



**FOR IMMEDIATE RELEASE:**

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## **CHURCHILL DOWNS ISSUES REQUEST FOR PROPOSAL FOR KENTUCKY DERBY, OAKS LOGO DEVELOPMENT**

**LOUISVILLE, Ky. (Friday, June 10, 2022)** – Churchill Downs Racetrack has issued a Request For Proposal (RFP) to seek a qualified creative agency to concept, develop and execute strong event marks and style guides for the Kentucky Derby and Kentucky Oaks event marks over the next three years, including the monumental 150<sup>th</sup> Kentucky Derby and Kentucky Oaks in 2024.

“The event marks must further establish the Derby and Oaks as must-see global events, commemorate and celebrate the storied history of those races, and visually reinforce the Derby and Oaks brand with each mark appropriately suited for their event,” said Casey C. Ramage, Vice President of Marketing and Partnerships for Churchill Downs Racetrack. “We want the event marks to elevate and drive collectability for the Derby and Oaks licensed goods and merchandise.”

The scope of the three-year project will include event marks for the 150<sup>th</sup>, 151<sup>st</sup> and 152<sup>nd</sup> Kentucky Derby and Kentucky Oaks. Design deliverables must include a final logo design versioned with and without a presenting sponsor and event date; full color, single color black, single color white and grayscale logos in eps, jpeg, png and pdf formats; an animated logo graphic to be used in multimedia and digital applications; comprehensive style guide and standards including but not limited to defining the approved logo uses, colors and fonts to ensure complete consistency and uniformity in all uses of the logo; and, for the 150<sup>th</sup> Kentucky Derby only, a branded graphics package for community uses (signage, printed materials, etc.) that supports the look and feel of the 150<sup>th</sup> Derby without utilizing official event logos.

The RFP is an open and competitive process for all qualified reputable design firms. Proposals must include an overview of the agency history, business experience, portfolio of work and team structure; three case studies of proven logo, brand and/or identity work in-market, including an overview of design process, project objectives, barriers and solutions; three client references in the sporting, event venue, racing industry or similar; and a proposed timeline and pricing structure for creative development.

All proposals should be submitted no later than Friday, July 1 at 4 p.m. ET. Proposals and questions can be sent to Emily Shepard, Director of Design and Creative for Churchill Downs Racetrack at [Emily.Shepard@KyDerby.com](mailto:Emily.Shepard@KyDerby.com) or (502) 635-4741.

### **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 saddling paddock and 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 simulcast wagering facility. [www.ChurchillDowns.com](http://www.ChurchillDowns.com).

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