



# 2025 PEGASUS PIN<sup>®</sup> SPONSORSHIP

## GET READY. GET HAPPY.

The Kentucky Derby Festival season begins with you! Pegasus Pin retailers are the go-to spot for our community to get this iconic symbol of spring. The Pegasus Pin provides FREE access to more than 30 Derby Festival events and concerts. The 2025 Pegasus Pin design represents the fulfilling happiness of the Festival. We anticipate an amazing Festival season and appreciate your support and partnership!

**What are we selling?** Pegasus Pins sell for \$7.00 each at retailers. Every envelope contains a Pegasus Pin, three (3) coupons from local participating retailers, and the opportunity to register for Grand Prizes. Each pin also offers FREE admission to Kentucky Derby Festival events such as Thunder Over Louisville, Kroger's Fest-a-Ville, Samtec Great Bed Races, and more!

**When are we selling?** Pegasus Pins can be sold upon receipt of this 50-count kit. Our public on-sale date is March 1. Sales end on May 8, 2025. These are consigned goods, and any unsold pins will be collected after May 8, 2025.

**How do we sell them?** Each envelope contains a UPC barcode, and the associated cost is \$7.00 per pin. You are responsible for the \$350 value of the box less any returned pins at the end of the sales period.

### Prepare your box for selling:

- Step 1: Open the point-of-purchase box and fold the lid to display the price point. Notice the QR code for easy restock.
- Step 2: Display the box prominently in high-traffic yet very secure areas when possible. Pegasus Pins have a high street value. Take caution to prevent theft.
- Step 3: Each box contains 50 pin envelopes. Each envelope has a barcode on the back for UPC scanning.
- Step 4: Start Selling!
- Step 5: Almost out of stock? Scan the QR code on the back of the box to place a reorder.
- Step 6: After the sales period, collect the unsold envelopes/kits and contact a pin management representative to arrange return/credit at [pegasuspins@kdf.org](mailto:pegasuspins@kdf.org).

### PEGASUSPINS.COM is your source:

- Find a complete list of Pegasus Pin prizes and Sponsors (see other side).
- FAQs
- Get up-to-date benefits and rules.
- Visit the Festival's Pin store for all current and vintage designs and merchandise!



2025 KENTUCKY DERBY FESTIVAL  
OFFICIAL PEGASUS PIN<sup>®</sup>  
RETAIL PARTNER

# WEEKLY GRAND PRIZES

The Kentucky Derby Festival will conduct Weekly Grand Prize Drawings beginning Friday, March 14, through Friday, May 2. Weekly Grand Prizes will be awarded on the 7PM WAVE 3 TV Newscast.

 <p>3/12/2025 \$3,000 "Speakeasy Bourbon Party"</p>	 <p>3/12/2025 \$2,500 Main Event Gift Cards</p>	 <p>3/19/2025 \$2,500 VISA Gift Card</p>	 <p>3/19/2025 \$2,500 Shopping Spree to The Outlet Shoppes of the Bluegrass, 80+ Stores</p>	 <p>3/26/2025 \$3,000 Two 4-Day Weekend Passes to 2025 Bourbon &amp; Beyond and Louder Than Life</p>	 <p>3/26/2025 \$2,500 Off a service in the form of a Gift Card</p>
 <p>4/12/2025 \$2,000 Great Clips Prize Package</p>	 <p>4/2/2025 \$2,500 Publix Gift Card</p>	 <p>4/9/2025 \$3,000 Meijer Gift Card</p>	 <p>4/16/2025 \$3,000 Six-Month Platinum Elite 5-6 Individual Memberships</p>	 <p>4/23/2025 \$2,500 Kroger Grocery Card</p>	 <p>4/30/2025 \$2,500 Kroger Fuel Card</p>

## GOLD WINNER PIN GRAND PRIZE

The final Grand Prize of \$20,000 for the Gold Winner Pin will be awarded on Friday, May 9, on the 7PM WAVE 3 TV Newscast. Check [pegasuspins.com](http://pegasuspins.com) for complete details.

## AVAILABLE COUPONS

**Evan Williams Bourbon Experience** – Redeem this coupon for 25% off one retail item. Present this coupon in the retail shop located on the 2nd floor at the Evan Williams Bourbon Experience for a 25% discount on one retail item. Offer valid through 9/30/2025. The Evan Williams Bourbon Experience is located at 528 West Main Street, Louisville, KY 40202. Information regarding the Evan Williams Bourbon Experience can be found by visiting [www.EvanWilliams.com/visit](http://www.EvanWilliams.com/visit) or calling (502) 272-2623. Offer not valid on alcohol products. Not to be combined with any other offer. Must be at least 21 years of age to redeem. Limit one coupon per person, per visit. Not redeemable for cash. Void where prohibited. Heaven Hill Distillery reserves the right to cancel or amend this coupon at any time.

**Kentucky State Fair** – Get two tickets for the price of one! PROMO CODE: FAIR25. Valid April 1-July 1. Visit [kystatefair.org/KDF](http://kystatefair.org/KDF) for info. Dates for the KY State Fair are August 14-24, 2025.

**Kern's Kitchen** – \$2 off Official Derby-Pie® Chocolate Nut Pie. Expires 5/31/2025.

**Kroger** – \$5 off \$30 purchase. Limit 1 coupon per transaction. Expires 2/28/2026. Excludes alcohol, tobacco, fuel, prescriptions, money services and taxes.

**Main Event** – Free 60 minutes of game play. Present this coupon & receive 60 minutes of free game play. 12500 Sycamore Station Place, Louisville, KY 40299. Video game play will be added to a FUN Card or game card as credits and cannot be used as payment for any other activity, food, beverage, group event or refunded for cash (except where required by law). One coupon per person/per visit. Cannot be combined with any other offers or redeemed online. Valid thru 09/30/25. Only valid at Main Event, Louisville, Kentucky.

**Meijer** – Save \$20 on a purchase of \$75+. Good for home delivery or pickup orders placed at your Louisville and Lexington, KY, and New Albany and Jeffersonville, IN, area stores. Offer valid on your [meijer.com](http://meijer.com) or Meijer app order of \$75 or more 2/25 – 9/30/2025. Order must be fulfilled by 9/30/2025

for discount to apply. Enter offer code at checkout. Limit one. Excludes: Alcohol, Tobacco, Prescriptions, Gift & Entertainment Cards, Prepaid Phones & Airtime Cards, Lottery, Postage, Park & Entertainment Tickets, Prepaid Debit Cards & Reload Packs, In-Store Businesses, Meijer Express Locations, Licenses, Taxes, Previous Purchases, SIMPLRTM Protection Plans, Clearance, Bottle Deposit and Meijer Home Delivery & Pickup Fees.

**Mike Linnig's** – \$1 off food purchase of \$10 or more. Dine-in only. Redeemable only at the main restaurant location at 9308 Cane Run Road, Louisville, KY 40258. Expires 11/1/25.

**Mike Linnig's** – \$1 OFF 24 Oz. Soft Drink. Dine-in only. Redeemable at the main restaurant location at 9308 Cane Run Road, Louisville, KY 40258. Expires 11/1/25.

**Peterman Brothers** – \$151 off any repair of \$750 or more. \$151 rebate valid on a repair of \$750 or more. Not to be combined with any other offers, discounts, or previous purchase. Restrictions may apply. Expires: 05/31/25 HL#HM05579,HJ16709 PL#M8194 EL#CE66398

**Publix Supermarket** – \$10 off your purchase of \$50 or more. Now through May 31, 2025, at your neighborhood Publix. Limit one coupon per household per day. Excluding all alcohol, tobacco, lottery items, money services, postage stamps, gift cards, and prescriptions. Minimum purchase amount must be met in a single in-store transaction before taxes. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Expires 5/31/25. Offer good at your neighborhood Publix.

**Topgolf** – \$20 off Topgolf Game Play. Expires 9/30/2025. By texting "DERBY25" to 68633, you consent to receive an automated text message response from or on behalf of Topgolf, to the mobile number from which the message was sent, containing the requested discount code. You also agree to Topgolf's Terms at [topgolf.com/terms](http://topgolf.com/terms). Coupon restrictions apply. Privacy Policy available at [topgolf.com/privacy](http://topgolf.com/privacy)

**THANK YOU FOR YOUR ORDER.**  
TO RE-ORDER, PLEASE CALL: 502-572-3846  
or email [PegasusPins@kdf.org](mailto:PegasusPins@kdf.org)



Scan QR code for the Official  
2025 Pegasus Pin rules.

