



2018 Spring Day at the Downs Wednesday, May 2

It's that time of year again, Spring Day at Churchill Downs! You and your clients are cordially invited to attend this annual event. Join us for lunch, races, and a great time at the track on May 2.

Ticketing Procedures

- **If you purchased Fall Day tickets:** Member tickets for Spring Day are \$150 each or \$1,100 for a table of 8. If you **did not** purchase Fall Day tickets: The Member price is \$175 per ticket or \$1,250 for a table of 8. Non-Member ticket price is \$200 each or \$1,450 for a table. Non-members are **not** eligible for advance two-week ordering period. *Either way, if you buy a table you SAVE!*
- Ticket orders are only accepted with the attached order form and accompanying payment. No verbal requests will be granted. No refunds. No exceptions.
- Please understand that once the ticket order form and payment are received, the tickets are non-refundable and may not be canceled. The reason for this policy is that AAF-Louisville purchases tickets immediately upon receipt of the ticket order form. Churchill Downs does not allow the return of tickets; therefore, the tickets become the responsibility of the purchaser. AAF-Louisville will not issue refunds.
- **Fall ticket holders have an exclusive benefit to make their reservations first.** This benefit is a result of purchasing tickets for the Fall event. After the two-week exclusive period, tickets will be made available to all other members/non-members.
- Fall ticket holders are guaranteed only the same number of seats for the 2018 Spring event that were purchased for the 2017 Fall event, but the ticket holder must follow the procedure of completing the attached order form to order tickets before the exclusivity deadline. This guarantees those attendees who enjoyed the Fall Day at the Downs will be able to purchase the same number of tickets in the Spring for consistency. This benefit does not guarantee seating assignment placement, but rather, the number of seats available for purchase in the event of a sell-out situation for the Spring event.
- **The Fall ticket holder exclusivity deadline ends March 29, 2018.** All event tickets must be purchased using the ticket order form or will be forfeited. No exceptions.
- **Starting Friday, March 30, 2018, tickets are available to purchase by all AAF-Louisville members and non-members.** Tickets are available on a first-come, first-served basis by completion of the ticket order form. Verbal ticket orders will not be accepted. No exceptions. Date/time will be referenced on all orders received, with tickets reserved accordingly as long as payment information is provided.
- Priority seating is assigned based on the tier of membership (i.e., Event Sponsorship, Corporate I, Corporate II, Corporate III, Individual Members, Non-Members). Past seating assignments are not guaranteed.
- No one will be automatically obliged to purchase tickets, therefore you must use the ticket order form for purchase; there is no "automatic purchasing" policy.
- All accounts must be in good standing (i.e., no past due balances for membership or anything else) to be eligible for ticket purchase.

-Please see next page for continued procedures-

Seating Procedures

- AAF-Louisville purchases tickets for the entire 4th floor and a portion of the 6th floor each year. Once all ticket orders are received, AAF-Louisville assigns seats.
- Seats are assigned based on the tier of membership in the order of: Event Sponsors, Corporate I, Corporate II, Corporate III, Individual Members, and Non-Members.
- AAF-Louisville places first priority seating to members as described on Millionaire's Row 4. Then, once the 4th floor is filled to capacity, seating is assigned on Millionaire's 6.
- Based on Churchill Downs seating capacity, AAF-Louisville is unable to purchase more space on Millionaire's 4.
- Based on Churchill Downs commitments to other groups, AAF-Louisville is only able to purchase a specific number of seats on the 6th floor.
- AAF-Louisville will try to accommodate special requests for certain seating areas other than those mentioned here, but this is dependent on what space Churchill Downs has available for purchase.
- Seating requests may be made but are not guaranteed due to the demand for priority seating. First placement of seats is a membership-benefit given to Event Sponsors, Corporate I, II, and III Members.

Additional Seating Procedures

- Tickets for those Fall ticket holders looking to purchase additional tables/seats beyond what was purchased in the Fall is based strictly on availability, and may likely result in that member's placement on the waiting list for additional seating.
 - For example, if a member purchased two tables in the Fall, that member is only guaranteed two tables for the Spring. Per our aforementioned guarantee-policy, the member may purchase additional tables only after the two-week exclusivity period when ticket sales are opened to all membership.
- For Fall and Spring, please note that if a member decides to add tables/seats to an initial order after they have already been assigned, those seats may not be in proximity to the original tables/seats ordered, and those tables/seats may even be located on a different floor, based on the procedure for seat placement as outlined above.

Your Next Steps

1. Sign and Date this form
2. Fill out ticket order form
3. Pay for your tickets
4. Confirm receipt of order form and payment with AAF-Louisville
5. Wait for your tickets
6. Have fun with us on May 2!

Please contact one of the following to answer any questions or concerns:

Lauren Beckley, Executive Director, 502-895-2500
Allison Deely, Operations Manager, 502-895-2500

I agree to and understand the procedures outlined in this document:

Signature: _____ **Date:** _____