

Happy Holidays from the Kentucky Derby Festival!

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for the Kentucky Derby Festival
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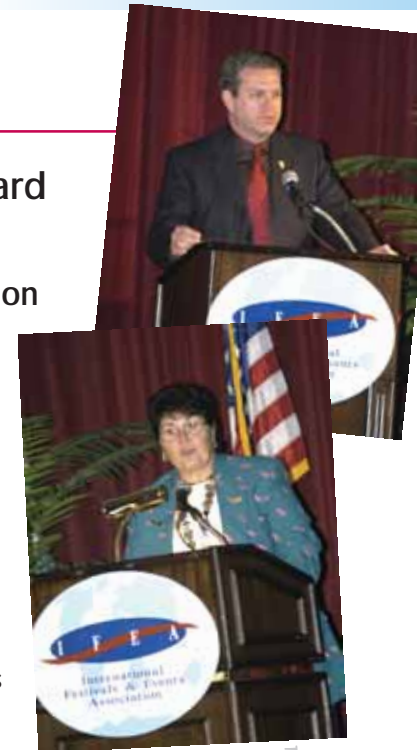
Three-Peat!

Derby Festival captures coveted Grand Pinnacle Award for third consecutive year

Community support huge factor in this international recognition



For an unprecedented third year in a row, the Kentucky Derby Festival received the Grand Pinnacle Award – the event industry’s highest honor – at the 2004 International Festivals and Events Association Annual Convention & Expo in Boston in November. The Grand Pinnacle is a recognition of the best overall theme and image campaign among IFEA’s membership and uses event participation, attendance and volunteer support as other measures of a festival’s success. It was based on the 2004 poster design of artist Joe Weber and implemented throughout the entire campaign by OTT Communications. Festival fans, participants, sponsors and volunteers also played a major role in this achievement. The Derby Festival also claimed eight Gold, three Silver and eight Bronze Pinnacle Awards.



Photography by Joe Marcus/Marcus Photography

Also at the awards luncheon on Nov. 10, Bridget Sherrill was formally inducted into the IFEA/Miller Brewing Company Hall of Fame. Bridget, KDF Vice President of Merchandising, has worked at the Derby Festival for 32 years and was cited for the success of the Festival’s Pegasus Pin Program, Official Poster Series and Merchandising Program. Bridget was one of just three Hall of Fame inductees in 2004, joining the late Dan Mangeot and Jack Guthrie in the prestigious membership. Derby Festival President and CEO Mike Berry served as IFEA’s 2004 Chairman and will now serve as Immediate-Past Chair for 2005. Congratulations to Bridget, Mike and everyone whose contributions helped the Derby Festival to be recognized as “the best of the best!”

See back page for a complete list of awards, sponsors and collaborators.

Worth the Wait – Poster Artist Reunion Set for January 27

It took Michelangelo four years to complete his painting of the Sistine Chapel. If you think that’s a long time, consider that Louisville has been waiting 25 years for a reunion of its Official Poster Artists. The wait is nearly over – all 21 of the Festival’s past Poster Artists have been invited to attend the 2005 Poster Premiere on January 27 at the Kentucky International Convention Center. In conjunction with the 25th anniversary of the Poster Series, the artists will be on hand to sign copies of their Official Posters and mingle with the crowd. The event will also feature the unveiling of the 2005 Official Poster, created by Sonny Whittle, who will celebrate his selection as Poster Artist for a record third time. Join us as we salute a quarter-century of original artwork that has been showcased for years in businesses and private homes all over the community. Sponsored by Midwestern Insurance Alliance, advance tickets are \$15 and \$20 at the door. (More info in Coming Attractions).

Sonny Whittle’s 1985 Poster was the first of three he has created.



Member Over Louisville
KDF in Marathon
Bodiam in the Streets
Chow Wagon
KDF Marathon
Pegasus
Ben C. A. A.

Radko Ornament Salutes Festival's 50th



Time is running out to order your commemorative holiday ornament, created by acclaimed designer Christopher Radko in honor of the Derby Festival's 50th Celebration in 2005. The collectible ornament, named "Golden Pegasus," is mouth-blown in tempered glass, lined with sterling silver and hand-painted by artisans in Radko's European workshops. The time-honored technique requires seven days to make a single ornament. The white Pegasus, sprinkled with glitter, has a gold mane and tail, and its neck is wrapped in a wreath of roses. The Festival's 50th logo is also imprinted in gold on the ornament. Radko's brilliantly colored ornaments and holiday decorations adorn millions of homes, including



those of celebrities such as Elton John, Oprah Winfrey, Robert Redford, Kim Basinger, Elizabeth Taylor and John Travolta.

"Golden Pegasus" may be purchased at Dolfinger's on Shelbyville Road, The Louisville Store at Fourth Street Live! and online at the Festival's website at www.kdf.org. Each ornament retails for \$50. Get yours in time for the holiday season – supplies are limited! There is also a wide variety of KDF Official Merchandise available for purchase online. Get your loved ones in the spirit of the season by giving them wearable and collectible Derby Festival merchandise.

Festival on the Field

The Derby Festival was represented in grand style at halftime of the University of Louisville's nationally televised football game on Nov. 10 at Papa John's Cardinal Stadium. The halftime show, which was a tribute to the Kentucky Derby, featured approximately 300 Derby Festival volunteers and a performance by the Festival Jefferson County All-Star Marching Band. "Absolutely Pegasus", the Macy's-style character balloon that leads the annual Republic Bank Pegasus Parade down Broadway, floated onto the field during the show, escorted by dozens of Republic Bank employees from around the state. Pegasus even bowed her wings to the crowd as the band played "My Old Kentucky Home". Thanks to everyone who participated in the show and for showcasing the Derby Festival to such a large and appreciative audience.



Festival's Diversity Efforts Recognized by GLCVB

Stacey Robinson, KDF Sr. Vice President of Administration, last month received the Unity Award at the annual meeting of the Greater Louisville Convention & Visitors Bureau. The award recognizes outstanding achievement in the promotion of diversity in the hospitality industry. The colorful award was created by renowned sculptor Ed Hamilton. Stacey has been instrumental in identifying and recruiting minority and female-owned businesses for the Festival staff to utilize their services. The Derby Festival has a longstanding commitment to diversity and Stacey's efforts have helped KDF continue its goal of community service and cultural development. Congratulations, Stacey!

Robinson accepts the Unity Award from GLCVB's Sue Carls



A luncheon to honor the Derby Festival's founding sponsors from 1956 was held Nov. 19 at the Jefferson Club. Each of the companies that are still in operation received a framed copy of the original \$640 budget and a copy of the 50th Celebration commemorative book.





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For the second year in a row, the Derby Festival, Louisville Harley Davidson and FOX 41 WDRB are teaming up with new sponsor Jack Daniel's to raffle a customized Harley Davidson motorcycle to help raise funds for Thunder Over Louisville. The FXD Dyna Super Glide bike will be on display at the Harley Davidson dealership at 1700 Arthur Street. Raffle tickets, which cost \$10, are available at Louisville Harley Davidson, the Derby Festival Office and WDRB TV.



Volunteer Spotlight: Jeanine Triplett

Longtime Derby Festival Board Member and volunteer Jeanine Triplett recently received a "Ladies of Leadership" Award from the Kentucky Chapter of the Crohn's & Colitis Foundation of America. Jeanine was one of six local women honored for their community involvement and heightening awareness of Crohn's and Colitis. While not volunteering for the Derby Festival, Jeanine works full-time as director of development and communications for Mercy Academy. She also serves on the advisory board of the Younger Women's Club of Louisville, of which she was President from 2002 to 2004.

Jeanine became involved with the Derby Festival about 10 years ago after joining the "Thorobreds" (a KDF membership program). Her first assignment was selling Pegasus Pins at various venues. "Jeanine has been a very valuable volunteer," said Bridget Sherrill. "She has coordinated the pin volunteer program for several years and has spearheaded the effort to get the parents of Mercy students involved selling pins for us. With Jeanine's help, the Pin Program has seen a lot of growth in the past few years."

Said Jeanine: "Volunteering for the Derby Festival has been a great experience. I learned a lot about the community and made a lot of close friends. I've gained a real appreciation for how important the Derby Festival is to the city. I hope to stay involved for another 10 years – if not longer."



Great Holiday Gift!
"50 Years of Fun" a commemorative book celebrating a half-century of Derby Festivals is on sale now at area bookstores, Kroger, Meijer, A Taste of Kentucky and online at www.kdf.org.

KENTUCKY DERBY FESTIVAL

2004 Pinnacle Awards

Coming Attractions

GOLD

BEST OVERALL MERCHANDISING PROGRAM. Derby Festival Merchandising Staff. Based on the artwork of 2004 KDF artist **Joe Weber**.

BEST SPONSOR SOLICITATION VIDEO. CD Rom by **OTT Communications**.

BEST FULL-LENGTH TV PROGRAM (National). Thunder Over Louisville produced by **WAVE TV** for the Armed Forces Network.

BEST SPONSOR SOLICITATION PACKAGE. Tailored CD Rom kit for Caesars Indiana.

BEST SINGLE NEW SPONSORSHIP PROGRAM. "LEO Lounge" at the Chow Wagon. Created by **LEO Weekly**.

BEST OVERALL SPONSORSHIP PROGRAM. **Meijer** for the Meijer Derby Festival miniMarathon/Marathon, merchandising programs and Pegasus Pin partnership.

MOST CREATIVE/EFFECTIVE NEWS STUNT. "Boat Captains' Prank" – for the Great Steamboat Race created by Captains **Kevin Mullen & Alan Bernstein**.

BEST MISCELLANEOUS CLOTHING. "Gus the Pegasus" coloring shirt. Derby Festival Merchandising Department. "Gus" designed by **OTT Communications**.



2004 Poster by Joe Weber

SILVER

BEST FOLLOW-UP REPORT. Thunder Over Louisville. Derby Festival Marketing Department.

BEST NEW FUND-RAISING PROGRAM. Harley Davidson motorcycle raffle. Sponsored by **WDRB TV, Maker's Mark and Louisville Harley Davidson**.

BEST OTHER MERCHANDISE. "Webertini" souvenir martini glass. Art by **Joe Weber**.

BRONZE

BEST EVENT PROGRAM. They're Off! Luncheon. Produced by **Derby City Lithographing**.

BEST COMMEMORATIVE POSTER. 2004 poster by **Joe Weber** – sepia tone.

BEST VOLUNTEER PROGRAM. Clown Class. Created and coordinated by volunteers **Judy Barcus and Martha Reesor** for the Republic Bank Pegasus Parade.

BEST EDUCATIONAL PROGRAM. "Call Before You Dig" school program created by **Kentucky Underground Protection Inc**, an entrant in the U.S. Bank Great Balloon Race.

BEST NEW EVENT. Thunder INTO Louisville. **WDRB's** Thunder Poker Run.

BEST MEDIA RELATIONS CAMPAIGN. "Thunderstruck." Derby Festival Communications Department.

BEST T-SHIRT DESIGN. Design by **Joe Weber**.

BEST SINGLE MAGAZINE DISPLAY AD. "Work? It's Derby Week!" by **OTT Communications** for the Derby Festival Chow Wagon sponsored by CarMax.

Tuesday, Jan. 4: Derby Festival Princess Selection Announcement.

The five young women who will serve as the 2005 KDF Royal Court will be introduced.

Monday, Jan. 10: Jewish Hospital Derby Festival Healthy Lifestyles Training Program.

Sponsored by Jewish Hospital's Frazier Rehab Institute Sports Medicine. The Training Program offers weekly runs with a group, advice and training tips for both novice and veterans runners readying for the Meijer Derby Festival miniMarathon or Marathon. For more information, log on to www.derbyfestivalmarathon.com.

Thursday, Jan. 27: 25th Annual Derby Festival Poster Premiere & Artist Reunion.

5:30 p.m. at Kentucky International Convention Center. Unveiling of 2005 Official Poster by Sonny Whittle, along with appearances by several of the previous Poster Artists. Advance tickets cost \$15 and are \$20 at the door. Sponsored by Midwestern Insurance Alliance, with contributing sponsors Oldies 103 WRKA, Centerplate, The Johnson Group-Cardinal Printing and Greater Louisville Inc.



Bringing the Community Together Since 1956.

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Michael E. Berry, President & CEO**

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