



OFFICIAL RULES OF 2026 KENTUCKY DERBY FESTIVAL

PEGASUS PIN SPONSORSHIP PROGRAM

1. The Kentucky Derby Festival will conduct Weekly Grand Prize Drawings beginning Friday, March 13, through Monday, May 4, 2026. Grand Prizes will be awarded each week on the 7:00 PM WAVE 3 TV Newscast. The final Gold Winner Pin Grand Prize will be awarded on Friday, May 8, 2026, on the 7:00 PM WAVE 3 TV Newscast. Check pegasuspins.com for complete details.
2. To participate: No purchase necessary. During normal business hours, a free official Pegasus Pin Sponsorship Program envelope may be picked up at the Kentucky Derby Festival office, 1001 S. Third Street, Louisville, KY 40203. Limit one per person per day.
3. Weekly Grand Prize Drawings: Pegasus Pin Sponsorship envelopes contain a Pegasus Pin attached to an alphanumeric-coded Registration Card. Everyone who purchases a 2026 Pegasus Pin Sponsorship, receives a Pegasus Pin, and registers their alphanumeric-coded card number online at pegasuspins.com is eligible for the Weekly Grand Prize Drawings. Weekly Grand Prize Drawings will take place on WAVE 3 TV each Friday beginning Friday, March 13, 2026, and continuing through Friday, May 1, 2026. Winners will be announced on the 7:00 PM WAVE 3 Newscast. Registrations must be completed by 5:00 PM the Wednesday before each Weekly Grand Prize Drawing. Individuals are responsible for properly registering for the Weekly Grand Prize Drawings. The Kentucky Derby Festival is not responsible for lost or stolen Registration Cards.
4. Gold Winner Pin Grand Prize: Some Pegasus Pin Sponsorship envelopes contain a gold-colored "GOLD WINNER" Pegasus Pin attached to an alphanumeric-coded Registration Card or a certificate redeemable as a "Gold Winner" Pegasus Pin. The gold-colored "GOLD WINNER" Pegasus Pin and associated alphanumeric-coded Gold Pin Registration Card is evidence of your eligibility for the Final Grand Prize Drawing.
5. Gold Pin Winner Grand Prize Registration: If your official Pegasus Pin Sponsorship envelope contains a gold-colored "GOLD WINNER" Pegasus Pin attached to an alphanumeric-coded Gold Pin Registration Card, you become eligible to register for the Kentucky Derby Festival Gold Pin Winner Grand Prize Drawing. To be eligible for the Kentucky Derby Festival Gold Winner Pin Grand Prize Drawing, you must register your gold-colored "GOLD WINNER" Pegasus Pin and associated alphanumeric code by going online to www.pegasuspins.com. The gold-colored "GOLD WINNER" Pegasus Pin is yours to keep.
6. Gold Winner Pin Grand Prize Drawing: The Kentucky Derby Festival will conduct a Gold Winner Pin Grand Prize Drawing on Friday, May 8, 2026, on WAVE 3 TV. For details on the Gold Winner Pin Grand Prize Drawing, log on to the Festival website, pegasuspins.com, or call the Kentucky Derby Festival at 502-584-FEST. To be eligible for the prize drawing, entries must be received no later than 5:00 PM, Wednesday,



May 6, 2026. To register for the prize, you must fill out a registration form by going online to www.pegasuspins.com.

7. **Registration Form:** The registration form for the Weekly Grand Prize Drawings and Gold Winner Pin Grand Prize Drawing must include your name, address, date of birth, telephone number, and email address if available. Winners who reside outside of Jefferson County, Kentucky, or Clark County, Indiana, may mail their Registration Card with the alphanumeric code located inside the Pegasus Pin Sponsorship envelope along with the required information to Kentucky Derby Festival, 1001 S. Third Street, Louisville, Kentucky 40203, in a securely packaged envelope by registered mail. The Pegasus Pin or gold-colored "GOLD WINNER" Pegasus Pin is yours to keep and does not need to be mailed with the Registration Card containing your alphanumeric identification code. All registrations for the Weekly Grand Prize Drawings must be received on or before 5:00 PM each Wednesday, before the Friday Drawings, and, by 5:00 PM Wednesday, May 6, 2026, for the Gold Winner Pin Grand Prize Drawing.
8. **Timely Registration:** Participants are solely responsible for timely registration for the Kentucky Derby Festival Weekly Grand Prize Drawings and Gold Winner Pin Grand Prize Drawing. Registration is available by going online to pegasuspins.com. Participants waive all claims against the Kentucky Derby Festival, participating retailers, and program sponsors for lost or stolen Pegasus Pin Registration Card or Gold Pin Winner Registration Card information.
9. **Participation:** You must be 18 years of age or older to participate in the Kentucky Derby Festival Pegasus Pin Sponsorship Program. To win the Evan Williams "Speakeasy Bourbon Party" you must be 21 years of age or older.
10. **Prizes:** All prizes will be awarded FOB Louisville, Kentucky. Winners are responsible for any taxes, licenses, or related fees. Kentucky Derby Festival Weekly Grand Prizes may not be substituted or redeemed for cash or otherwise. The Gold Winner Pin Grand Prize Winner's rights may not be transferred or assigned. Kentucky Derby Festival Weekly Grand Prize Winners and the Gold Winner Pin Grand Prize Winner must furnish the Festival with one (1) form of identification to claim the prize.
11. **Taxes:** All taxes that the Festival must withhold from a Weekly Grand Prize Winner or Gold Winner Pin Grand Prize Winner as a matter of law must be paid to the Festival before or when a Grand Prize is received. In addition, a Grand Prize recipient must furnish the Festival with a statement of the Grand Prize recipient's name, address, and taxpayer identification number (Social Security number) on a form provided by the Festival. Such form (which may be federal Form W-2G or Form 5754, whichever is applicable) is to be completed in full under the penalties of perjury.
12. **Winners:** Winners grant the Festival permission to use their names and photos in advertising and publicity without additional compensation.



13. **Ineligibility:** Persons in any one of the following categories are not eligible to participate: Employees, directors or agents of the Festival; persons engaged in any way with the production or development of the Kentucky Derby Festival Pegasus Pin Program promotion; and the immediate family or members of the household of any ineligible person.

14. **Odds Of Becoming A Gold Pin Winner:** The Odds of becoming a Gold Pin Winner are approximately 1 in 15. The odds of winning the Kentucky Derby Festival Gold Winner Pin Grand Prize depend on the number of properly validated entries received online at pegasuspins.com by Wednesday, May 6, 2026. Approximately 18,500 "GOLD WINNER" Pegasus Pins are available to be distributed during the Kentucky Derby Festival Pegasus Pin Sponsorship Program promotion. A total of twelve (10) Weekly Grand Prizes will be awarded during eight weeks beginning Friday, March 13, 2026, and one (1) Gold Winner Pin Grand Prize will be awarded Friday, May 8, 2026, during the Kentucky Derby Festival Pegasus Pin Sponsorship Program promotion.

15. **Other Rules:** Other rules, regulations, restrictions, and qualifications may apply to particular prizes.

16. **Rules:** Interpretation of rules of the Kentucky Derby Festival Pegasus Pin Sponsorship Program shall rest solely with the Festival, whose decision will be final for all purposes.

17. **Disclaimer:** By submitting your email address as part of the Pegasuspins.com registration process, you agree to receive promotional emails and other materials from Kentucky Derby Festival, Inc. and its affiliates. Information requested is for Kentucky Derby Festival marketing purposes and will be shared only with Kentucky Derby Festival-approved third parties.