

2021 Marketing Partners



- Woodford Reserve –Presenting Sponsor of the Kentucky Derby, Official Bourbon of Churchill Downs and the Kentucky Derby, Presenting Sponsor of Road to the Kentucky Derby
- TwinSpires.com – Official Online Wagering Platform of the Kentucky Derby, Kentucky Oaks and Churchill Downs
- Brisnet.com – Official Handicapping Data Provider of the Kentucky Derby, Kentucky Oaks and Churchill Downs
- Longines – Presenting Sponsor of the Kentucky Oaks, Official Watch of Churchill Downs, the Kentucky Oaks and the Kentucky Derby, Official Timekeeper of Churchill Downs, the Kentucky Oaks and the Kentucky Derby
- Budweiser – Official Domestic Beer of the Kentucky Derby (Derby Week), Presenting Sponsor of Downs After Dark
- Blue Moon – Official Craft Beer of Churchill Downs, the Kentucky Oaks and the Kentucky Derby, Presenting Sponsor of Twilight Thursdays
- Kendall-Jackson – Preferred Wine of the Kentucky Derby, Kentucky Oaks and Churchill Downs
- La Crema – Preferred Wine of the Kentucky Derby, Kentucky Oaks and Churchill Downs
- G.H. Mumm – Official Champagne and Sparkling Wine of the Kentucky Derby (Derby Week)
- vineyard vines – Official Style of the Kentucky Derby
- Old Forester – Official Mint Julep Drink of the Kentucky Derby, Presenting Sponsor of Thurby
- Finlandia – Official Vodka of the Kentucky Derby, Official Vodka of the Oaks Lily Drink
- Coca-Cola – Official Soft Drink of Churchill Downs and the Kentucky Derby; Official Bottled Water of Churchill Downs and the Kentucky Derby (Dasani)
- Galt House Hotel – Official Host Hotel of the Kentucky Derby, Kentucky Oaks and Churchill Downs
- Ford – Official Truck, Non-Luxury SUV, Car and Van of Churchill Downs and the Kentucky Derby

Baccarat Fine Crystal
Blue Moon
Brisnet.com
Brown-Forman
Budweiser
Calhoun Construction
Canon
Christine A. Moore Millinery
Coca-Cola
Colgate
Derby City Gaming
Finest Call
Finlandia Vodka
Forcht Group
Ford Motor Company
Formé Millinery
Gallery Furniture
Galt House Hotel
GE Appliances
G.H. Mumm Champagne
GlycoGuard
Humana
John Deere
Keeneland Racecourse
Kendall-Jackson Winery
Kroger
L&N Federal Credit Union
La Crema Winery

Lanes End Farm
LG&E & KU Energy
Liquor Barn
Longines
Louisville Healthcare CEO Council
MassMutual
Mike Weber Custom Tack
Mobilitie
Norton Healthcare
Oak Grove Racing & Gaming
Office Depot
Old Forester Bourbon
Planet Fitness
Pyure Air Filtration
Sentient Jet
Sherwin-Williams
Smithfield
Spendthrift Farm
Sysco
Three Chimneys Farm
TwinSpires.com
United Card Events from Chase
Vidalia Onion Committee
vineyard vines
West Point Thoroughbreds
White Claw Hard Seltzer
Woodford Reserve Bourbon
Xtreme Transportation