QUALIFICATIONS:

Churchill Downs provides season and/or daily media credentials to members of the working media, defined as those who are full-time paid employees or representatives of professionally recognized media organizations, including newspapers, magazines, major wire services, television stations, radio stations, Web sites and other online mediums. Churchill Downs media credentials shall only be issued to members of the working media whose primary purpose is gathering news and disseminating it for which other commercial activities are ancillary. Applying in no way guarantees a media outlet will receive media credentials; access is a privilege, not a right. Media credentials are awarded by Churchill Downs in the exercise of its sole and absolute discretion. In exchange for access to Churchill Downs in ways not available to the general public, members of the media shall agree to certain terms and conditions governing the access. Before Churchill Downs media credentials are issued, the individual and/or outlet must sign a Release and Indemnification Agreement for coverage of any event on track property and provide proof of liability insurance (see “Release and Indemnification Agreement / Proof of Insurance”).

FREELANCE MEDIA CREDENTIALS:

Freelance journalists, photojournalists and videographers may only receive a season or daily media credential if on a specific assignment from a professionally recognized media organization that is actively engaged in the coverage of a specific event or pre-approved story concept at Churchill Downs. A freelancer cannot request accreditation on behalf of the organization that he or she is representing; the request shall come from an Assigning Editor or General Manager.

COMMERCIAL PROJECTS / LICENSING:

Commercial photographers, authors and producers of film/video projects are not eligible for media credentials unless they are currently working on an officially-licensed product for Churchill Downs and/or the Kentucky Derby. Those seeking access to Churchill Downs for a commercial project or to enter into a licensing discussion in regards to Churchill Downs Incorporated’s photographic imagery, film/video records and registered trademarks and/or copyrights, should contact Marty Robinson at (502) 636-4802 or Marty.Robinson@KyDerby.com or Ashley Panek at (502) 636-4804 or Ashley.Panek@KyDerby.com.

SPECIAL EVENT MEDIA CREDENTIALS:

Special event credentials will be issued for Kentucky Derby Week (April 28-May 6, 2018).

SEASON MEDIA CREDENTIALS:

Season media credentials to Churchill Downs, valid through Jan. 31, 2019 (not valid for Kentucky Derby Week from April 28-May 6, 2018), will only be issued to those known, established and accredited newsgathering organizations that plan to cover Churchill Downs on a daily or semi-regular basis.

DAILY MEDIA CREDENTIALS:

Daily media credentials may be issued to those known, established and accredited newsgathering organizations that do not qualify for season credentials.

HOW TO APPLY (FOR FIRST TIME APPLICANTS ONLY):

Media interested in obtaining a Churchill Downs season or daily media credential and/or a Kentucky Derby media credential should send an e-mail request to Darren Rogers, senior director, communications & media services, at Darren.Rogers@KyDerby.com and include the following information:

- Full Legal Name
- Title
- Media Outlet
- Medium (i.e. Newspaper, Magazine, Wire Service, Television, Radio, Web site, Online medium)
- Phone Numbers (office and mobile)
- E-mail Address
- Supervisor Name and Contact Information (phone and e-mail)
- Brief summary of coverage intentions
- Specific dates attending
- Include samples of last year’s Kentucky Derby coverage (Note: If you were not credentialed to Churchill Downs or the Kentucky Derby in the past, please provide examples of any related coverage).

Once the information is returned, next steps in the process, including an invitation to the online credential application, will be discussed and considered. All credential requests and applications for the Kentucky Derby should be submitted no later than Friday, April 13, 2018; requests submitted after that date may not be fulfilled. Assigning Editors or General Managers who are applying for media credentials for multiple reporters or photographers should specify which individuals require certain access. Space and access to select areas is limited.

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PRIORITY FOR CREDENTIAL REQUEST FULFILLMENT:

Priority for Kentucky Derby media credentials, which grant privileged access to Churchill Downs, is given to:

- Major national print publications, television sources, radio sources, and Web sites;
- Significant local print, local television, and local radio outlets;
- Prominent national trade publications;
- Major national and international wire services;
- Daily newspapers, magazines, specialty publications, and TV stations/programs based on circulation (preference given to those with large circulations and/or large national audiences); pre-approved story concept; or specific hometown/local publications of large or moderate size covering a local angle;
- Established independent reporters and columnists who reach their audiences via blogs, podcasts, video blogs and other online mediums that have been in continuous operation for at least 3-6 months; demonstrate transparency in their operation; regularly produce quality content; and produce traffic/subscriber data;
- Special film/video productions that are authorized.

Churchill Downs does not typically credential low-circulation media outlets for the Kentucky Derby, but they are sometimes offered limited access through the week dependent upon availability.

RELEASE & INDEMNIFICATION AGREEMENT / PROOF OF INSURANCE:

Churchill Downs requires all media outlets to sign a Release and Indemnification Agreement for coverage of any event on track property. Credentials will not be released to media outlets or individuals until the proper Release and Indemnification Agreement and proof of insurance documents are on file.

Release and Indemnification Agreements should be mailed, faxed or e-mailed directly to: Churchill Downs, Attn: Darren Rogers, Communications Department, 700 Central Ave., Louisville, KY 40208. Office (502) 636-4461. Fax: (502) 636-4469. E-mail: Darren.Rogers@KyDerby.com.

MEDIA WITH EQUIPMENT:

In addition to the Release and Indemnification Agreement, any outlet bringing equipment onsite must provide proof of liability insurance. “Equipment” is defined as any electronic or mechanical item used by broadcast and photo sources that cannot fit comfortably into a pocket, including video cameras, still cameras, and radio equipment. Laptops, portable recording devices and other items typically used by print media are not considered "equipment" in this instance. A certificate evidencing the maintenance of the following insurance coverage should include:

- Name Churchill Downs Incorporated as Additional Insured
- Cover the period of Jan. 1, 2018 through Dec. 31, 2018
- Insurance will be primary and noncontributory
- Must contain a 30-day prior written notice of cancellation to Churchill clause
- For insurance policies purchased outside of the United States, the certificate shall contain the following clause in English: “for claims and suits occurring in the United States.”
- Commercial General Liability Insurance to include Broad Form Contractual and Personal & Advertising Injury for Combined Single Limit of $1,000,000. Each Occurrence, $2,000,000 General Aggregate
- Commercial Automobile Liability Insurance for all vehicles owned, non-owned or hired by Undersigned in connection with the Events in the minimum amount of $1,000,000 per accident
- Workers’ Compensation Insurance for all employed personnel in accordance with applicable statutory requirements including Employers Liability limits of $100,000 Each Accident Bodily Injury; $500,000 Policy Limit Bodily Injury by Disease and $100,000 Each Employee Bodily Injury by Disease
- Send proof of insurance to Charlie Gonzalez of USI Insurance Services LLC at charlie.gonzalez@usi.com.

FREELANCE:

Freelance journalists, photojournalists and videographers who are credentialed to attend the Kentucky Derby must also complete and sign the necessary Release and Indemnification Agreement and present insurance documents that meet the criteria outlined above, with the exception of workers’ compensation insurance. If freelance journalists are either self-employed or operating under an independent contractor arrangement with a media organization or other entity, no workers’ compensation policy is required.

SEND INSURANCE DOCUMENTS:

Insurance documents should be e-mailed to Charlie Gonzalez of USI Insurance Services LLC at charlie.gonzalez@usi.com. (DO NOT send insurance documents to Darren Rogers or the Churchill Downs Communications Department).
MEDIA CREDENTIAL ACCESS:

Kentucky Derby Week media credentials will allow access to all checkpoints in the 1st and 2nd floor grandstand and clubhouse and 3rd floor box seats. Pre-approved authorization is needed for access to the following areas:

- **B** = Stable Area;
- **C** = Red Carpet and Green Room (media wishing access to celebrity arrivals);
- **G** = Woodford Reserve Winner's Circle (limited);
- **K** = 100-300 Level Outdoor Seating (special circumstances only);
- **O** = Roof Top and 7th Floor Mezzanine (Racing Officials) (limited);
- **P** = Media Center (Parlay and Section 322 Viewing Area) (NOTE: Letter was formerly “M” in 2017);
- **R** = Racetrack & Paddock Runway (special circumstances only);

Other:

- **D** = Millionaires’ Row 4 & 6 and Skye Terrace 4, 5 & 6 (special circumstances only);
- **F** = Finish Line Suites, Finish Lines Balcony, Trophy Room (extremely limited; needs General Manager approval);
- **H** = Hospitality Venues & Temporary Structures: Sunny's Halo, Wicker Garden, Citation Lounge, Aristides Lounge & Loft, Champions Bar, Gold Room, Section 118 & 119 Courtyard, Stephen Foster Lounge, Churchill Downs Lounge, Horsemens Service Center, Angry Orchard Rosé Club, Backside Luxury Club, Finish Line and 16th Pole Turf Suites/Luxury Trackside Club, First Turn Suites, Pletcher Lounge, vineyard vines Club/Section 110) (special circumstances only)
- **J** = Jockey Club Suites, Oaks Room, Derby Room, Triple Crown Room and Starting Gate Suites (special circumstances only);
- **M** = Media Broadcast Compound (NOTE: New in 2018);
- **N** = Balconies: Champions Balcony, Gold Room Balcony, Paddock Balcony and Plaza Balcony (special circumstances only);
- **S** = Stakes Room and Stakes Room Balcony, 4th Floor camera deck (extremely limited; 4th Floor camera deck is for CDI and network camera operators/engineers only; needs General Manager approval);
- **T** = Turf Club, Turf Club Balconies & Director’s Room (extremely limited; needs General Manager approval);
- **W** = Winner’s Circle Suites (Owner's Area) (extremely limited; needs President's approval);
- **X** = Turf Terrace and Roses Terrace (extremely limited; needs General Manager approval);
- **Paddock** (extremely limited; pre-approved by Darren Rogers)
- **The Mansion** (no media access)
- **Taste of Derby** (limited to media on event assignment; pre-approved by Sara Brown Meehan);

MEDIA CREDENTIAL DISTRIBUTION:

The **deadline to apply for Kentucky Derby media credentials is Friday, April 13, 2018**. Media credentials will be available for distribution on Friday, April 27, 2018. A confirmation e-mail of acceptance or denial will be sent in advance by Monday, April 16, 2018. Reminder: Media credentials will not be released to media outlets or individuals until the proper Release and Indemnification Agreement (and proof of insurance, if applicable) document is on file.

ADDITIONAL INFORMATION:

Please visit the Kentucky Derby Online Media Center at [www.KentuckyDerby.com/Media](http://www.KentuckyDerby.com/Media) for additional media event information from the Churchill Downs communications department, including still and remote camera and broadcast locations; video and audio restrictions; telephone and Internet services; frequency coordination; preferred vendors; facilities schedules and maps; parking and shuttle service; complementary food and beverage; hotel listings; and hospitality and security procedures.

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