

Kentucky Derby Museum



The Kentucky Derby Museum is one of the region's premier attractions, celebrating the tradition, history, hospitality, and pride of the world-renowned event that is the Kentucky Derby®. The museum welcomes more than 258,000 visitors annually from across the U.S. and around the world.

TOURS

The Derby Museum is the exclusive public tour provider of Churchill Downs Racetrack and offers a wide range of tours to intrigue every guest – from horse racing enthusiasts to travelers looking for a memorable experience. Want to see where the celebrities watch Derby or where the horses work out before race day? There's a specialty tour for that! The museum also offers a complimentary 30-minute Guided Track Visit with every general admission ticket.



EXHIBITS

Enjoy two floors of interactive exhibits, including an immersive jockey simulator! Your heart will race and emotions will soar, when you watch the museum's newly remastered signature 18-minute movie, *The Greatest Race*, on a 360°, 4K high-resolution screen! Learn about the legendary Thoroughbreds, owners, trainers, jockeys, backside workers, traditions, and history that make the Kentucky Derby iconic. Step into the Winner's Circle and take a picture of an exact replica of that year's Derby winner. Secretariat also shines in his very own permanent exhibit.



EDUCATION

Classrooms can come to the museum, or the museum's Education Team can come to you! Every year, the museum provides at least 32,000 students across Kentucky and Southern Indiana with standards-aligned programming that brings the history, science, and cultural significance of the Derby to life! The Education Team can also book virtual classroom sessions.



MEMBERSHIP

Want to stay in the know about our many events, giveaways, and exclusive tours? Become a member!

RETAIL

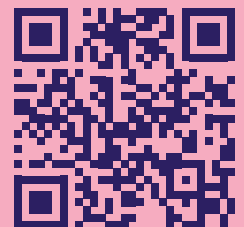
From unique souvenirs, to mementos by local artists, or corporate gifts, we're your one-stop-shop for all things Derby!

RENTALS

Planning the perfect wedding, holiday party, or conference? We have rental spaces to fit any event!

Mission Statement

The Kentucky Derby Museum is a 501(c)(3) nonprofit organization with a mission to engage, educate, and excite everyone about the extraordinary experience that is the Kentucky Derby!



derbymuseum.org



FAST FACTS

Kentucky Derby Museum

- KDM is a 501(c)(3) nonprofit public charity organization in Louisville, Kentucky.
- KDM was established in 1985 by an endowment from the James Graham Brown Foundation and several private donors.
- KDM has 100 employees.
- KDM is the exclusive public tour provider of Churchill Downs Racetrack.
- KDM ranked #3 in USA Today's *10Best Readers' Choice Awards* for Best Attractions for Sports Fans in 2024.
- Attendance for the last six years:
2019: 242,842 2022: 204,004
2020: 108,014 2023: 251,514
2021: 136,425 2024: 258,382
- KDM's fiscal year runs October 1 - September 30.
- KDM is the keeper of the Kentucky Derby Trophy.
- In 2018, KDM dedicated the Helen B. "Penny" Chenery Stable, which is a live stable exhibit housing a retired Thoroughbred and a miniature horse.
- KDM's signature 360°, 4K movie called *The Greatest Race* will receive a significant update for the museum's 40th anniversary in 2025.

Learn more at derbymuseum.org

34,733 x 2000
The number of pixels in the 360° movie screen

32,000+
Number of students on KDM field trips in 2024

258,382
Record-breaking attendance for fiscal year 2024

20,000
Number of items on display or in the museum's permanent collection

75,000 ft²
Museum's square footage

300+
Number of rentals each year

9,500+
Number of mint juleps served in the Museum's Derby Café & Bourbon Bar in 2024

50%
Percentage of the vendors in the Kentucky Derby Museum Store that represent local businesses





KDM DERBY STORIES

And they're off! The race is on for the 151st Running of the Kentucky Derby®, which will take place on May 3, 2025. The Kentucky Derby is the longest continuously running sporting event in America, surviving wars, bankruptcy, floods, and a global pandemic. KDM's Communications Team can help you find unique stories, line up expert interviews, coordinate live segments, and pull it all together with the perfect visuals – new and old!

HOW THE DERBY STARTED

We can thank the grandson of famous explorer William Clark and a trip to Europe for the inspiration behind the Kentucky Derby. You can find some of the earliest Derby artifacts on display in the museum.

BLACK HERITAGE IN RACING

Black jockeys won over half of the first 28 Derbys. Thanks to a grant, the museum will update its traveling exhibit in 2025. KDM rents the exhibit at no cost to organizations across the country.

THE GREATEST RACE

In 1985, the museum had a slideshow exhibit sharing archive Derby photos. That has evolved to a 360°, 4K movie immersing you in the sights and sounds of Derby Day. *The Greatest Race* will receive a \$2 million upgrade in 2025.

NEW ART GALLERY

The museum will open a new art gallery showcasing the work of renowned Derby photographer, Dan Dry. The gallery will be a temporary exhibit sharing some of Dan's well-known and never-before-seen photographs.

GREAT GATSBY ERA

Louisville will be celebrating the 100-year anniversary of the historic Seelbach Hotel's ties to "The Great Gatsby" in 2025. The museum has in its collection the 1925 Derby trophy, fashion items, and archive photos tied to the Roaring 20's.

INTO THE VAULT

As the keepers of Derby history, the museum is honored to have an expert Curatorial Team tasked with protecting, cataloging, and preserving a collection of 20,000 items. From the museum's protected vault to an award-winning book showcasing artifacts not on display, there's an infinite number of story possibilities.

SPECIAL DERBY ANNIVERSARIES IN 2025

25 Years: Fusaichi Pegasus (2000)

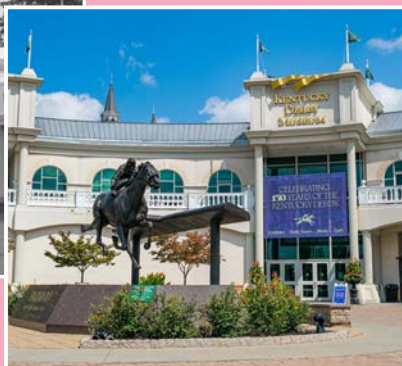
50 Years: Foolish Pleasure (1975)

75 Years: Middleground (1950)

100 Years: Flying Ebony (1925 – KDM has this Derby trophy on display)



©Churchill Downs Racetrack



Top: Original Kentucky Derby Museum facade, 1985

Right: Kentucky Derby Museum facade, 2024

KDM'S 40TH ANNIVERSARY

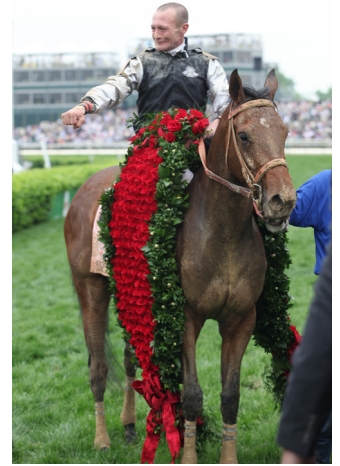
Get ready to party — the Kentucky Derby Museum is turning 40 in 2025, and we've never looked better! Since 1985, we've evolved from a local gem to a nationally ranked cultural hotspot (thanks, *USA Today*, for the #3 spot!). The two-story museum is packed with immersive exhibits, cutting-edge experiences, and, of course, a treasure trove of Derby history. From iconic fashion to thrilling race moments, we've got story ideas galore — perfect for any angle. Come celebrate four decades of Derby magic with us!



KDM DERBY TRADITIONS

MINT JULEP & COLLECTIBLE MINT JULEP GLASSES

Why is the mint julep iconic at the Kentucky Derby? Why are people obsessed with the collectible glasses? The history involves some fun racetrack folklore. The museum's archives include every single glass.



ROSES & LILIES

Why do you give the winner of the Kentucky Derby a garland of roses? Why does the Oaks winner get a garland of lilies? These traditions started years after the first Derby, and one is reaching a milestone in 2025.

CALL TO POST

Steve Buttleman is a Derby legend! Do you know the history behind why a bugler plays the Call to the Post before each race? One of Steve's commemorative bugles is on display in the museum.



INFIELD

Did you know the infield can hold 50,000 spectators? The infield of the racetrack has its own storied history. Its culture and identity have evolved over the years, from pleasant picnics to scantily clad flagpole climbers.

FASHION

The Derby is a fashion runway like no other. From the very beginning, it was a place to see and be seen. The museum is building a permanent fashion exhibit with fashion ensembles dating back to the 1860s.



WAGERING

Everyone hopes to win big on the Derby. From the very first purse to the rules of pari-mutuel wagering, the Derby can trace much of its history to European horse racing traditions.

WINNER'S CIRCLE

It's hallowed ground. The Winner's Circle is only used once a year, and there is some fun history behind what is now iconic.



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STAY CONNECTED

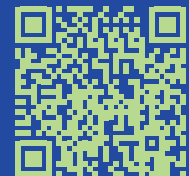
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