



EXPERIENCE THE KENTUCKY DERBY 2017



INSPIRATO®



# THE KENTUCKY DERBY 2017

THE RUN FOR THE ROSES

Join Inspirato – sponsor of the 143rd Kentucky Derby – for “The Fastest Two Minutes in Sports” as members watch from the esteemed Millionaires Row. This tradition brings out the best of the best in horse racing to compete for the roses. Gaze upon the high fashion at Friday’s Longines Fashion Show and enjoy the elegance of America’s most classic horse race away from the dense crowds and heat with mint julep in hand.





## EXPERIENCE OVERVIEW

### QUICK FACTS

#### When

Thursday, May 4 – Sunday, May 7, 2017

#### Where

Louisville, Kentucky

#### Hotel

The Brown Hotel

### EXPERIENCE HIGHLIGHTS

#### Millionaires Row

Inspirato invites members to enjoy unrivaled views of the Kentucky Derby within Millionaires Row. This section of Churchill Downs is the event's ultimate place to mingle, network, and enjoy the action at the Kentucky Oaks and Kentucky Derby. Decked out in your Derby finest, join other corporate leaders and celebrities to celebrate one of the greatest events in sports from an exclusive vantage point. This is the most sought-after spot in the world during Derby weekend.

#### Oaks Day

Energy is at an all-time high on the first day of the races. On Friday, May 5, in honor of the Oaks official flower, the stargazer lily, both southern belles and gentlemen converge in a sea of pink attire to witness the Race for the Lilies. Churchill Downs has partners with Bright Pink. Attendees are encouraged to wear pink to honor the fight against breast cancer.



### **Members-Only Inclusions**

Designed just for you, Inspirato will provide custom-made derby hats and bow ties, revealed at the welcome party. In addition to the bevy of inclusions in each package, the Inspirato team will be on-site to ensure your experience is flawless. From securing those hard-to-get dinner reservations or accessing last-minute party tickets, we will be available to you 24/7 during your time in Louisville.

- Exclusive Inspirato welcome cocktail party
- Welcome dinner reception on Thursday, May 4, 2017
- Custom-made derby hats and bow ties – one hat and one bow tie per room (additional hats and bow ties can be purchased for an additional cost)
- Incredible views of the races from Millionaires Row on Kentucky Oaks and Derby days
- Inspirato Secret Status race (Champion package only)
- Club Level Deluxe King Room at The Brown Hotel in Louisville
- Kentucky Oaks tickets and Kentucky Derby tickets to Millionaires Row (two tickets for double occupancy and one for single occupancy travelers)
- Transportation to and from the Kentucky Derby and Kentucky Oaks during set departure times
- Inspirato team on-site
- Meals per the itinerary
- Great member gifts

### **Upgrade Options**

Barnstable Brown Gala tickets are available. Additional charges apply. Contact your Member Services Team for more information.

### **The Brown Hotel**

In the heart of Louisville sits the Brown Hotel – one of the city’s oldest, most well-kept landmarks since 1923. Surviving tough circumstances throughout its history, a recent \$12 million restoration project has brought even more attention to this gem on the National Register of Historic Places.



## EVENT ITINERARY

### Champion and Gold Packages

DAY 1

THURSDAY, MAY 4, 2017

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**4 p.m.** Check in at The Brown Hotel

**6:30 - 8:30 p.m.** Inspirato Welcome Dinner Party at the Marketplace Restaurant

*Meals: dinner, hors d'oeuvres, and cocktails*





**DAY 2**

**FRIDAY, MAY 5, 2017**

*Champion Package Only*

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- 7:30-10:30 a.m.** Light breakfast provided by The Brown Hotel in the Club Level Lounge
- 10 a.m.** Private Inspirato Secret Status Race Tour
- 10:30 a.m.** Inspirato Secret Status Race
- 2 p.m.** The Longines Fashion Contest
- 5:50 p.m.** The Longines Kentucky Oaks Race
- 6 - 9 p.m.** Complimentary hors d'ouvres and cocktails provided by the Brown Hotel
- 8 p.m.** Barnstable Brown Gala (upgrade option)

***Meals:** breakfast, buffet lunch, dinner (included with Barnstable Brown Gala upgrade only), hors d'oeuvres, and cocktails. Please note alcohol in Millionaires Row is not included in the complimentary buffet. All purchases are member's responsibility.*

**DAY 2**

**FRIDAY, MAY 5, 2017**

*Gold Package Only*

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- 7:30-10:30 a.m.** Light breakfast provided by The Brown Hotel in the Club Level Lounge
- 2 p.m.** The Longines Fashion Contest
- 5:50 p.m.** The Longines Kentucky Oaks Race
- 6 - 9 p.m.** Complimentary hors d'oeuvres and cocktails provided by the Brown Hotel
- 8 p.m.** Barnstable Brown Gala (upgrade option)

***Meals:** breakfast, buffet lunch, dinner (included with Barnstable Brown Gala upgrade), hors d'oeuvres, and cocktails. Please note that alcohol in Millionaires Row is not included in the complimentary buffet. All purchases are member's responsibility.*



## Champion and Gold Packages

### DAY 3

SATURDAY, MAY 6, 2017

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**7:30 - 10:30 a.m.** Light breakfast provided by The Brown Hotel

**10:30 a.m. - 7 p.m.** Spend the day in Millionaires Row watching the excitement of the Kentucky Derby

**6:35 p.m.** Watch “the most exciting two minutes in sports,” the Kentucky Derby

**6 - 9 p.m.** Complimentary hors d’ouvres and cocktails provided by the Brown Hotel

Dinner this evening is at your leisure

*Meals: breakfast, buffet lunch, hors d’oeuvres, and cocktails*

### DAY 4

SUNDAY, MAY 7, 2017

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**7:30 - 10:30 a.m.** Light breakfast provided by The Brown Hotel

**11 a.m.** Check out of The Brown Hotel

*Meals: breakfast*



## RESTAURANT GUIDE

Restaurants are very busy during the Kentucky Derby, so reservations are strongly encouraged whenever possible. Please note that many restaurants require credit card deposits to secure reservations and many also enforce strict cancellation policies and fees. Contact [experiences@inspirato.com](mailto:experiences@inspirato.com) to request reservations.

### AT YOUR HOTEL

#### **English Grill**

[877.926.7757](tel:877.926.7757)

The Brown Hotel

**Cuisine:** American

**Atmosphere:** Classic

Called “Louisville’s most elegant dining,” the English Grill at your hotel provides special-occasion dining that includes a deluxe, seven-course meal. They also provide a small-plate dining experience in which all of your food is paired with one of their specialty cocktails or wines. Whether you’re hoping for an eclectic list of appetizers, a delicious entrée, or a famous signature chocolate cake, the English Grill will not disappoint.

### DOWNTOWN

#### **Decca**

[502.749.8128](tel:502.749.8128)

E Market Street

**Cuisine:** American

**Atmosphere:** Modern

Decca is a hub for all things local. In addition to utilizing the bounty of local farms, this restaurant gets a boost from area artists and musicians.



**Please & Thank You**

502.553.0113

800 E Market Street

**Cuisine:** Bakery, coffee

**Atmosphere:** Casual

This charming café is a haven for fans of Southern baked goods. Pair those with a full coffee bar and a focus on music and you have a great option for a quick afternoon treat.

**Bourbon Bistro**

502.894.8838

2255 Frankfort Avenue

**Cuisine:** Steak, Seafood

**Atmosphere:** Classic

Melt into Louisville's history as you enter into Bourbon Bistro's rustic building from 1877. The Gold Medal winner of Whisky Magazine's "Whisky Bars of the World," this restaurant offers over 130 types of bourbon, as well as a full menu ranging from Maryland crab cakes to delectable braised short ribs. This restaurant is a perfect opportunity for you to immerse yourself in Louisville's history while you enjoy some of the best food and whisky in the city.

**Proof On Main**

502.217.6360

702 W Main Street

**Cuisine:** Southern, American

**Atmosphere:** Trendy

Proof On Main is a convenient restaurant offering delicious, classic food at all hours of the day. Located on Louisville's Main Street, this restaurant provides breakfast, lunch and dinner, as well as a full bar.



## HIGHLAND

### **Feast BBQ**

502.749.9900

909 E Market Street

**Cuisine:** Barbecue

**Atmosphere:** Rustic, trendy

“Low and slow” is Feast BBQ’s mantra. That tried-and-true philosophy is apparent in items like pulled pork, brisket, and ribs, plus sides like mac and cheese. This casual establishment offers counter service and first-come, first-served seating.

### **Hammerhead’s**

502.365.1112

921 Swan Street

**Cuisine:** American

**Atmosphere:** Casual

You’ll find your favorite comfort fare here, including sandwiches and burgers, plus more elevated iterations such as duck fat fries. The basement setting suits the menu and beer selection well. Reservations not accepted.

### **Jack Fry’s**

502.452.8244

1007 Bardstown Road

**Cuisine:** Southern

**Atmosphere:** Classic

This restaurant’s historic setting- a 1930s building- is an ideal match for a plater of a classic Southern fare. Don’t let that fool you though; there is a noted trendy scene here, as well.



**Rye**

502.749.6200

900 E Market Street

**Cuisine:** American

**Atmosphere:** Trendy

Rye's commitment to pure, local, and sustainable ingredients lets natural flavors sing. Each plate of the delicious food goes great with a cocktail from the bar.

**OLD LOUISVILLE**

**Buck's Restaurant & Bar**

502.749.9900

909 E Market Street

**Cuisine:** Steak, seafood

**Atmosphere:** Classic

Step back in time to the 1950s and '60s. Buck's Restaurant & Bar has preserved the esteemed steakhouse traditions of the mid-century era: dark décor, a grand piano, fine china, and tablecloths. Fine steaks, seafood, bourbon, wine, dessert, and more round out the experience.

**ST. MATHEWS**

**Ruth's Chris Steakhouse**

502.479.0026

6100 Dutchmans Lane

**Cuisine:** Steak

**Atmosphere:** Classic

Ruth's Chris Steak House provides delectable dishes along with exquisite views of the city. Enjoy their specialty steak and seafood or dive into their happy hour to enjoy a taste of various shrimp, sandwiches, and signature cocktails like their pomegranate martini. Ruth's guarantees a unique dining experience for those who strive to devour not only delicious food, but amazing views as well.



## FAQ

### **When should I arrive and depart?**

Please book your flights into Louisville International Airport (SDF). Flights are available from all major U.S. airports. This experience begins on Thursday, May 4, 2017. Check in at The Brown Hotel begins at 4 p.m. At 6:30 p.m. Inspirato will host a welcome dinner party where ladies will receive their custom Derby hats and men will receive their custom bow ties. We recommend contacting your Inspirato team as soon as possible at [derby@inspirato.com](mailto:derby@inspirato.com) to inquire about dinner reservations. This experience concludes on Sunday, May 7, 2017. Checkout is at 11 a.m.

### **Will I have transportation included from the airport?**

Transportation to and from the airport is provided via a complimentary shuttle through the Brown Hotel. It will not be exclusive to Inspirato Members and you may have to wait for other clients of the hotel. If you would like to book this transportation, head down to baggage claim upon your arrival and call the bell stand at [877.926.7757](tel:877.926.7757). If you would like private transportation, we would be happy to arrange a transfer for your party at an additional charge. If you would like assistance arranging private transportation, please contact your Member Services team.

### **Can my Member Services team book my flight reservations?**

No, Inspirato does not book flight reservations for members.

### **What if my flight is delayed or cancelled?**

Please contact Kylee Glaser at [949.287.9632](tel:949.287.9632).

### **What does my package include?**

Please review the itinerary for your daily event schedule and inclusions.

### **What is the attire for the included events?**

Please review the itinerary and the packing list for this experience.



### **How will I order my hat or bow tie?**

You will receive a link to an order form from the Inspirato Experiences Team after booking. Please follow the due dates included in the form. If we do not receive this information for the travelers in your party, you will not receive a hat or bow tie. Please note that only one hat and one bow tie per room are included. If you would like to order additional hats or bow ties, please contact your Member Services team for pricing.

### **What will the weather be like in Louisville?**

Average May temperatures in Louisville range from highs around 80 degrees to lows around 50 degrees. Cool clothing, hats, and sunscreen are recommended. Please note that there are several items that are restricted from Churchill Downs. We have listed these items as well as specific packing recommendations in the packing list.

### **Where are our seats for the Derby located?**

Because of Inspirato's sponsorship of the Secret Status Race, your seats will be located in the exclusive Millionaires Row.

### **Can I place wagers on the race?**

Inspirato will not facilitate betting on the races during this experience. If you would like to place wagers, you may reference this [website](#).

### **What are the difference between the Gold and Champion Packages?**

The Champion Package includes an exclusive event, the Inspirato Secret Status Race on Friday, the morning of the Kentucky Oaks:

- + VIP tour of the Paddock area prior to the Inspirato Secret Status Race
- + Inspirato Secret Status Race, watch from the Winner's Circle
- + Presentation and photograph with the winning jockey
- + Champagne toast in the Director's Room following the race



**If I purchase the Gold package and decide I'd like to upgrade to the Champion package, is that possible?**

If space is available, yes. There are only four Champion Packages available. Please contact your Member Services team for upgrade pricing.

**Can I purchase additional tickets if I have friends in the area who want to sit with me, but do not wish to attend the full Inspirato Experience?**

No, we only have access to the limited number of seats at the race events that Inspirato has been allocated from our race sponsorship.

**If I am bringing guests, can I change them?**

Yes, there is no fee for name changes. At least one Inspirato Member from your party must attend the experience. Please notify your Member Services team of any participant changes. You will be asked to fill out a new guest information form for your new guest.

**Is there an age limit for my guests?**

No, there is no age limit for guests attending the full Inspirato Experience. However, please note it is highly unusual to see children in Millionaires Row.

**If I have friends in the area, can they attend any other included events in this experience for additional charge?**

Please note that this event is for Inspirato Members and their guests who have purchased the full package. Depending on availability, we may be able to accommodate guests at the Welcome dinner for an additional charge. Please inquire with [derby@inspirato.com](mailto:derby@inspirato.com) if you would like to add a guest for the welcome dinner. All other events are exclusively for the members who have purchased the full package.

**Do I need to attend all events included in this experience?**

You may choose to attend any of the included events that you wish, however, there will not be any refunds for events you do not attend.



**If I live in the area or want to stay at a different hotel, do I have to buy the full package?**

**Can I remove accommodations from the price?**

The package for this experience includes accommodations and we cannot remove items from the package.

**What is the cancellation policy for this experience?**

This event is 100% non-refundable.

**Can someone help me make restaurant reservations?**

Yes, please review the restaurant guide and contact your Inspirato Member Services team if you would like assistance making reservations. As this is a highly popular event, reservations will go quickly and we cannot guarantee reservations at any particular restaurant. Please note that restaurants may require a credit card deposit for reservations and could enforce cancellation penalties.

**Are there additional parties that I can attend outside of the inclusions in my experience?**

Yes! The Barnstable Brown party on Friday night is a great event. We can help you secure tickets and provide transportation to that event. Please contact your Member Services team to upgrade your package to include this event.





# PACKING LIST

## GENERAL PACKING RECOMMENDATIONS

### Churchill Downs Restrictions

Please reference the list below for the items that are not permitted in the race area.

### Necessities

Carry any necessities – including travel documents, money, medications, and other vital supplies – in your carry-on bag and not in your checked luggage.

### Carry-On

Pack a change of clothing and any essentials (including toiletries) in a carry-on bag in the unlikely event your luggage is delayed or lost by the airlines. Check with the Travel Security Administration (TSA) to determine which items are suitable for carry-on baggage and which items should be packed in your checked luggage. If you plan to lock your luggage, use a TSA-approved security device.

Be prepared for humid weather: Average May temperatures in Louisville range from highs around 90 degrees to lows around 50 degrees. Cool clothing, hats, and sunscreen are recommended. We also recommend checking the current weather ([weather.com](http://weather.com)) a few days prior to your trip so you can be prepared for any unseasonable conditions.

## TRAVEL DOCUMENTS

- Valid photo ID
- Airlines tickets
- Emergency contact sheet for cancellations or delays
- FAQ sheet
- Copy of applicable travel and/or medical insurance



## DRESS CODE (WOMEN)

Pick something comfortable, but classy. The weather in Kentucky in May is warm and you will not be able to change when you get to the track.

### Shoes

While women do wear heels or wedges and you will be seated for most of the day, we recommend bringing flip-flops as some members choose to explore the race track.

### Hats

You will receive a custom-made hat for the Derby. Our team will help you design a custom hat that only you will wear. Please make sure to fill out your Hat & Bow Tie Order Form, which our team will send to you after booking.

### Kentucky Oaks

Is it a tradition to wear pink on Kentucky Oaks day, however, it is not required. There is a yearly fashion show that takes place during Kentucky Oaks day. As an Inspirato Member, you will get the chance to compete against 500 other women to be crowned “Best Dressed” for the Kentucky Oaks day.





## DRESS CODE (MEN)

### The Suit

You will see men in seersucker suits and bright patterned ties, as well as more traditional, neutral-colored suits. Dress for comfort, but don't be afraid to add a splash of color.

### Shoes

You will want to wear comfortable shoes, like loafers.

## CHURCHILL DOWNS EVENT VENUE PERMITTED ITEMS

- Food items in clear plastic bags – maximum size 18 inches x 18 inches (no trash bags; limit of two bags per person)
- “Box” lunches in clear plastic bags or containers-maximum size 18 inches x 18 inches (no trash bags)
- Water and soft drinks-plastic bottles only (sealed, clear, and unopened)
- Purses-cannot be larger than 12 inches in any dimension (subject to search)
- Small Cameras-cannot be equipped with detachable lenses or have lenses of 6 inches or more
- Binoculars
- Sunscreen (non-glass containers only)
- Small personal music systems, radios, and televisions (no boom boxes)
- Cell phones, smartphones, and tablets
- Seat cushions smaller than 15 inches x 15 inches that do not contain metal arms and/or backs, zipper pockets or flaps
- Strollers (only if carrying a child)
- Chairs (Gate 3 ONLY)
- Blankets & tarpaulins (Gates 1 and 3 ONLY)



### CHURCHILL DOWNS EVENT VENUE PROHIBITED ITEMS

- Coolers (Styrofoam coolers, ice available infield purchase points)
- Cans (any size or type) and glass bottles or containers
- Pop-up or patron tents (no poles or stakes of any kind)
- Laptop computers and camcorders
- Cameras with detachable lenses or equipped with a lens that is 6 inches or longer
- Tripods
- Selfie sticks
- Purses larger than 12 inches in any dimension
- Grills
- Alcoholic beverages
- Illegal substances
- Thermoses
- Backpacks
- Luggage (includes briefcases)
- Duffel bags
- Wagons
- Umbrellas
- Weapons (including knives)
- Fireworks, noisemakers, air horns, laser lights/pointers, mace, or pepper sprays
- Remote controlled aircraft
- Animals (with the exception of service animals for guests with disabilities)
- Any item deemed dangerous and/or inappropriate



## CLOTHING ESSENTIALS FOR EACH DAY

### Thursday, May 4 - Arrivals

- 6:30 p.m. Inspirato will host a welcome cocktail party to kick off this unforgettable weekend.
- Ladies will receive their custom Derby hats and men will receive their custom bow ties.
- Attire: Summer cocktail attire or sun dresses. Ties and suit jackets are not required for men.

### Friday, May 5 - 143rd Kentucky Oaks

- Kentucky Oaks attire: We suggest pink attire.
- The Barnstable Brown Party is an à la carte option available for purchase and is not exclusive to Inspirato. This is a black tie event.

### Saturday, May 6 - Kentucky Derby

- Race day.
- Attire: See detailed description above.

### Sunday, May 7

- Check out by 11 a.m.
- Attire: Comfortable clothes for your flight home.



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