

2010 KENTUCKY DERBY FESTIVAL CREDENTIALING POLICY & ACCESS GUIDELINES

Kentucky Derby Festival Media Credentials and Passes allow easy access for media to cover most official Derby Festival events. Credentials are available for **WORKING MEDIA ONLY** and can be requested online at <http://www.kdf.org/media.html>. *DEADLINE TO APPLY is Wednesday, March 31, 2010.* Working press will receive credentials beginning April 7.

KDF provides credentials and passes to members of working media, defined as those who are full-time paid employees or representatives of known and established media organizations, including newspapers, magazines, wire services, television stations, radio stations and websites.

KDF passes and credentials are non-transferrable and may not be duplicated or reproduced in any manner. Media may be asked to present photo identification to verify the validity of a pass or credential. Derby Festival reserves the right to revoke passes or credentials at any time. Derby Festival credentials should be worn at all times while on site at Derby Festival events.

Freelance journalists, photojournalists and videographers may receive media passes and/or credentials only if on specific assignment from a known and established media organization. In these instances, credential requests must be submitted by the assigning media outlet.

Filming or photographing of Derby Festival events for private sale or commercial distribution requires prior written approval from Kentucky Derby Festival, Inc.

SPECIAL NOTE

Derby Festival credentials DO NOT provide access to Churchill Downs. Kentucky Derby Festival, Inc. is a separate entity from the Kentucky Derby and Churchill Downs, Inc. To request Churchill Downs press credentials, contact the Churchill Downs Press Office, (502) 636-4460.

MEDIA ACCESS GUIDELINES

The following events require special media accommodations or restrictions:

Derby Festival Basketball Classic ®. Friday, April 9 and Saturday, April 10. Press Table or floor access for either night requires both a General Derby Festival Media Badge and a Basketball Press Pass. Requests need to be made in advance. (TV and Radio broadcast restrictions apply.)

Derby Festival They're Off! ® Luncheon, Friday, April 16. General Derby Festival Media Badges allow access to the VIP Reception in the Galt House East. Special arrangements are made for photos and interviews with the Guest Speaker and are announced prior to the event. You may cover the luncheon, on a standing room only basis, after 11:30 AM in the Grand Ballroom.

Derby Festival Opening Ceremonies: Thunder Over Louisville, Saturday, April 17. General Derby Festival Media badges permit access to event areas along the Downtown Riverfront, Belvedere, Indiana shorelines and VIP areas. WEBSITE: www.thunderoverlouisville.org. Credentials do NOT allow:

- The right to offer **live broadcast coverage** of Thunder. The permitted event venue extends from Main Street to the Ohio River, between Campbell and 10th Streets.

- Ability to set up in **RESTRICTED AREAS** for any purpose. **RESTRICTED AREAS** include: the Second Street Bridge, all fireworks barges, the Command Center, and the Belvedere TV area.
- Photographing from on top of buildings. This requires permission from the individual property owners.
- Parking and access for media vehicles. This is extremely limited within the event venue. Contact the Derby Festival Press Office for more information.

U.S. Bank Great Balloon Race®, Friday April 23 & Saturday, April 24. Special credentials are needed for working media to ride in competing Hot Air Balloons. Requests should be made in advance with the Derby Festival Press Office. Space is limited. You will be notified by mail or email if a ride is assigned.

Derby Festival Marathon/miniMarathon. Saturday, April 24. Special credentials are required to be on the route and at the start and finish lines of the event. Requests should be made in advance with the Derby Festival Press Office. Space will be limited. WEBSITE: www.derbyfestivalmarathon.com.

Great Steamboat Race®. Wednesday, April 28. Special credentials are required for media to ride the Belle of Louisville or Belle of Cincinnati. Requests should be made in advance with the Derby Festival Press Office. Space is extremely limited. You will be notified by mail or email if a ride is assigned. **All tickets and credentials can be picked up on the Wharf on Race Day.**

Celebrity Luncheon. Thursday, April 29. This event, held at Churchill Downs, **requires both a General Derby Festival media badge and a Churchill Downs press pass**. To request Churchill Downs press credentials, contact the Churchill Downs Press Office, (502) 636-4460.

Republic Bank Pegasus Parade®. Thursday, April 29. General Derby Festival media badges allow parade route access to facilitate coverage. **Credentials do NOT allow:**

- The right to offer **live broadcast coverage** of the Parade. The Parade route extends for 1.7 miles along Broadway, from Campbell to 9th Streets.
- Ability to set up in the street for any purpose (e.g., setting up a tripod on Broadway), or entry into the "TV Zone" on between Preston to Floyd Streets.
- Photographing from on top of buildings along Broadway. This requires permission from the Louisville Division of Police.
- Access to the VIP Room for celebrity interviews on Parade Day. Arrangements must be made with press office in advance.

BROADCAST GUIDELINES

Due to existing contractual agreements, there are restrictions on live broadcasts of some Festival events. No independent live broadcast of the events listed below, ***other than for news coverage purposes***, is authorized or permitted. These include:

- Derby Festival Opening Ceremonies: Thunder Over Louisville. Exclusive TV rights – WAVE 3 TV (NBC Affiliate). Exclusive radio rights – Lite 106.9 WVEZ (Cox Radio).
- Derby Festival Basketball Classic. Exclusive TV and online streaming rights – WazooSports.com. Exclusive radio rights – 99.7 DJX FM, B96.5 FM (Main Line Broadcasting).
- Republic Bank Derby Festival Pegasus Parade. Exclusive TV rights – WAVE 3 TV (NBC Affiliate).

- U.S. Bank Derby Festival Great Balloon Glow. Exclusive TV rights.
- Stock Yards Bank Derby Festival Great Bed Races®. Exclusive TV rights – WAVE 3 TV (NBC Affiliate).