



KENTUCKY DERBY  
**FESTIVAL**  
*Let Yourself Go!*

# **Moving Your Merchandise Program Success Into The 21<sup>st</sup> Century**

# Kentucky Derby Festival Overview

- Private, non-profit civic celebration established in 1956
- 4,000 volunteers, 75 member Board of Directors
- Over 65 events within a three week time period leading up to the first Saturday in May and many of these events are a Pegasus Pin admission
- KDF annual budget is 6 million dollars
- 23 percent of the annual revenue comes from merchandise programs of which 20% is Pegasus Pin sales



# Pegasus Pins History

- Began in 1973 as a means for the Festival to gain identity and public awareness.
- It has become a way for the community to help support the Festival and show their pride in the region's largest celebration.
- More than half of Derby Festival events are free with a Pegasus Pin admission.
- Pins currently are \$4.00 at retail and \$5.00 at events
- An average of 300,000 Pegasus Pins are sold annually.



# Pegasus Pin History

- Available at over 1,000 participating retail outlets and businesses throughout Metro Louisville and surrounding areas.
- Each Pin envelope contains one Pegasus Pin and one Pegasus Sponsorship Membership Card.
- Some pin envelopes contain a gold-colored, Instant Win Pegasus Pin.
- This Instant Win pin guarantees the consumer an “Instant Win” prize when registered.
- Once a consumer registers their gold/Instant Win pin, they become eligible for the Grand Prize Pin Drawings.



# 2011 PEGASUS PIN PROGRAM GOES ONLINE

**March 15, 2011. Louisville, KY.** – The Kentucky Derby Festival takes its Pegasus Pin Program online in 2011 with a new website – [www.pegasuspins.com](http://www.pegasuspins.com).





- Move Pegasus Pin Program into the 21<sup>st</sup> Century
- React to tech savvy consumers
- React to sponsor needs
- Increase marketing opportunities to potential sponsors
- Increase revenue for the Festival



# Savvy Tech Consumers

## Customer Point of Sale Package



“QR Code”



“Homepage”

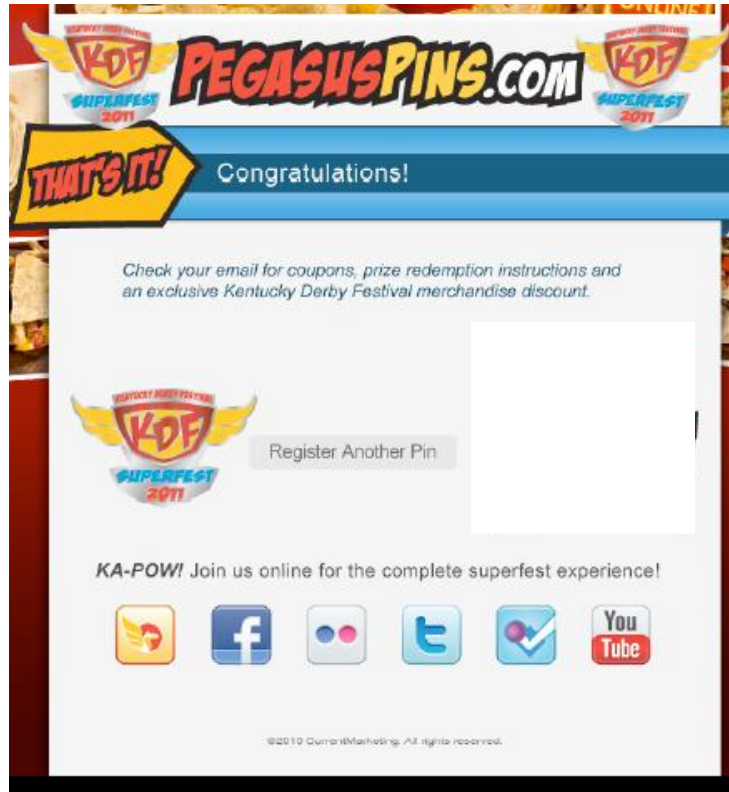


Complete Sponsor Listing with all categories and offers

Rotating Sponsor logos with clickable link to sponsor webpage in each category

Clickable link to list of sponsors in each sponsorship category

# Registration Complete



**Confirmation email  
with selected  
coupons and KDF  
offers are emailed to  
consumer upon  
completion of  
Pegasus Pin  
registration**





# Enter for a chance to win an additional prize offer



Consumers are asked to complete more information including first and last name, home address, zip code and email address before “playing” the game .



KENTUCKY DERBY  
FESTIVAL™

*“Skin” Sponsorships Available*

## Sponsor Exposure

- **Sponsor** received a rotating logo and clickable link on the pegasuspins.com “homepage” in the Coupon Sponsor box.
- **Sponsor** received a clickable link along with complete offer information under the Coupon Sponsor information tab on the pegasuspins.com homepage.
- **Sponsor** received a clickable link along with complete offer information under the Coupon Sponsor information tab on the pegasuspins.com homepage.
- **Sponsor** received the captured data for those customers that registered on [www.pegasuspins.com](http://www.pegasuspins.com).



# Additional Sponsor Benefits

## Television and Radio

- **Sponsor** received name recognition in a portion of the paid and trade commercial spots to be aired in the Louisville Metro market on local and affiliate stations (604 aired in 2011).
- **Sponsor** received name recognition in a portion of radio commercial spots to air on Louisville Metro radio stations (415 aired in 2011).



# Additional Sponsor Benefits

## Electronic Media

- **Sponsor** received sponsor mention on the Derby Festival's website. Updated daily in season, the 2011 site topped 592,953 page views just between April and May with 172,966 unique visitors. [www.DerbyFestival.org](http://www.DerbyFestival.org) provides the entire Festival schedule with sponsor mentions as well as a complete sponsor listing. The Festival website is maintained all year with more than 800,000 page views and 238,000 unique visitors in 2011.
- **Sponsor** received Coupon Sponsor recognition within the Pegasus Pin page and as an Executive sponsor of the Festival on [www.kdf.org](http://www.kdf.org).



# Additional Sponsor Benefits

- **Sponsor** received Coupon Sponsor recognition within an eblast sent out to Derby Festival e-news subscribers. (average of 17,000 subscribers).
- In 2011, the Pegasus Pin Program also received exposure through social media on Facebook, Twitter, Flickr and YouTube with over 10,000 new Facebook fans.

## Print Exposure

- **Sponsor** received recognition as an Executive Sponsor of the Kentucky Derby Festival sponsor thank you ads in a minimum of six (6) print publications.
- **Sponsor** received logo exposure as a Coupon Sponsor of the Pegasus Pin Program in a minimum of eight (8) print ads. **Sponsor** will receive coupon and offer recognition as a Coupon Sponsor on 1,000 flyers distributed to participating retail sales outlets and other businesses.



# Additional Sponsor Benefits

## General Festival Benefits

- **Sponsor** had the right to use the Kentucky Derby Festival “Official Sponsor” logo in any promotional advertising which may include tagging existing radio or television spots, or adding the logo to printed brochures, mailers, print ads, and/or outdoor advertising. This also includes use of logo on all product displays and point of sale materials. (logo usage is subject to approval by KDF)
- **Sponsor** received a follow-up report that outlined sponsorship exposure in the Pegasus Sponsorship Program and received the first opportunity to renew upon contract expiration.
- **Sponsor** employees received a twenty percent discount on all Derby Festival official merchandise (ie: T-shirts, sweatshirts, caps, posters, etc.) with promo code at our online store.





## Overview

- [www.kdf.org](http://www.kdf.org) - launched for the first time on March 15, and ran through May 18, 2011
- 300,000 Pegasus Pins sold in over 1,000 retail outlets in Kentucky and southern Indiana
- Site received 47,870 unique visitors and 319,879 page views
- Traffic came from Kentucky residents followed by Indiana, Texas, Illinois, Ohio and Georgia
- Approximately 35,981 customers registered their pins
- Of those registered pins, 4,000 were gold Instant Win pins
- Pegasuspins.com captured name, email and address of each customer





## OVERVIEW

- The top three reasons why KDF customers buy a Pegasus Pin are:
  - Admission to events
  - Tradition
  - Win a gold instant-win pin
- 72.5% new visits since program began
- Top coupons/Instant Prizes downloaded:
  - Kroger – shopping bag
  - Wendy's
  - Dairy Queen
  - Kern's Kitchen Derby-Pie
  - Jason's Deli





# PEGASUSPINS.COM

## 2012

- Develop site to be more user friendly
  - i.e. system remembers your name so you only need to input information once
- Focus on the “value” of Pegasus Pins
  - One \$5 purchase gets you \$\$\$\$
- Look into ways to encourage more people to visit the site to register pins
  - You Tube tutorial





## 2012

- Expand variety of coupons
- Add the word “scratch off” on the Membership Card



KENTUCKY DERBY  
FESTIVAL™

# ECO-FRIENDLY MERCHANDISING



KENTUCKY DERBY  
FESTIVAL™

---

# **Identify who buys green products**

**Who is your customer?- LOHAS (Lifestyles of Health and Sustainability)**

- 60% female**
- Highly educated, average income earners**
- Embrace living**
- Not price sensitive**
- Influential over buying decisions of friends and family**



# What defines a green product?

## Green products:

- 1. demonstrate care for the ecological community (plants, animals and ecosystems) which support their production, supply and use.**
- 2. use materials, which are relatively benign in their 'extraction' phase, such as: reused, recycled, renewable, organic, etc.**
- 3. are reusable and/or recyclable in our industrial processes**



# What defines a green product?

- 4. are biodegradable, in that they can be safely returned to the soil.
- 5. address the energy used in their production, supply and/or use. Maybe the energy saved in their use is greater than that used to make them, for example. Or maybe the company buys 'green energy' or subscribes to a form of climate neutral credits.



# What kinds of “green” products are available?

- **Some of the types of green products-**
  - **Biodegradable Green Pins**
  - **Pins made from recycled plastic**
  - **Organic shirts – bamboo, organic cotton, vegetable dyed fabric**
  - **Shirts made from scrap- Plastic bottles, “Drink 2 wear”**
  - **Soy candles**
  - **Billboard bags**
  - **Refillable water bottles**
  - **Recyclable notepads**
  - **Seed paper /trees to be planted**



# **Choosing the right green products for your event.**

**There are hundreds of great green products on the market. Here are a couple things to consider when choosing a green product for your event.**

**Look for items that are clever, innovative and creative. Items that are functional and easy to use. They may be fun, beautiful or artistic, but ultimately they must serve a useful purpose.**

**Find items that have mainstream appeal. The average person (i.e., not-yet-tree huggers) would look at them and think “Hey, that’s cool”.**

**Be conscious of your selling price. Green products that are too expensive tend not to have as wide of appeal to a mass market.**





# Moving Your Merchandise Program Success Into the 21<sup>st</sup> Century

Bridget Sherrill, CFEE  
VP Merchandise  
Kentucky Derby Festival

Pat Armstrong, CFEE  
Sr. VP Marketing & Dev.  
Kentucky Derby Festival

Jennifer Morgan Keesaer  
Merchandise Manager  
Kentucky Derby Festival

