



2026
PEGASUS PIN®
SPONSORSHIP

The Kentucky Derby Festival season begins with you! Pegasus Pin retailers are the go-to spot to get this iconic symbol of spring. The Pin acts as your Festival access pass, providing FREE entry to more than 30 Derby Festival events and concerts. For 2026, this design marks the 54th edition of the Pin, featuring a horseshoe shape as a nod to the legendary horse race and a prominent teal color to represent the Bluegrass.

What are we selling? Pegasus Pins sell for \$7 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™, Great Bed Races, and more!

When are we selling? Pegasus Pins can be sold upon receipt of this kit. Our public on-sale date is March 1, 2026. Sales end on May 8, 2026. Any unsold pins will be collected after May 8, 2026.

How do we sell them? Each envelope contains a UPC barcode, and the associated cost is \$7 per Pin. The retailer is responsible for the \$350 value of the box, less any returned Pins at the end of the sales period. Retailer invoice may be short-paid by the amount of Pins returned after the promotional sales period.

Prepare your box for selling:

- Step 1: Open the point-of-purchase box, then fold the lid back to display the price point.
- Step 2: Display the box prominently in high-traffic areas when possible.
- Step 3: Each box contains 50 pin envelopes. Each envelope has a barcode on the back for UPC scanning.
- Step 4: Start selling on March 1!
- Step 5: Almost out of stock? Scan the QR code inside of the box to place a reorder. (Also located on the back of this form.)
- Step 6: After the sales period, collect the unsold envelopes/boxes, and a Pin Volunteer will pick them up after May 8.

PEGASUSPINS.COM is your source:

- Find a complete list of Pegasus Pin prizes, sponsors, and retailers (see other side).
- Access FAQ's.
- Get up-to-date benefits and rules.
- Visit the Festival's Pin store for all current and vintage designs and merchandise!
- Submit your Pin Perk of reorder pins under retailer tab.



2026 KENTUCKY DERBY FESTIVAL
OFFICIAL PEGASUS PIN®
RETAIL PARTNER

WEEKLY GRAND PRIZES

The Kentucky Derby Festival will conduct Weekly Grand Prize Drawings beginning Friday, March 13, through Monday, May 4. Weekly Grand Prizes will be awarded on the 7 PM WAVE 3 TV Newscast.

					
March 13 \$3,000 "Speakeasy Bourbon Party"	March 13 \$2,500 in Main Event Gift Cards	March 20 \$2,500 VISA Gift Card	March 20 \$2,500 Designer Glasses & Eye Wellness Package	March 27 \$3,000 Two Four-Day Weekend Passes to 2026 Bourbon & Beyond and Louder Than Life	March 27 \$2,500 Prize Package
					
April 3 \$3,000 Six-Month Platinum Individual Membership	April 3 \$2,500 Publix Gift Card	April 10 \$2,500 Great Clips Prize Package	April 17 \$3,000 Meijer Gift Card	April 24 \$2,500 Kroger Grocery Card	May 4 \$2,500 Kroger Fuel Card

GOLD WINNER PIN GRAND PRIZE

The final Grand Prize of \$20,000 for the Gold Pin Winner will be awarded on Friday, May 8, on the 7 PM WAVE 3 TV Newscast. Check pegasuspins.com for complete details.

AVAILABLE COUPONS

Evan Williams Bourbon Experience – Redeem this coupon for one complimentary souvenir glass. Present this coupon to our On3 Bar located on the 3rd floor at the Evan Williams Bourbon Experience for one complimentary souvenir glass (retail value of \$5). Offer valid through 9/30/2026. 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 at www.EvanWilliams.com/visit or by calling (502) 272-2623. 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! Visit kystatefair.org. Dates for the KY State Fair are August 14-24, 2026.

Kern's Kitchen – \$3 off Official Derby-Pie® Chocolate Nut Pie. Valid April 1 – July 1.

Kroger – \$5 off \$30 purchase. Limit 1 coupon per transaction. Expires 2/28/2027. 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 9/30/2026. Valid only at Main Event, Louisville, KY.

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 or Meijer app order of \$75 or more, 2/25 – 9/30/2026. Order must be fulfilled by 9/30/2026 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.

Publix Super Markets – \$10 off your purchase of \$50 or more. Now through May 31, 2026, 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 5/31/26. Offer good at your neighborhood Publix.

TopGolf – \$20 off TopGolf Game Play. Expires 9/30/2026. By texting "DERBY26" 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. Coupon restrictions apply. Privacy Policy available at topgolf.com/privacy

THANK YOU FOR YOUR ORDER.
TO REORDER, SCAN THE QR CODE
or Call: 502-572-3846
or Email: PegasusPins@kdf.org



Scan QR code for the Official
2025 Pegasus Pin® rules.

