



Frequently Asked Questions

What is Winsday?

“Winsday” presented by Resolute Racing, is the Wednesday of Kentucky Derby Week at Churchill Downs Racetrack. It is in partnership with the Community Foundation of Louisville that uplifts local nonprofits by providing fundraising opportunities, brand visibility, and cash prizes. Fifty nonprofits are randomly selected each year to participate.

When is Winsday?

Wednesday, April 29, 2026. Gates open at 11:30 a.m., first race at 12:45 p.m.
[View more event information.](#)

Who can register?

- Only IRS-approved 501(c)(3) public charities located in Jefferson, Oldham, Shelby, Spencer, and Bullitt counties (KY), or Clark, Floyd, and Harrison counties (IN) may participate.
- Organizations headquartered outside these counties may be eligible if they conduct significant work in the eight-county area; additional documentation may be required.
- Schools and churches with valid IRS documentation or a federal EIN are eligible.
- Programs or projects with a fiscal sponsor must register under their 501(c)(3) sponsor, provide the sponsor's EIN, and proof of sponsorship.
- 509(a)(3) supporting organizations must state their designation (Type I, II, or III) and may need to provide extra documentation.
- Private non-operating foundations are not eligible.

Frequently Asked Questions

Who can register? (Cont.)

- Only nonprofits that did not participate in Winsday the previous year (2025) may register ([View last year's nonprofit participants](#)).
- Must have the capacity to fundraise by selling tickets and driving people to donate directly to their organizations.

Is there a cost to participate?

No, participation is free.

How do I register my nonprofit?

Registration opens Wednesday, January 7, and closes January 21, 2026, at 12:00 p.m. ET. Those interested may submit a registration form before the deadline. Fifty nonprofits will be randomly selected via lottery and split into two size groups:

1. Tier 1 will consist of 25 nonprofits with annual revenues of less than \$250k.
2. Tier 2 will consist of 25 nonprofits with annual revenues of more than \$250k.

Can previous participants register again?

Nonprofits that participated in 2025 are not eligible for 2026, but can reapply in 2027.



Frequently Asked Questions

How is my organization recognized?

Your organization's logo, description, and donation link will be featured on the Winsday webpage until the following year, when the new participants are randomly selected. The Community Foundation of Louisville and Churchill Downs' cross-marketing campaign will drive ticket purchases and raise awareness of the participating organizations leading up to the event. The best part? You'll gain visibility during a global sporting event with logo recognition at the track during Winsday.

How does ticket fundraising work?

- Each nonprofit receives two free General Admission tickets and a unique ticketing link.
- For every box seat ticket sold through your nonprofit's unique link, your organization will receive a \$5 donation. The more tickets you sell, the more money you raise, and the more supporters you bring out on the event day.
 - Individual box seats on the 100 level are \$39, and 300 level box seats are \$45. Reserved boxes are communal seating with other guests unless purchased in full. Ticketing links deactivate 24 hours before the event.

How can I track my ticket sales?

The primary contact listed in your registration form will receive an email from Fevo.com to access sales insights.



Frequently Asked Questions

How will my organization receive the money donated from ticket sales and any cash prizes earned?

Funds are mailed as checks from Churchill Downs, Inc. to the address on your registration one month following the event day.

[Notify us immediately](#) if your address changes.

Got Questions? We're Here to Help!



Christina Miller

Director, Marketing & Communications

502.585.4949

comms@cflouisville.org