/events/winsday/ as a reference for text copy and more.
- On April 30, drive people to donate to your organization through your preferred donation platform using the prizes as a motivator.
- *Motivate Your Donors -*
 - By purchasing a box seat through your ticketing link, donors could be randomly drawn to unlock an extra \$2,000 for your organization during Winsday (open to the 30 Organizations not selected for the Charity Post Draw Prize)
 - Supporter Prize Breakdown -
 - 4 Second Chance Drawings of \$2,000
 - 3 Supporter Drawings of \$2,000
- *Attend -*
 - You plus one person get free general admission tickets for April 30. Contact Alex Pass for more information.
 - Create live content at the racetrack for your social media channels and encourage people to donate using your preferred donation platform link.
 - Wear your best Derby attire and incorporate your brand into it to stick out from the crowd.
 - Stop by the Winsday booth to say hi and enjoy your day at the racetrack!
- *Report -*
 - Track and share the number of dollars, donors, and donations received through your preferred donation platform with CFL as soon as possible



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following Winsday. The deadline to submit is **Friday, May 2, at noon.**

DON'T...

- Don't tag the Kentucky Derby Festival or Kentucky Derby Museum in your social posts. They are not connected directly to Winsday.
- Don't bring items/materials to pass out to attendees at the track.
- No quid pro quo. Don't offer tangible goods or services in exchange for people donating to you. Instead, use the prizes as a motivator.
- Don't set up a table. The racetrack has noted that they cannot host 50 tables.
- Don't view this as a competition. We're all trying to help the community with our missions and should support one another's fundraising efforts.

Charity Post Draw Prize Breakdown – 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.

- First Place: \$20,000
- Second Place: \$15,000
- Third Place: \$10,000
- 4th–20th Place: \$2,500
- *All 30 Organizations NOT selected for the Post Draw will receive a \$500 flat donation.*

Second Chance Prize Breakdown – 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.

- 4 Second Chance Drawings of \$2,000

Supporter Prize Breakdown – 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



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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!

- 3 Supporter Drawings of \$2,000

Winsday Info Session – Learn more about prizes, organizations’ roles and responsibilities, and more.

- Download recording
- [View slides](#)

For All Other Questions or Issues Unrelated to the Ticketing Link, Reach Out to the Community Foundation of Louisville:

- 502.585.4649
- Primary Contact: Christina Miller, christinam@cflouisville.org
- Secondary Contact: Aaron Henry, aaronh@cflouisville.org