



*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.*

**[View the 2025 Winsday Nonprofit Directory](#)**

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### **Ticketing Info**

- Each participating organization will receive two free General Admission tickets to the racetrack on April 30.
  - Download the Churchill Downs App or create an account at <https://am.ticketmaster.com/churchill/> using the **primary email address** you registered with.
  - Once logged in, click on the ticket icon in the bottom right corner to view and transfer your tickets.
  - [Learn additional information via the track's helpful PDF.](#)
- View all group ticketing links and participating organizations at [cflouisville.org/events/winsday-tickets/](http://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



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- *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 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.
- [View FEVO Ticketing Best Practices](#)

### **For Issues or Questions About the Tickets –**

- Alex Pass
    - Email: [alex.pass@kyderby.com](mailto:alex.pass@kyderby.com)
    - Phone: 502-636-4445
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## **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



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- 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 organization where guests can see them.
- 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/](http://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 - 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 on the 2nd floor of the Paddock Terrace** to say hi and enjoy your day at the racetrack!



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- **Report –**
  - Track and share the number of dollars, donors, and donations received through your preferred donation platform with CFL as soon as possible 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.
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## **Day of FAQs:**

### **On April 30, will we have access to the 100 and 300-level seating areas to engage with attendees?**

Yes, you'll have access to the 100 and 300-level seating areas to say hello and engage with attendees throughout the day. No special wristbands are needed for that.

### **What is the itinerary for Winsday, April 30?\***

- Gates Open 11:30 a.m. | First Race 12:45 p.m. | Last Race 5:25 p.m.
- **1:30 p.m. – Group Photo / Paddock Terrace on the 2nd Floor**
- 1:53–1:56 p.m. (1st–11th place) – Charity Post Draw, Paddock Terrace on the 2nd Floor



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- 2:09-2:12 p.m. (12th-20th place) – Charity Post Draw, Paddock Terrace on the 2nd Floor
  - Second Chance and Supporter Drawings – Will happen after the Post Draw but before the last race.

*\*Itinerary is subject to change. If there are changes, we will communicate with you.*

### **Where do I park?**

- Parking is at the Kentucky Exposition Center, which is included with your ticket. Please present your ticket upon entry. This includes FREE shuttle service to and from Churchill Downs with drop-off and pick-up in the Black Lot outside of the Paddock Gate.
- Shuttles will begin running at 10:30 am on Wednesday and will drop guests off in the Black lot.
- There will be ADA-accessible shuttles available. Please note: Churchill Downs is not able to provide wheelchair assistance once a guest is dropped off at Churchill Downs.
- There is no offsite taxi or rideshare pick-up and drop-off on this day. All taxi or rideshare pick-up and drop-off will happen onsite at Kentucky Derby Drive between Queen and Thornberry.
- There is no parking at L&N Federal Credit Union Stadium on this day.

*Pro tip: Make sure to account for parking and waiting for the shuttle in your arrival time.*

### **What is the dress code?**

- Winsday is all about Bold Patterns!
- Do's: Jackets and blazers optional. Vests, shirts with collars, sweaters, dresses, pantsuits, dress jeans, dress shorts and slacks are appropriate.



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- Don'ts: Cargo shorts, t-shirts, crop or midriff tops, athletic wear, swim wear, frayed or torn denim or shorts, and tennis shoes are considered inappropriate attire.

### **When will we receive our funds raised from ticket sales and prizes?**

You'll receive your dollars raised via check in the mail from Churchill Downs at the address listed on your registration form. If your address has changed, please notify Christina Miller (me) immediately so we can update it. If you have not provided the Churchill Downs team with your W9, please provide it as quickly as possible.

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## **Prize Breakdown**

**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

**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



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purchased through nonprofits' ticketing links, Churchill Downs will randomly select guests to win an opportunity to direct an additional \$2,000 donation to the nonprofit associated with their ticket purchase. This is yet another fantastic way to increase financial support for your favorite local organizations!

- 3 Supporter Drawings of \$2,000

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## **Winsday Info Session**

Learn more about prizes, organizations' roles and responsibilities, and more.

- [Download recording](#)
- [View slides](#)

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## **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](mailto:christinam@cflouisville.org)
- Secondary Contact: Aaron Henry, [aaronh@cflouisville.org](mailto:aaronh@cflouisville.org)