



HOST A KEENELAND WATCH PARTY

Get your bar or restaurant ready to take part in the
Keeneland Fall Meet Oct. 2-24 by hosting a watch party!

Step 1: Mark your Calendars!

Identify When You Plan to Host Your Watch Party

World-class racing kicks off Friday, October 2 and continues through the 24th. Remember, Keeneland runs Wednesdays through Sundays and first post is 1:05 p.m. daily.

[VIEW DETAILED SCHEDULE](#)

Let Us Know You're Hosting a Watch Party

We'd love to know when and where you are planning your Keeneland watch party so we can spread the word on social media!

[FILL OUT OUR WATCH PARTY FORM HERE](#)

Step 2: Celebrate with Keeneland Themed Drinks

Stock the Bar

Want to serve some fan favorites like the Buffalo Bow Tie, the Keeneland Breeze or the Keeneland Lemonade? Download our Keeneland themed drink recipes here and get ready to toast to a great meet.

[DOWNLOAD NOW](#)

Step 3: Decorate!

Add Some Keeneland or Racing Flair to Your Restaurant

Add a little racing décor to your business by dusting off your old Keeneland posters, racing memorabilia and yard flags to decorate for your watch party. **Need a little extra?** The Keeneland Shop has an assortment of Keeneland-themed watch party items available for discounted, bulk ordering.

[VIEW KEENELAND-THEMED WATCH PARTY ITEMS](#)

Step 4: Download the Keeneland Watch Party Tool Kit

Give Your Customers Everything They Need to Watch, Wager and Win by Downloading Our Promotional Tool Kit

Kit includes an 8.5x11 flyer and 11x17 poster to fill in your Watch Party dates and display. Also includes a table tent with quick links to the Keeneland live stream, free digital program and betting tips and tools.

[DOWNLOAD NOW](#)

Step 5: Spread the Word

Share on Social Media

Let your customers know that your business is a watch party location by downloading and sharing Keeneland social graphics to use on your social media channels to promote your event!

[DOWNLOAD NOW](#)

Step 6: Host Your Watch Party

Live Stream on your TVs

Watch the Keeneland live stream via TVG, YouTube or Keeneland.com. Tune in via smartphones or tablets and download the Keeneland Select app to wager. Share photos and use **#KeenelandWatchParty**. We'll share your watch party with Keeneland fans!

Access the Digital Program

Visit the Keeneland website for a complimentary digital version of our race day program.

[VIEW DIGITAL PROGRAM](#)

Contribute to Nourish Lexington

Keeneland's featured Fall Meet charity is Nourish Lexington which provides meals to the food insecure in our community and utilizes the talents of food service and hospitality employees displaced by the pandemic.

[VISIT NOURISHLEXINGTON.ORG TO DONATE](#)



HOST A KEENELAND WATCH PARTY

FOR THE ULTIMATE WATCH PARTY EXPERIENCE



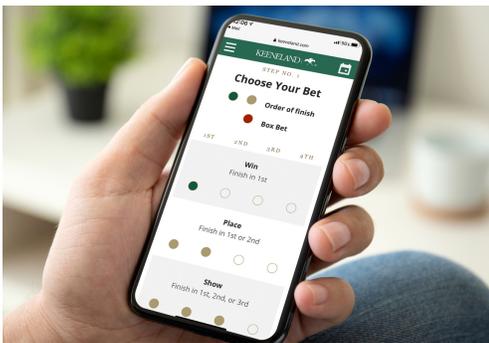
Purchase Souvenir Race Day Programs

- While Keeneland is making free downloads available of our daily program, businesses may purchase bulk orders of our **souvenir program** for \$2 each. Contact Jordan Tolliver (jtolliver@keeneland.com) for more information.



Keeneland BETologists

- Keeneland's expert **BETologists** are available on a limited basis to attend your watch party and assist guests with their betting questions and tips. To inquire about scheduling and reserve for a two-hour block for \$50, contact Jordan Tolliver (jtolliver@keeneland.com).



Download Tip Sheets & Betting Guides

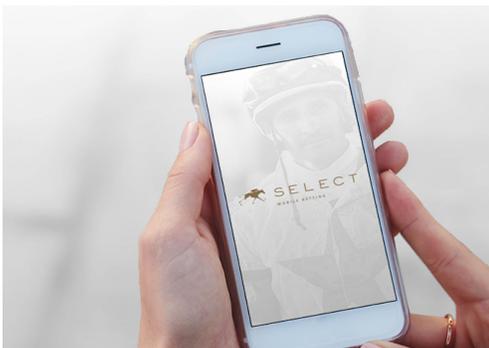
- Download and print our **daily tip sheets and betting guide** for fans to select winners (available 1-2 days prior to the race day).



[VIEW BETTING GUIDE](#)



[VIEW TIP SHEET](#)



Keeneland Select Promotion

- Encourage your guests to bet from their phones online with Keeneland Select.** Keeneland will extend a special promo code for your restaurant with a bonus offer of \$100 back after you wager \$200 on Keeneland racing this October. Please contact Jordan Tolliver (jtolliver@keeneland.com) to request a custom promo code for your restaurant and handouts with these details.