



YOUR KEENELAND

Experience Guide





Welcome to Keeneland Hospitality

Keeneland is known for grand hospitality, crisp attention to detail, picturesque land and most importantly, world-class Thoroughbred racing and sales. Tie these high-end attributes together and wrap it up with a pretty bow. That is Keeneland Hospitality.

Managing Director of Keeneland Hospitality Marc Therrien and Executive Chef Lyle James share their passion and expertise to create custom food items, menus and experiences for guests that are uniquely them. Traditional celebrations, galas and conferences with an unforgettable customized twist are what our hospitality professionals will create. This Keeneland Experience Guide is an introduction to the tailored activities that are possible, and our team is ready to take your event to the next level.





Keeneland Boxwood Walls

Event Rentals

Keeneland Bugler / \$350

Want to add a little fanfare to your event? Whether it's to celebrate an entrance, announce a speaker in style, transition guests to dinner with a flair or get your heart racing with a resounding Call to the Post performance, the Bugler is the perfect addition to any occasion.

Gateposts / \$100

A Keeneland icon that is a testament to our rich history traditions, the Gatepost originates from the famous Kentucky Association Track in downtown Lexington that predated Keeneland. The perfect addition to frame an entrance, add to a backdrop or bring definition to a stage, this package of (2) Keeneland Gateposts is a wonderful way to enhance any area of your event.

Keeneland Tailgate / \$100

Bring the fun of tailgating on The Hill to your event. Perfect for cocktail hours and receptions, this package includes (2) Keeneland cornhole boards, cornhole bags and giant Jenga. Just like a good tailgate, this package is sure to bring guests together to enjoy some friendly competition during your event.

Boxwoods / \$350

A beautiful backdrop is just a boxwood away! Two 7' tall boxwood walls will create a perfect backdrop for any need. From a focal centerpiece to a photo booth that engages guests with festive Keeneland props, this enhancement will bring the outdoors in and give the room a nice elevated feeling.



Keeneland Tours

Morning Works Tour

A National Historic Landmark, Keeneland features beautifully manicured grounds that are open to the public every day. Home to spectacular Thoroughbred racing and the world's largest Thoroughbred auction company, Keeneland welcomes guests to celebrate our timeless beauty. For guests interested in learning the history of Keeneland and an overview of operations for both racing and sales, guided walking tours are available. Our outside walking tour with an experienced Tour Guide takes guests through the Keeneland Paddock and Grandstand, grounds, and when available, to the world-renowned Sales Pavilion. Following the trackside tour, fans are invited to visit the Keeneland Library, one of the world's largest repositories of information related to the Thoroughbred.

Behind-the-Scenes Racing Tour

Excitement and good times are always in store when you attend live racing at Keeneland in April or October. This behind-the-scenes look at our racing operation will walk guests through what it takes to host racing at its finest, and the work that goes into making it a safe and fun occasion for our human and equine friends alike!

Horse Country Tours

Keeneland is a proud member of Horse Country, which offers one-of-a-kind horse farms, equine medical clinics and attractions dedicated to sharing the stories of Kentucky's Horse Country. These tours are a wonderful opportunity to learn what it takes to get a horse ready to race at Keeneland, and what their careers look like when they retire. From breeding farms to stallion barns and everything in between, the equine industry is filled with passionate people who are excited to share their love of the horse with you.

Note: Pricing and availability vary by farm and tours may be booked through www.visithorsecountry.com Please let your Event Planner know of any questions that arise along the way.



Tour Guide: \$200 (Additional Tour Guides \$50 per Guide)

Time: Variable to fit Event—45 Minutes to 2 Hours

Keeneland Tour Experiences can be customized and are offered daily.



Foster Genuine Workplace Connections

Add any Keeneland Experience to your event for fun, or add a team-building element with the guidance of a professional leadership consultant! Keeneland Hospitality can tailor these activities to support, encourage, and grow corporate companies utilizing your unique mission and goals.

Development Topics

- Leading with Excellence
- Overcoming Perfectionism
- Leading High-Performing Teams
- Embracing & Navigating Change
- Turning Conflict into Connection
- Mission, Vision, and Values Development

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Keeneland has been my past, it is my present and I hope it remains my future as I attend the races and enjoy each moment.

—MEGAN SMEDLEY

Keeneland is home to world-class racing traditions. Pick the winner of the upcoming historic race, fill out your mutuel tickets and bet with the Keeneland Cash provided. At the end of the race, raffle prizes will be drawn from the winning tickets.

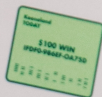
GET READY

- Review your materials
 - Racing Card
 - A pen for calculations
 - Three Hundred Dollars in Keeneland Cash
- Meet a BETologist at Wagering Central to teach you the basics of betting



CHOOSE YOUR HORSE

- Use your knowledge to select your horses
- Fill out your Mutuel Tickets
- Place up to 3 Win Bets.



PLACE YOUR BET

- At Window with a Mutuel Teller
 - Bring your completed tickets to the mutuel tellers.



THEY'RE OFF!



1st

Approx. Post 7:05 p.m.

The Keeneland High Stakes

MAIDEN, PURSE \$67,000 (INCLUDES \$13,300 FROM KIDF) FOR MAIDENS, TWO YEARS OLD, Weight, 118 Lbs (Preference To Horses That Have Not Started For Less Than \$75,000). In the event that this race is taken off the turf it will be contested at One Mile and One-Sixteenth on the main track Haggan Course (Eight And One Half Furlongs On The Turf/Rail at 20 Feet).

Track Record	Quier Resilive 116 lbs. 5 y.o. 4:27.00 1:40.30		
1	Adair Farms, LLC (William Humphries) and Merlot Racing, LLC (Tyler McCall) Blue, silver and red cap; blue stars on light blue sleeves. Left shoe cap	Kenneth G. McPhee	12
1	A. K. Safari White White (Ch) c (KY) by Stormy Atlantic. Bay. Awareness by Big Brown	Brian Hernandez, Jr.	
2	Arlo Cadeau Racing, LLC (Arlo Cadeau), Lee McMillan and Randy Fackner Turquoise, white circle, white band on sleeves, turquoise cap	Jan R. Wilkins	20
2	Impress Me White Dark Bay (Ch) c (KY) by Lemon Drop Kid. Lushly by Violette	Chris Landeros	
3	For Mill Farms, Inc. (Richard C. Porter) Red and white quarters, red bars on white sleeves, red cap	Jerry Jones	12
3	Quicksilver Blue Dark Bay (Ch) c (KY) by Stormy Atlantic. Maa Uda by Rely	Gabriel Saez	
4	Susan and Jim Hill Fluorescent orange, yellow and fuchsia thirds, fluorescent orange Noble Nebraskan Yellow Dark Bay (Ch) c (KY) by Noble Mission (GB). Nebraska by Street Cry (IRE)	George Weisner	3
5	Unity Green Dark Bay (Ch) c (KY) by Stormy Atlantic. Maa Uda by Rely	Luis Saez	118
6	Kenneth L. and Sarah K. Ramsey White, red "R", white band on red sleeves, white stars on Just Kitten You Black Dark Bay (Ch) c (KY) by Kitten's Joy. Diamonds for Dine by Duke Union	Michael J. Maser	10
7	William Pacella, Frank L. Jones, Jr. and Frank Shag White, red diamonds, white stripe on green sleeves, red cap	Dale L. Romans	8
7	Pico Entry Orange Dark Bay (Ch) c (KY) by Pico of Entry. C. S. Rince by Chord's Song	Robby Albarado	118
8	Windstone Farm (Dore L. Perkins) White and green diamonds, white sleeves, black cap Drilliant Pink Dark Bay (Ch) c (KY) by Drill. Forbidden Image by Forbidden Hope	Ignacio Comas, Jr.	8
9	Fergan Galvin and Marc Delamont Single green cross sashes, green cap Life Mission Turquoise Dark Bay (Ch) c (KY) by Noble Mission (GB). Crossing the Tape by Johnmisco	Ben Cowbrook	5/2
10	San Column Stables LLC (Brad Stephens), Randall L. Bloch and John Sailer Black, yellow diamond belt, black and yellow quartered sleeves, Mr. Sarcastic Purple Dark Bay (Ch) c (KY) by Magic (IRE). Supremacy by Chord's Song	Jan R. Wilkins	12
11	Three Diamonds Farm (Mark Wyckoff) Turquoise, yellow diamond belt, yellow bars on sleeves, turquoise Field Patrol Grey Dark Bay (Ch) c (KY) by Ghostzapper. Street Dancer by Street Cry (IRE)	Michael J. Maser	12
12	J. S. Stables, LLC (Craig Agar) Royal blue, red striped Temple Lime Dark Bay (Ch) c (KY) by Temple City. Dream by Quiet American	Florent Geroux	118
		Steve Margolis	118
		Joseph Rocco, Jr.	118

“And They’re Off”

Bet-to-Win Challenge

Bring the excitement of a race day to your event with this one-of-a-kind historical racing game. The activity kicks off with our famous Keeneland BETologists mingling with guests - teaching them how to read their racing program, select their favorite horse, and place bets with our Mutuel Tellers using Keeneland Cash. The Call to Post will then draw everyone's attention to the screens, where guests will cheer their horse across the finish line! A wonderful activity to tie into a break or cocktail hour, Bet to Win is sure to engage your guests and stir up a little bit of friendly rivalry along the way.



Investment: \$500 (25–100 Guests) | \$1,000 (101–250 Guests) | \$1,500 (251–500 Guests)
Estimated Time: Variable to Fit Event - 30 minutes to 1 Hour

Handicapper’s Hustle

This handicapping game is the perfect activity for a group of seasoned players. Each guest will receive their own player's card and Racing Form to begin betting on real races going on across the country. Our BETologists will also be on hand to give betting advice, help answer questions, and work to place bets. Strategy is key in this game with screens around the room showcasing a bankroll leaderboard once the races begin. Will you risk it all on a longshot, or play a steady approach to gradually build your funds? This fun and interactive game is the perfect way to entertain guests all night long!



Investment: \$500 (25–50 Guests) | \$1,000 (51–150 Guests) | \$1,500 (151–300 Guests) | \$3,000 (301–500 Guests)
Estimated Time: Variable to Fit Event—1 to 2 hours



Bourbon Tasting

Bourbon and horses just seem to go hand in hand! As both are signature industries of the Bluegrass, your guests can engage in iconic Kentucky experiences all in one venue. Bourbon tasting flights are a great way to entertain and educate your guests about the favorite drink of the Bluegrass, while also providing an activity to spice up the evening. Let our team help craft the perfect pairing for you, or choose bourbons based on personal experience and preference. Depending on your group's familiarity with the spirit, there are a variety of tasting experiences that you can engage in from basic principles to master distiller's notes.

Bourbon Basics

Allow one of our bartenders to walk your guests through the keystones of the bourbon spirit and general tasting notes as they sample a variety of products. This tasting works well at a separate bar which guests can walk up to at their leisure to engage with the bartender, and is a great addition to cocktail hour.

Notes: Tastings are 1/2 ounce each and designed for three to four selections. Pricing does not include cost of bourbon, which will be charged per tasting on consumption.

Bring on the Bourbon

Tim Knittel is a bourbon educator with Distilled Living who has a wealth of information not only about bourbon but the industry as a whole. This experience is a fantastic opportunity to learn more about the differences between brands, the proper way to drink a glass of our favorite spirit, refine your palate, and taste specific notes in each brand.



Investment: Quote dependent upon requests

Estimated Time: Variable to Fit Event—30 minutes to 1 hour



Master Class Culinary Experiences

Keeneland offers a number of specialty master class culinary experiences that are equal parts educational, engaging, and delicious. From unique dining settings to sense-awakening meals narrated by our very own Chef Marc Therrien, Keeneland Hospitality can customize one-of-a-kind culinary experiences for your guests at any price point.

Cheese & Charcuterie

Learn from the best on how to create an impressive charcuterie board from an assortment of products. Then take a stroll through the market to choose your cheeses, meats and fruits to create a high-end charcuterie board. A panel of judges will award a prize based on taste, presentation and team spirit. This is a great team-building experience that will boost morale and comradery!

Dining in the Dark

Enjoy a five-course wine pairing dinner with a twist—a blindfold. Chef Marc will narrate the entire culinary journey, guiding guests through the meal as they use their heightened senses to experience their food. This is a truly unique experience designed to wow guests!

Crafted Cocktails & Mocktails

Keeneland is known for its cocktails served during the race meet. We also have an incredible recipe book full of outstanding options to serve at private events. Join our beverage team as we dive into the ingredients and flavors used to spice up a cocktail!



Investment: Quote dependent upon requests

Estimated Time: Variable to Fit Event—30 minutes to 2 hours



Scavenger Hunt

Racing Grounds

Keeneland is filled with stories of the people, horses and incredible events that have happened here. Scavenger Hunts around the grounds are customized for each group to hit the hot spots that relate to corporate missions, history and interests. This activity works very well with cocktail hours and breaks, and the number of clues are adjusted to fit time allotments. Nothing better than learning about the historic grounds with a cocktail in hand!



Investment: Quote dependent upon requests

Estimated Time: Variable to Fit Event—30 minutes to 1 hour

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Wow! Wow! Wow! We continue to receive rave reviews about the food and service. The staff outdid themselves—they were simply marvelous.

—LAURA B.



The Keeneland Shop

The Keeneland Shop features a curated selection of gifts, décor, barware, Keeneland-branded merchandise and apparel. Corporate gifting adds an elevated and professional touch to any event. The Keeneland Shop offers specialty orders at a reduced corporate rate. Work with our team of professionals to source custom-branded merchandise to enhance your guests' experience.

** All custom orders are based on availability.*

** All corporate gifting will be sourced by The Keeneland Shop and priced at discounted corporate rate.*

giftshop@keeneland.com | 859 288-4236

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***If Lexington is the heart of the
Bluegrass and the surrounding horse
farms its lifeblood, then Keeneland
must certainly be its heartbeat.***

—JAMES E. “TED” BASSETT

KEENELAND ASSOCIATION, INC.

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