



Kentucky Derby Festival New Event Application **Process and Criteria**

It is the mission of the Kentucky Derby Festival, Inc. to provide creative and unique entertainment and community service for the people of Greater Louisville that directly contributes to the aesthetic, cultural, educational, charitable, and economic development of the area.

Through the Derby Equity & Community Initiative (DECI) launched in 2021, the Kentucky Derby Festival, in partnership with Churchill Downs, Humana, and Park Community Credit Union, will work to support, restore, and create Derby traditions that invite diverse participation through economically impactful programs with a focus on educational elements and multi-generational programming.

Recognizing that there are organizations that have already been working toward this shared goal, the Initiative strives to promote existing and new events, and help create a process for sustainability and growth by way of funding, event management assistance, and/or marketing support through the Kentucky Derby Festival.

DECI asks the community to help identify existing Derby events or traditions, as well as new events that are centered in cultural diversity and broad accessibility and submit that information for consideration for future inclusion in the Derby festivities. The events submitted through this online application by November 1 will be reviewed by the Kentucky Derby Festival's New Events and Review Committee.

The New Events and Review Committee is a long-standing committee established by the Festival to review all new Event proposals (considered "Partner Events"), as well as review the Partner Events that exist in the current Kentucky Derby Festival Official Schedule of Events. (The Kentucky Derby Festival defines a Partner Event as any event that is produced by or in conjunction with external producers/partners.)

Below are the policies and procedures established to ensure that the Festival carries through the above stated mission.

I. The Events and Review Committee

The New Events and Review Committee is a working committee appointed by the Kentucky Derby Festival Chair of the Board of Directors. This Committee reviews all new Partner Event Proposals as well as Partner Events currently existing on the Kentucky Derby Festival Official Schedule of Events. The

New Events and Review Committee makes recommendations to the Festival's Staff and Board of Directors for event(s) to be added to the Festival's Official Schedule of Events.

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II. New Partner Event Proposals

A producing group that wishes to add a Partner Event to the Derby Festival Official Schedule of Events must complete the Partner Event Proposal process which consists of the following steps:

1. An agent or agents of the producing group should complete the Event Application which can be found on the Festival's website at KDF.org.
2. The Event Application must be submitted no later than the 1st day of November to be eligible for review for the next Festival. Any Event Application submitted after that date may be denied.
3. All event proposals received by the deadline will be reviewed by the New Events and Review Committee.
4. Any group submitting a proposal will be notified by the New Events and Review Committee that the proposal has either been declined or accepted for inclusion.

III. Criteria

The Kentucky Derby Festival has designated the following qualifications to facilitate the review process.

1. As stated above, all Event Proposal Applications to be considered for inclusion in the Kentucky Derby Festival schedule of events must be submitted no later than the preceding November 1st of each year.
2. The New Events and Review Committee will not accept any new Partner Event proposal that could in any way be confused with a like event that currently exists on the Festival's Official Schedule of Events.
3. The New Events and Review Committee has the discretion to not accept any proposed event that has not been produced, in some format, for at least one year prior to applying to be a part of the Kentucky Derby Festival.
4. Any Event proposal that is accepted to the Kentucky Derby Festival Official Schedule of Events will be required to sign a legal and binding contract.
5. All Partner Events (new or existing) on the Kentucky Derby Festival's Official Schedule of Events must pay an annual fee. There is a tiered pricing structure which also includes co-branded pins:
 - \$3,000 level (includes 500 co-branded pins)
 - \$4,000 level (includes 700 co-branded pins)
 - \$5,000 level (includes 900 co-branded pins)

This fee also covers the Event's incorporation into the Festival's Official Schedule, the Festival's website, and an event banner, as well as other promotion as part of being an Official Event of the Kentucky Derby Festival. *If a Partner Event is not able to pay the fee, they may apply for assistance through a grant with the Kentucky Derby Festival's Foundation.*