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Derby Festival Captures Fourth Consecutive Grand Pinnacle Award at IFEA Convention!

2006 KDF Chair Rip Hatfield and several members of the Festival staff recently attended the event industry's annual conference in San Antonio, TX. While there, some staff members attended educational sessions while others shared their industry experience with some of the 1400 delegates from sister festivals around the world. The Derby Festival won the Grand Pinnacle Award for the fourth consecutive year at the International Festivals and Events Association's 50th Annual Convention. In addition to the Grand Pinnacle - the special events industry's highest honor - KDF won 24 Pinnacle Awards: 9 Gold, 9 Silver and 6 Bronze. Said Hatfield, "It was an honor to represent an organization that is held in such high esteem by its peers. I also understand why our staff and board are so proud of our community. It is truly the support of sponsors, volunteers and spectators that makes the Derby Festival such an exciting and successful event."



See next page for complete awards listing

New Race Charity Module A Hit

The Meijer miniMarathon/Marathon's new online charity module helped runners raise more than \$31,000 for worthwhile causes in 2005. The module allowed race participants to more easily navigate the process of designating a particular charity for fund-raising. Runners were able to set a fund-raising goal online, as well as email potential donors, keep track of donations and send "thank-you" responses. Seven Official Charities were designated this year: Cystic Fibrosis Foundation, Dream Factory of

Louisville, Ovarian Awareness of Kentucky, St. Jude's Children's Research Hospital, Visually Impaired Preschool Services, Girls on the Run and the WHAS Crusade for Children.

Online registration is now open for the Meijer Derby Festival Marathon and 33rd annual miniMarathon. One of the top running events in the nation, the races start simultaneously at 7:30 a.m. on Saturday, April 29, 2006. Race registration fees are \$30 for the 13.1-mile "mini" and \$60 for the 26.2-mile Marathon. Runners may register for either at www.derbyfestivalmarathon.com. Also featured on the race website is information on travel and accommodations, team challenge and relay divisions, course entertainment, charity fund-raising and the race expo.



Runners in this year's event helped earn an award for "Best Program to Benefit a Charity"



Bedlam in the streets
Thunder over Louisville
KDF Mini-Marathon
Chow Wagon
KDF Marathon
Pegasus Parade Run for the

The Festival won GOLD awards for:

- BEST NEWSPAPER SUPPLEMENT.** Produced by The Courier-Journal.
- BEST EDUCATIONAL PROGRAM.** "50th Celebration exhibit at the Kentucky Derby Museum" produced by Rowland Design.
- BEST COMMUNITY OUTREACH.** "50th Celebration Touring Parade" by KDF volunteers and staff.
- BEST EVENT PROGRAM.** They're Off! Luncheon produced by Derby City Lithographing, sponsored by Norton Healthcare.
- BEST SPONSOR SOLICITATION PACKAGE.** Tailored CD Rom kit for Kentucky Tourism "Unbridled Spirit".
- BEST SINGLE NEW SPONSORSHIP PROGRAM.** "Founding Sponsors"
- BEST OVERALL MERCHANDISE PROGRAM.** Derby Festival Merchandise Program based on the artwork of Sonny Whittle.
- BEST NEW FUND-RAISING PROGRAM.** "Thunder Funder" with the partnership of WAVE, WDRB, WHAS and WLKY.
- BEST PROMOTIONAL BROCHURE.** "Thunder Funder" brochure produced by OTT Communications.

SILVER Awards:

- BEST OVERALL SPONSORSHIP PROGRAM.** Bank One's name change to Chase as Thunder sponsor and part of a new market roll-out.
- BEST SPONSOR SOLICITATION VIDEO.** CD Rom by Current Marketing.
- BEST EVENT E-NEWSLETTER.** Sponsored by Bluegrass Family Health.
- BEST PRINTED NEWSLETTER.** "Festival Times" designed by Liquid Design, sponsored by Bluegrass Family Health.
- BEST MISCELLANEOUS CLOTHING.** "Thunder Rocks" denim jacket. KDF Merchandising Department with design by OTT Communications.
- BEST MEDIA RELATIONS CAMPAIGN.** "50th Celebration." KDF Communications Department.
- BEST PRESS KIT.** KDF Communications Department.
- BEST MISCELLANEOUS MULTIMEDIA.** "They're Off! Luncheon" video by 2Thomases, sponsored by Norton Healthcare.
- BEST PROGRAM TO BENEFIT A CHARITY.** "Meijer KDF miniMarathon/Marathon online charity module."

BRONZE Awards:

- BEST COMMEMORATIVE POSTER.** "50th Celebration" poster designed by Sonny Whittle.
- BEST MISCELLANEOUS PRINTED MATERIALS.** "50 Years of Fun" commemorative book published by Butler Books.
- BEST EVENT PROGRAM** (3 colors or less). "50th parade program" sponsored by Republic Bank.
- BEST MISCELLANEOUS MULTIMEDIA** "Princess CD" by KDF photographer Jamie Rodes.
- BEST NEW EVENT.** WineFest sponsored by Old National Bank.
- BEST NEW PROMOTION.** "Coca-Cola salutes Festival's 50th."

In addition to the IFEA honors, the Festival was recently named one of the Top 200 Events in the United States by "Discover America 2006." KDF will be highlighted in the newly-released 36-page wall calendar called "Discover America: A Calendar of Our Nation's Greatest Events and Festivals." The calendars are available now for \$12.95 at participating Borders, Waldenbooks, Books-A-Million, Carlton Cards, American Greetings, barnsandnoble.com and other retailers.

Robinson Brown Jr. Passes Away at 87

The Kentucky Derby Festival's first Chairman - Robinson Brown, Jr. - passed away on July 28 at the age of 87. In late 1956, while working in Brown Forman's public relations and personnel department, Mr. Brown was asked to head a committee planning Derby Festival events for the organization's second year of existence. His passion and tenacity helped lay the groundwork for a celebration that has become a treasured asset to the community. On April 23 of this year, he officially kicked off the Thunder Over Louisville fireworks show in his capacity as the 2005 "Thundernator." Said KDF President and CEO Mike Berry: "The Festival mourns the loss of a good friend and lifetime member of the 'Festival Family.' He leaves a legacy of generosity of time and talent and an unmatched community spirit."



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and they'll pick a **winner**.



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KDF Meets Its Charitable Mission

The 2005 Kentucky Derby Festival proved profitable for a number of different charities. The first-ever People's Choice Award at the Great Bed Races raised a total of \$2,750.12, with spectators paying one dollar per vote for their favorite entry in the races. The Kentucky Derby Festival Foundation, the organization's charitable arm, received \$1,375.06 from the promotion. The People's Choice voting resulted in a tie between Ford Motor Company/Kentucky Truck Plant and Fulfillment Concepts. Ford donated its \$687.53 winning share to the Louisville Chapter of the Alzheimer's Association; Fulfillment Concepts donated its share to the Louisville Chapter of the Juvenile Diabetes Foundation.

At the Festival's They're Off! Luncheon, Derby Festival Foundation Chair Juanita Beach presented a \$1,000 check to Debra Hoffer, President of Junior Achievement of Kentuckiana, on behalf of the 2005 Silver Horseshoe Award recipients - the City of Louisville and the 11 original founders sponsors of the Festival from 1956.



Juanita Beach presents a \$1,000 check to Debra Hoffer

Also this year, the Derby Festival Foundation provided a \$15,000 grant for planning and installation of "Pegasus Released: A 50th Celebration Review of the Kentucky Derby Festival." The exhibit in the Matt Winn Gallery at the Kentucky Derby Museum has been a big attraction and will be open through the end of the year.

The adidas Derby Festival Basketball Classic benefited three non-profit organizations - the Tubby Smith Foundation, the Daniel Pitino Foundation and the Kentucky Basketball Foundation. Each charitable group received a check from the KDF Foundation in the amount of \$2,500. 2005 Derby Festival Chairman Dan Owens presented the check to University of Kentucky Basketball coach Tubby Smith at the Festival's Celebrity Luncheon at Churchill Downs.



Apply Now For 2006 Princess Program

Applications are available online at www.kdf.org for the Derby Festival's Princess Program to comprise the 50th Royal Court (the program started in 1957).

Applications must be mailed and postmarked by Oct. 24. This is a great opportunity for any talented female college student to become an official ambassador for one of the world's leading civic celebrations. The court will be selected in January with the Queen chosen by a "spin-of-the-wheel" at the Fillies' Derby Ball on April 21, 2006. For more information, call Nancy Rust at 244-6705 or 599-2132 or email nancyrust@yahoo.com.



Thanks to a generous donation by Mike Moll of PNC Bank, "Photosaichi Pegasus" now permanently stands guard outside the KDF headquarters. The horse was decorated with Derby Festival photo images under the artistic direction of Frankie Steele and was part of Operation Brightside's Gallopalooza last year.



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Since 1956.*

**Presented by Bluegrass Family Health
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