

**FOR IMMEDIATE RELEASE:**

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**SPORTS ILLUSTRATED'S CLUB SI TO OPEN FOR HISTORIC 150<sup>TH</sup> KENTUCKY DERBY; NFL LEGEND EMMITT SMITH AND SI SWIMSUIT COVER STAR BROOKS NADER TO HOST FESTIVITIES IN THE NEW HOSPITALITY SPACE**

*Club SI's Debut at Churchill Downs coincides with opening night of Derby Week and the Publication's 70<sup>th</sup> Anniversary Year*

**LOUISVILLE, Ky. (Tuesday, Feb. 27, 2024)** – Pro Football Hall of Famer Emmitt Smith and model Brooks Nader join Sports Illustrated in celebrating the official opening of Club SI, the new luxury dining experience at Churchill Downs, for the historic 150<sup>th</sup> Kentucky Derby on Saturday, May 4. The grand opening event also aligns with the 70<sup>th</sup> anniversary year for the iconic sports publication.

Club SI, a multi-year exclusive naming rights partnership announced in January between Churchill Downs Racetrack and Sports Illustrated, is scheduled to debut on Opening Night of Derby Week and will offer guests a modern, sophisticated race day experience as part of the racetrack's \$200 million renovated Paddock Project.

Affording guests an unparalleled behind-the-scenes experience, Club SI's new space will offer a luxury dining experience with an immersive view of the all-new Paddock and Paddock Runway. The interior design of Club SI will showcase iconic Sports Illustrated magazine covers, editorial featuring past Kentucky Derby races, and a sneak peek into Sports Illustrated's new SI Resorts vertical.

Smith and Nader are the first of many celebrity hosts for Club SI during the Kentucky Derby and Kentucky Oaks for a premium race day experience. Smith, who played in the NFL for 15 seasons including 13 with the Dallas Cowboys, is the sport's all-time leading rusher with 18,355 yards. He was crowned the NFL's Most Valuable Player in 1993 and is a three-time Super Bowl champion with the Cowboys. Nader became a model for the Sports Illustrated Swimsuit Issue after winning the 2019 Swim Search, an open casting call that attracted 10,000 applicants. She has been featured in the magazine every year since then and became a cover girl for the magazine in 2023, which featured the first Sports Illustrated Resort in Cap Cana Dominican Republic in the pages of the issue.

Club SI will be open on premium race days throughout the year at Churchill Downs. Guests will have the option to book dining tables, indulge in gourmet dishes from the curated Chef's Table Buffet, visit dedicated wagering windows and private bars, and enjoy outdoor trackside viewing for live races. Steps from the club, guests will be treated to the SI Enclosure which will deliver a front-row experience of the Paddock with covered outdoor dining tables.

Tickets for the 150<sup>th</sup> Kentucky Oaks and Kentucky Derby have seen unprecedented demand with limited premium and luxury experiences still available, including Club SI. Fans are encouraged to secure tickets by calling (502) 636-4447 or visiting [www.kentuckyderby.com/seating-experiences/premium-dining-section/club-si-and-enclosure/](http://www.kentuckyderby.com/seating-experiences/premium-dining-section/club-si-and-enclosure/) to be a part of the most extraordinary Kentucky Derby yet.

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Churchill Downs also provides a secure, official resale marketplace to purchase Derby and Oaks tickets via the Churchill Downs Ticketmaster Ticket Exchange on [www.KentuckyDerby.com](http://www.KentuckyDerby.com).

### **ABOUT CHURCHILL DOWNS RACETRACK**

Churchill Downs Racetrack (“CDRT”), the world’s most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and the Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round sports book and simulcast wagering facility. [www.ChurchillDowns.com](http://www.ChurchillDowns.com).

### **ABOUT SPORTS ILLUSTRATED**

Sports Illustrated (SI) is an unparalleled and influential leader recognized for shaping modern culture and uniting athletes, teams and fans worldwide. At the intersection of sports, lifestyle and entertainment, Sports Illustrated is a 360-degree enterprise that delivers immersive content, innovative digital experiences, unforgettable events, and original products. Its award-winning media arm brings powerful storytelling to life through probing profiles and up-to-date news on SI.com, across social media platforms and through the monthly print magazine. The most trusted name in sports transcends media through SI Resorts, the ultimate destination for active lifestyles & sports enthusiasts, SI Tickets, a fan-first ticketing platform, [SI Sportsbook](#), a digital sports betting platform, SI Studios, the brand’s home for film, TV, and podcasts, and more. SI brings its unique perspective to marquee events and captivating brand activations including the Sportsperson of the Year Awards, SI’s “The Party”, SI Swimsuit Launch Weekend, and the SI Circuit Series. For more information, visit [SI.com](http://SI.com). Follow Sports Illustrated on X, [Instagram](#), [Tik Tok](#) and [Facebook](#).

### **ABOUT AUTHENTIC BRANDS GROUP**

Authentic Brands Group (Authentic) is a global brand development, marketing and entertainment platform, which owns a portfolio of more than 50 iconic and world-renowned Lifestyle, Entertainment and Media brands. Headquartered in New York City, with offices around the world, Authentic connects strong brands with best-in-class partners and a global network of operators, distributors and retailers to build long-term value in the marketplace. Its brands generate more than \$29 billion in global annual retail sales and have an expansive retail footprint in 150 countries, including 13,300-plus freestanding stores and shop-in-shops and 382,000 points of sale.

Authentic is committed to transforming brands by delivering powerful storytelling, compelling content, innovative business models and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. Authentic’s brand portfolio includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O’Neal®, David Beckham®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hunter®, Vince®, Hervé Léger®, Hickey Freeman®, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Sperry®, Rockport®, Eddie Bauer®, Boardriders®, Quiksilver®, Billabong®, Roxy®, DC Shoes®, RVCA®, Element®, VonZipper®, Honolua®, Spyder®, Volcom®, Shark®, Tretorn®, Prince®, Airwalk®, Izod®, Jones New York®, Van Heusen®, Hart Schaffner Marx®, Arrow® and Thomasville®.

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