

# INCENTIVE & VIP EXPERIENCES



## BOURBON & DERBY

### Deluxe Distillery Experiences

Louisville's 10 distilleries offer a variety of behind-the-scenes and luxury group experiences. Your group can enjoy exclusive product tastings and pairings led by industry experts, a private barrel selection guided by master tasters, hands-on cocktail classes, on-premise dinners and much more.

If your group wants to get out of the city for the day and explore Bourbon Country, there are private tours offered by local travel companies like Mint Julep Experiences, where you can customize your group's excursion led by local bourbon experts.

### Churchill Downs & the Kentucky Derby Museum

One of Louisville's most iconic attractions and venues is Churchill Downs, home of the Kentucky Derby. Whether your group is here during live racing or the off-season, there are a variety of opulent, educational and interactive experiences to be had - such as a horse barn and backside tour, breakfast on the backside, a tour of the highly-exclusive Mansion, private events in Millionaire's Row or the Kentucky Derby Museum, hat making with local milliners, cigar rolling and bourbon tastings, and betting and handicapping classes. For a memorable corporate experience, your group can take advantage of branding opportunities for races, with a trip to the Winner's Circle.

## Farms

For sophisticated agri-tourism, Louisville's suburban farms are a picturesque respite. At the beautifully curated Ashbourne Farms experience an upland hunt, fly fishing, live music, and artisan food stations. Or visit Hermitage Farms and Barn8 Restaurant for carriage driving, thoroughbred horse farm tours, art walks, farm-to-table dining and bourbon tastings.



## Culinary

Enjoy an intimate experience with one of Louisville's James Beard-nominated chefs, Top Chef contestants or local celebrity chefs at restaurants like 610 Magnolia, Foko, Butchertown Grocery or Decca. Get hands-on with culinary demonstrations and tastings with Bourbon Barrel Foods or Cellar Door Chocolates.



## Sports

For sports fans and adventurous spirits, consider a "white glove" experience at Louisville Slugger Museum & Factory with personalized bats and branding opportunities. Glimpse rare memorabilia of the city's hometown hero at the Muhammad Ali Center. Or, bond with your team at the Louisville Mega Caverns' underground ziplines and ropes courses.

## Makers

Work with local makers and leave with one-of-a-kind, personalized gifts. Learn glass blowing at Flame Run, candle making at Maddox & Rose or leather working with Clayton & Crume.

## Arts & Culture

Immerse yourself in arts and culture with a night at the museum. From 21c Museum's contemporary galleries, to the Speed Art Museum's vast collection, to KMAC's ode to Kentucky art and craft. Delve into the history of bourbon and Kentucky at the Frazier Museum or find inspiration at the Muhammad Ali Center.

