

# BUILDING A BIGGER AUDIENCE

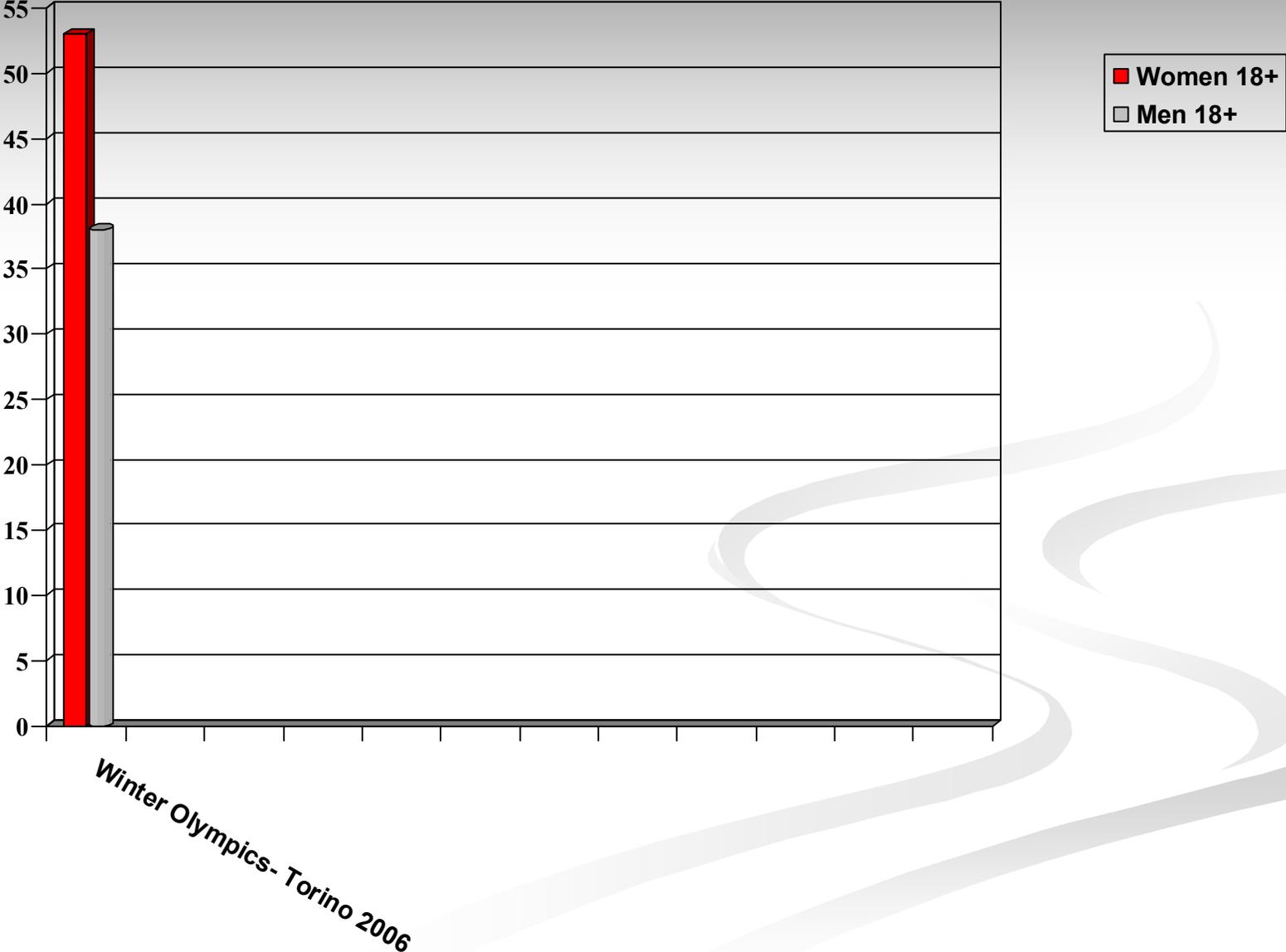
2009 Kentucky Derby: Most Watched Derby in 20 Years



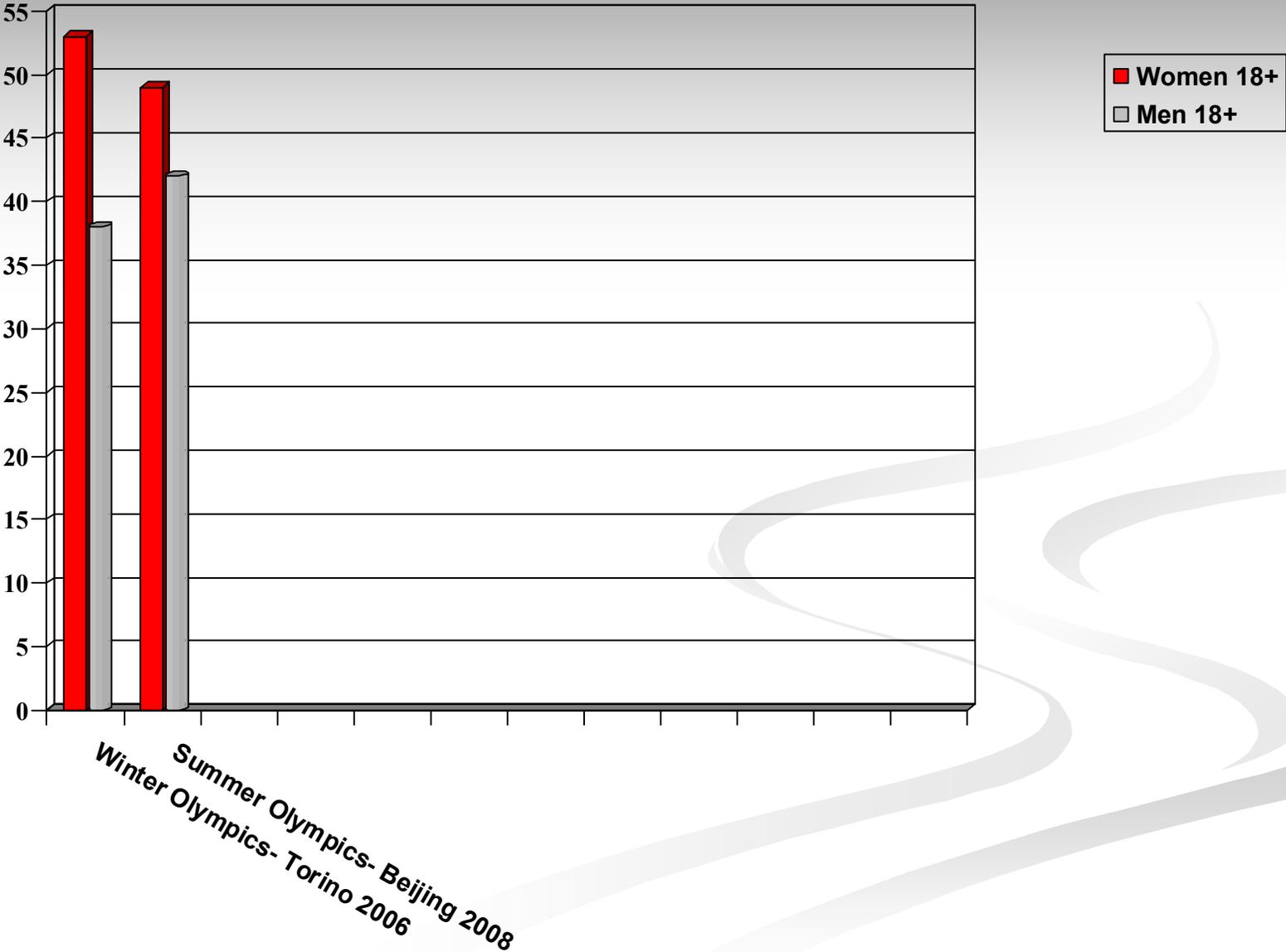
CHURCHILL DOWNS



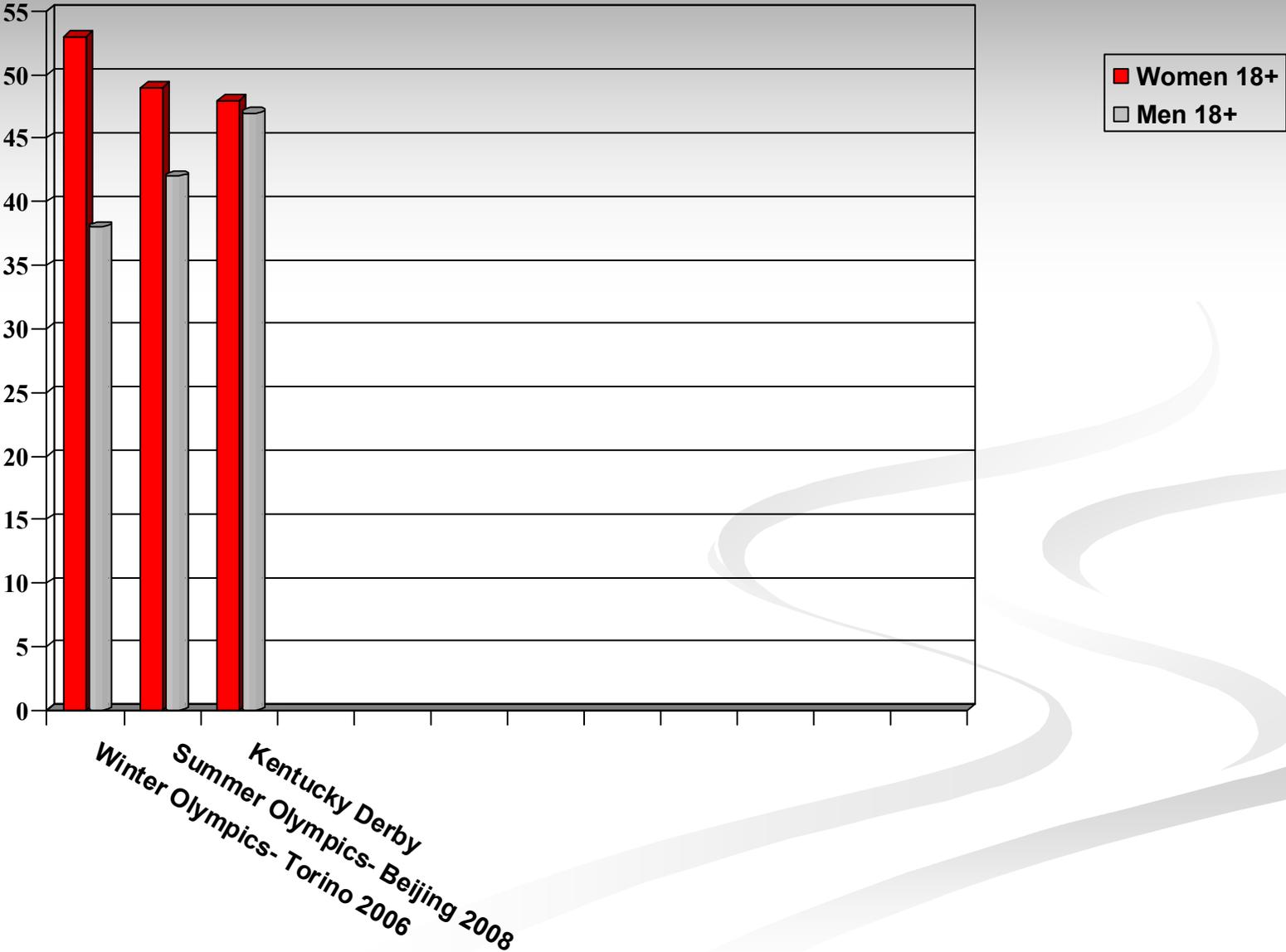
# 2008 Gender Audience Distribution



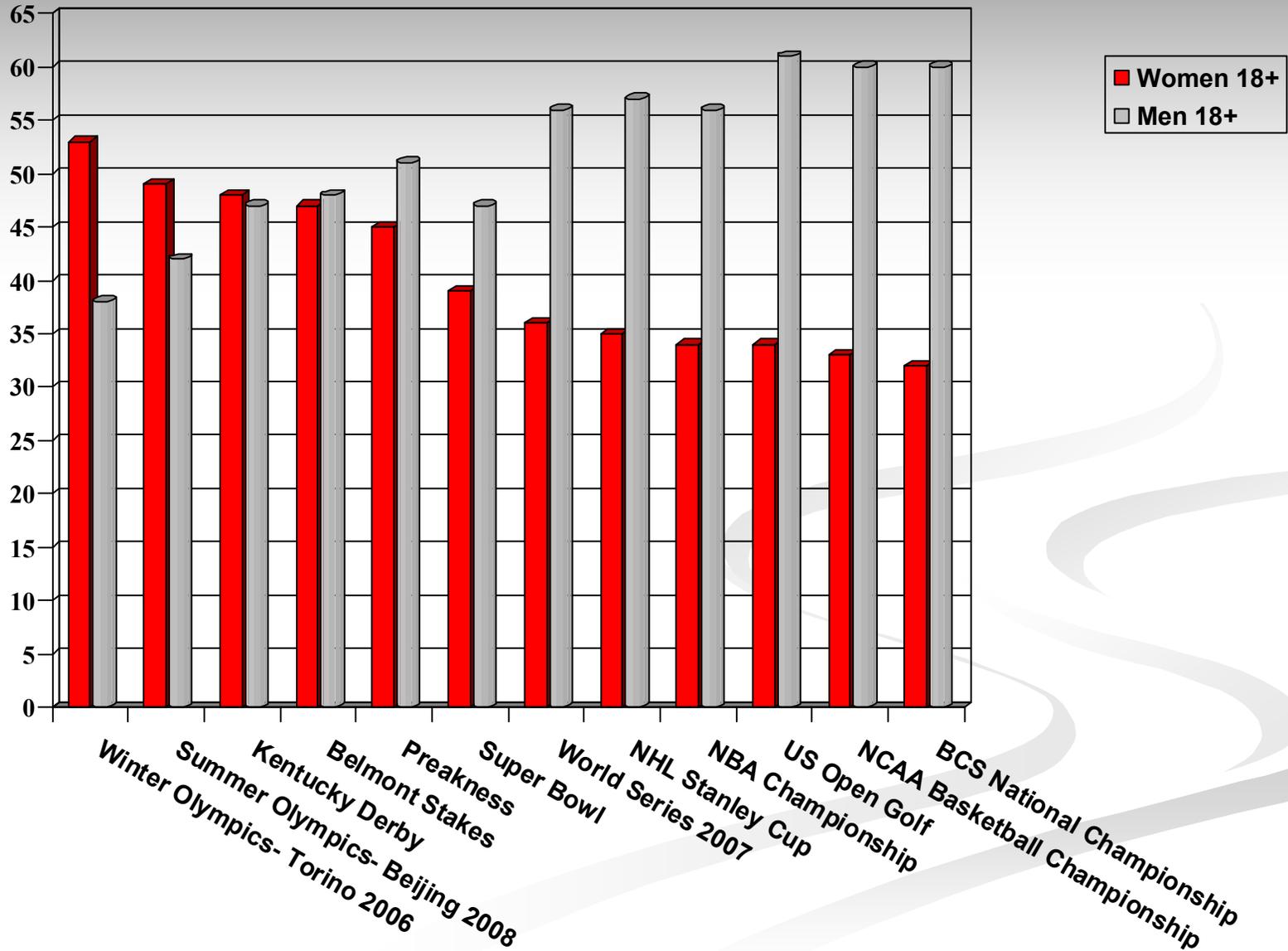
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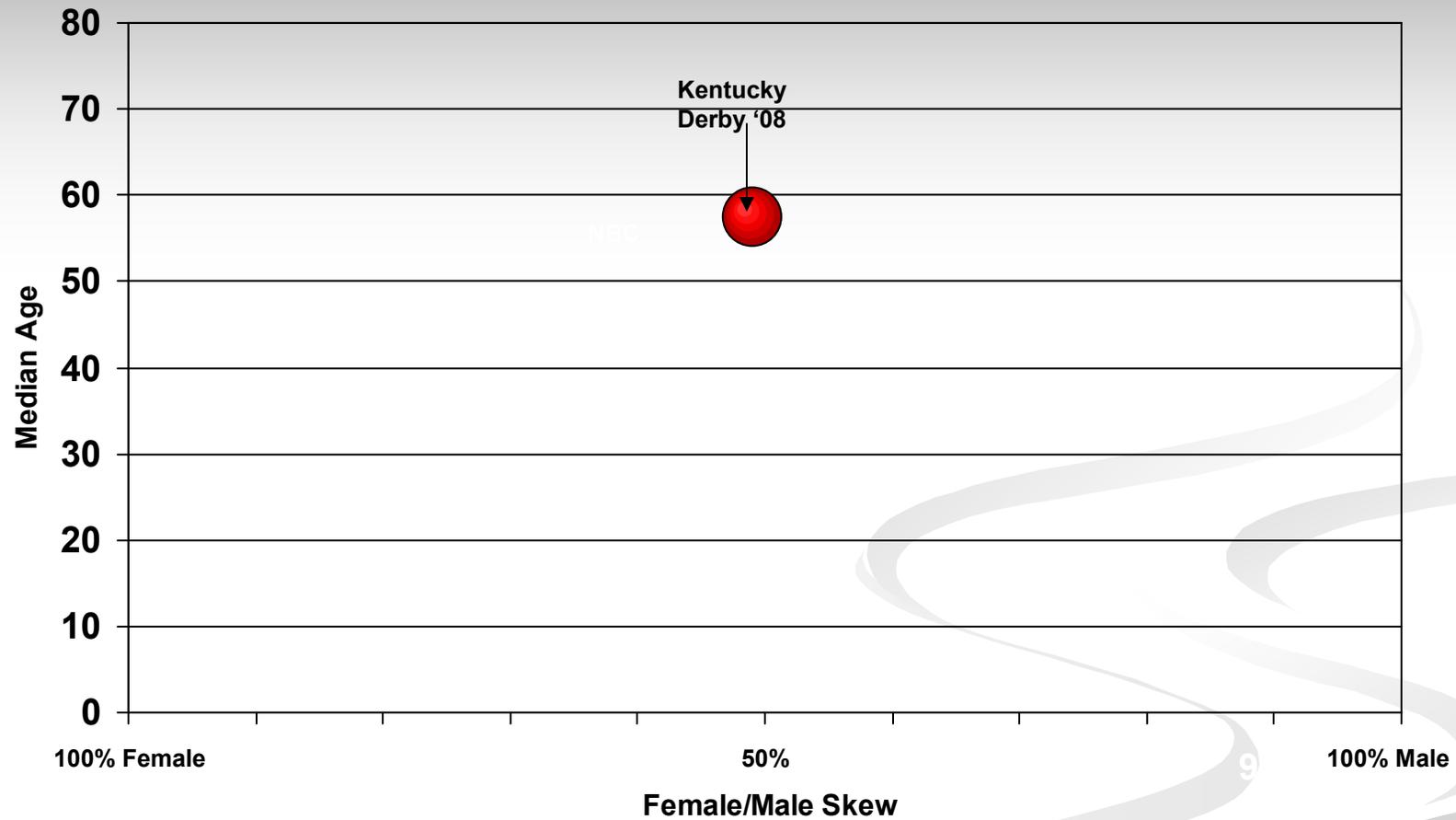
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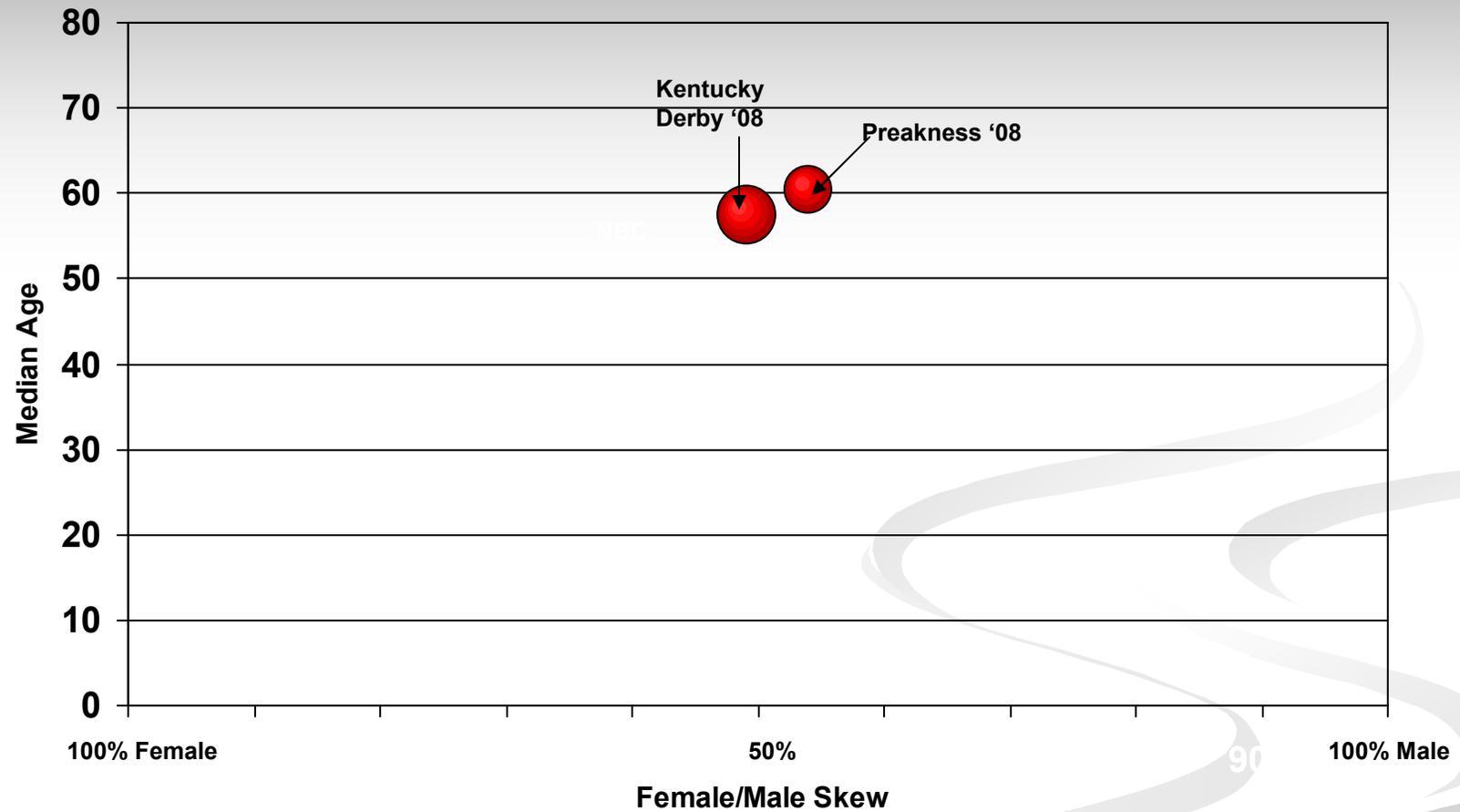


# NBCU Kentucky Derby Opportunities



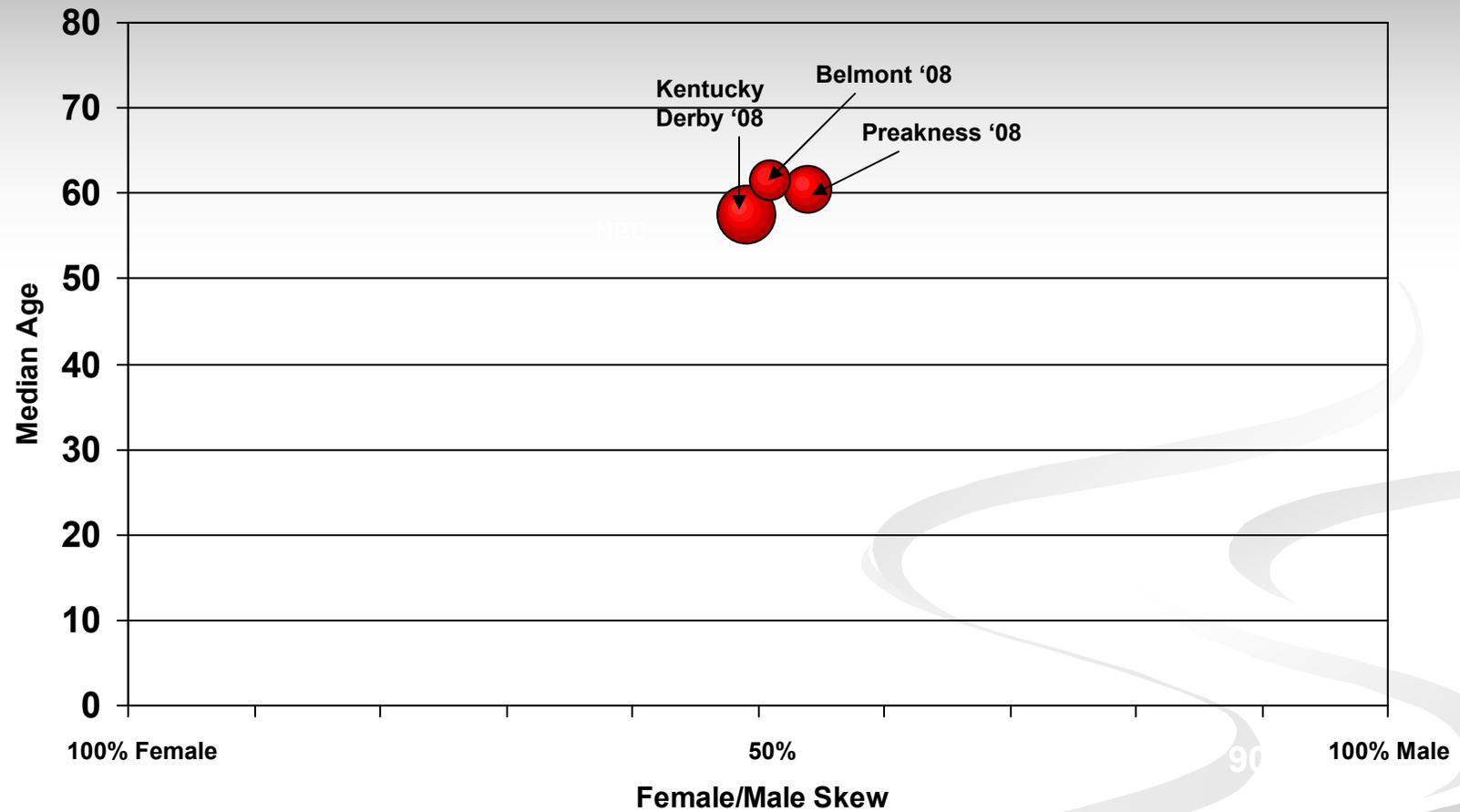
Source: Nielsen Galaxy Explorer (Med Age/Skew) & NPower (Reach); May '08 (4/28-5/25); Based on Total day 6a-6a Live only viewing; 6 min reach qualifier; Size of bubble=Reach P2+

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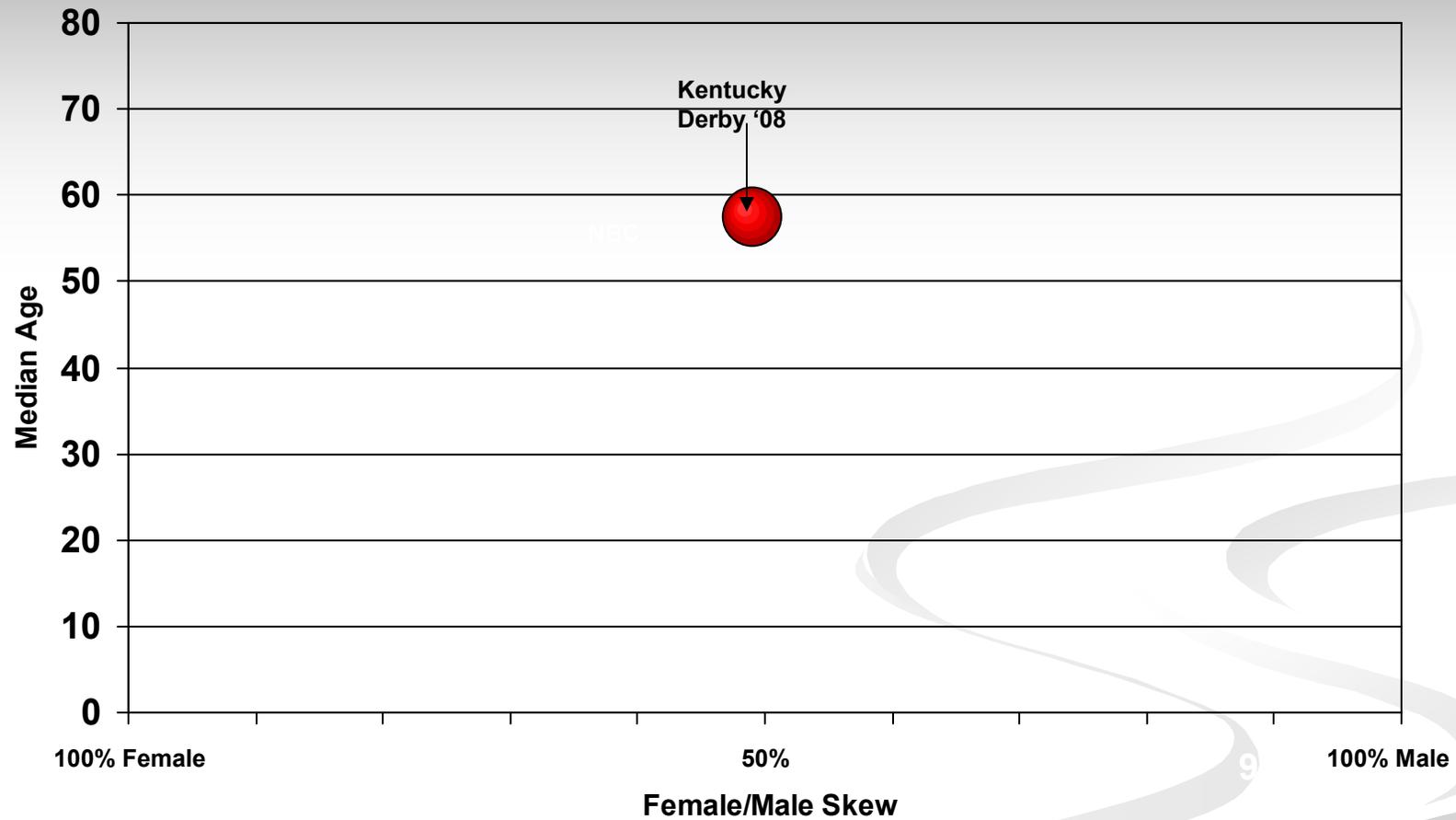
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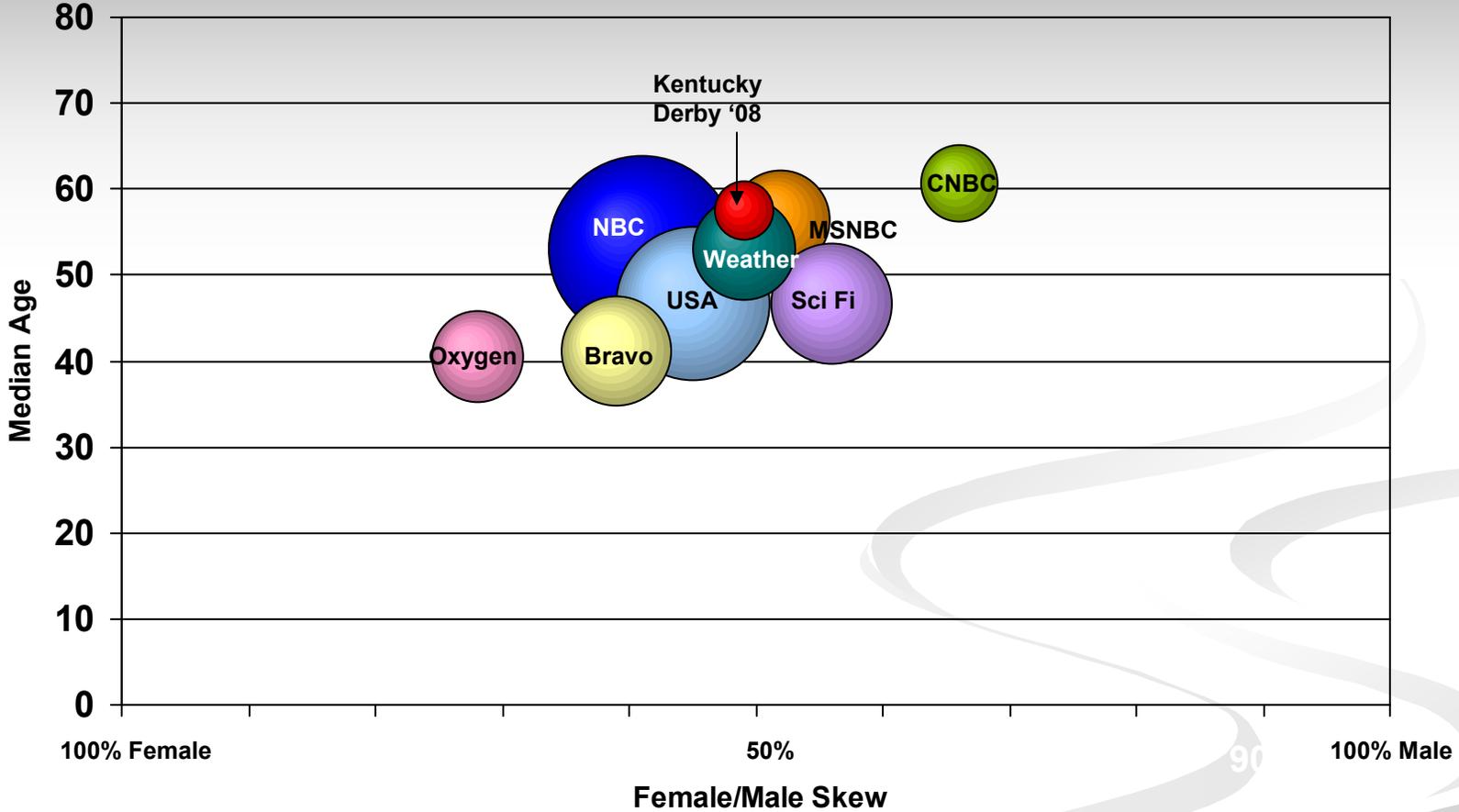
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# CATEGORIES OF CONNECTION



**FOOD**



**FASHION**



**CELEBRITY**



**ENTERTAINING**

# FOOD



NBC Universal Assets



# FASHION



## NBC Universal Assets



# CELEBRITY

## NBC Universal Assets



# ENTERTAINING

## NBC Universal Assets



# Churchill Downs, Inc. (CDI)

## Vision

Our job is fun.™

## Mission

We deliver racing, gaming, and entertainment that customers love and grow the value of our shareholder's investment.

## Growing the Derby Brand

- NBC Partnership
- Red Carpet Show
- Kentucky Derby Party

## Igniting the Oaks Brand

- *Ladies First*
- Susan G Komen For the Cure®
- Pink Out!
- Survivor's Parade
- *First Lady of Oaks*
- *First Lady of Fashion*

## Making Racing Fun

- *Downs After Dark*

# Kentucky Derby Party

## Free Party Planning Website:

- Recipes from celebrity chefs
- Online store of party supplies and favors
- Derby and Oaks fashion trends
- Tips for throwing a Derby Party
- Games and downloads
- Wagering tips / portal to twinspires.com
- Derby history and traditions

Launched in 2008

2009 sees 72% increase in activity including 300,000 visitors from 113 countries

70,000 guests registered for 4,000 at-home parties

The screenshot shows the homepage of the Kentucky Derby Party website. The browser address bar displays "http://www.kentuckyderbyparty.com/". The page features a navigation menu with links for HOME, MY PARTY, STYLE, ENTERTAIN, STORE, GAMES, WAGER, and DERBY INFO. A prominent banner at the top right reads "BRING THE DERBY HOME!™" and "Original Recipes from Chef Bobby Flay". Below this is a "DERBY COUNTDOWN" widget showing "51 DAYS 3 HRS 13 MIN" until the "135th Kentucky Derby" on "Churchill Downs Saturday, May 2, 2009". A "USER LOGIN" section includes fields for "E-mail" and "Password", a "LOGIN" button, and links for "Register" and "Reset password". A "DERBY PARTY WORLD" section features a map of the United States with the text "Find Derby parties around the globe!". A "WELCOME TO KENTUCKY DERBY PARTY" section highlights "FREE PARTY PLANNING WITH CHEF BOBBY FLAY" and includes a photo of Chef Bobby Flay. A "FEATURED INVITATIONS" section encourages users to "Begin building your party with FREE party invitations!". A "Shop Now!" button is visible in the bottom right corner, advertising "Derby Party 2009 ...Official Derby Party Supplies available NOW!".

# Kentucky Oaks – *Ladies First* Campaign

This year, CDI launched a new marketing campaign around the Oaks event called *Ladies First* to focus on women and four topics important to them:

- Charity
- Sisterhood
- Fashion
- Celebrities

CDI named Susan G. Komen for the Cure® as the official charity of the Oaks and donated \$130,000 to breast cancer-related charities.



# Susan G. Komen For the Cure®



Nancy Brinker, Susan G. Komen CEO and Founder



- **Worldwide network of over 5 million supporters with funding and activation through *Race for the Cure, Passionately Pink for the Cure*, grants, affiliate programs and donors**
- **Corporate partners include BMW, Microsoft, Yahoo!, American Airlines, New Balance, and Yoplait, with sports partners including LPGA, MLB, and CDI**
- **Extensive licensed merchandise program in apparel and novelty items**

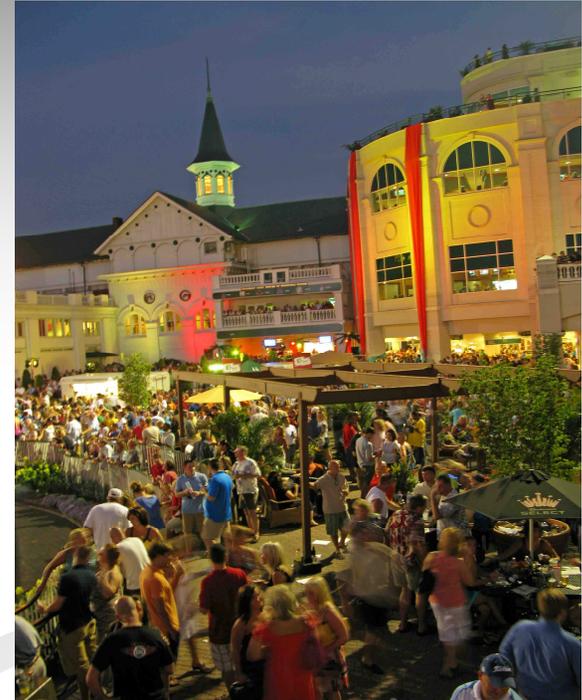
# Kentucky Oaks: Racing's Next Epic Day

- Brand growth levers: attendance; sponsorships; licensed products
- 2009 attendance: 104,867
- Television coverage switches from ESPN to Bravo
  - Median viewing age drops by nearly a decade
  - Female viewer-ship more than doubles
- Pink Out! – patrons wear pink in support of breast cancer awareness; venue undergoes makeover
- *First Lady of Oaks* – celebrity who is the official Oaks ambassador and media spokeswoman
- *First Lady of Fashion* - Ladies model their outfits and compete for prizes, including a trip to IMG's Fashion Week in New York
- Survivor's Parade – 135 breast cancer survivors lead the procession of Oaks horses and then form a human winner's circle for the winning horse and connections
- Rags to Riches (2007) and Rachel Alexandra (2009) go on to win Triple Crown races



## *Downs After Dark*

- Night racing test events conducted Friday, June 19, 26, and Thursday, July 2
- Encouraging results, but more importantly, we learned a lot (same day comparison)
  - Attendance increases 318%, averaging 29,705 per night
  - On track handle increases 151%
  - Total revenue increases 75%
  - Many lessons learned on pricing
- Permanent lighting to be in place for 2010 racing season
- 2010 dates include June 11, 18, 25, July 2, October 31, and November 19



# Night Racing: What Are We Trying to Do?

- Attract a 21-45 demo including many more women
- Develop fan bases in Cincinnati, Indianapolis, Knoxville, Nashville, and St Louis
  - LCVB partnership
  - Social media
- Provide entertainment that these consumers value (and pay for)
  - *Dinner By Design*
  - Paddock “Club” with celebrity DJ
  - “Delano on the Decks”
  - *Bet or No Bet* .....
  - .....and a little night racing
- Create a new set of sponsor-able assets and potentially a media asset



**THANKS!**

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**502-636-4434**  
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A decorative graphic consisting of several thick, light gray wavy lines that flow from the bottom left towards the top right, partially overlapping the contact information for Dave Tompkins.