

## **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 and Humana, 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 is asking 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 October 30, 2021, will be reviewed by the Kentucky Derby Festival's New Events and Review Committee, in cooperation with the Derby Equity and Community Initiative Advisory Committee and the Derby Festival's Community Task Force.

The Events and Review Committee is a long-standing committee established by the Festival to review all new Event proposals (considered "Contract Events"), as well as review the Contract Events that exist in the current Kentucky Derby Festival Official Schedule of Events. (The Kentucky Derby Festival defines a Contract 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 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 Contract Event Proposals as well as Contract Events currently existing on the Kentucky Derby Festival Official Schedule of Events. In addition to this committee, the Derby Equity & Community Initiative Advisory Committee and the Festival's Community Task Force will also review new event proposals and make recommendations to the Events and Review Committee for event(s) to be added to the Festival's Official Schedule of Events.

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#### II. New Contract Event Proposals

A producing group that wishes to add a Contract Event to the Derby Festival Official Schedule of Events must complete the Contract 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 within the DECI (Diversity Equity and Community Initiative) webpage at [KDF.org/derbyequitycommunityinitiative](http://KDF.org/derbyequitycommunityinitiative).
2. The Event Application must be submitted no later than the 30th day of October 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 receive a preliminary review by the Festival's Community Task Force along with the Derby Equity & Community Initiative Advisory Committee. During the preliminary review, the committee may choose to decline the proposal or make a recommendation to the Events and Review Committee for acceptance.
4. Any group submitting a proposal will be notified by the 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 October 30th of each year.
2. The Events and Review Committee will not accept any new Contract 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 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. Contract Events on the Kentucky Derby Festival's Official Schedule of Events include a Derby Festival Pin element (i.e. plastic Derby Festival "Pegasus Pins" for free admission, and/or collectible metal event themed pins included with ticketed admission, and/or given to the first 1,000 attendees as a gift, etc.). The incorporation of the pin element to be agreed upon by both the event's producing group and the Kentucky Derby Festival as part of the event contract. More information on the Pegasus Pin Program can be found here at [PegasusPins.com](http://PegasusPins.com).