



# ONE MAGNIFICENT RALLY

150TH ANNUAL  
KENTUCKY DERBY  
CHURCHILL DOWNS  
MAY 1-4, 2024





# Welcome

On behalf of Liberty Coach and the entire Konigseder family, it's our pleasure to welcome you to our first ever Kentucky Derby Rally, a rally like no other in our company's history.

The race itself is the centerpiece, of course—the 150th running of horseracing's "Run for the Roses" is nothing less than an event of epic proportions. But we've complemented that with a three-day agenda of activities and destinations that will immerse you in the storied history, culture and style of this classic American sporting tradition. It adds up to an ideal opportunity to do what we do best: celebrate the camaraderie and sense of community that make every Liberty Coach rally something truly special. Enjoy!

**FRANK AND DENISE KONIGSEDER**  
**LIBERTY COACH**





# Guests



Thanks to everyone who made our Liberty Coach Kentucky Derby Rally a ride to remember! Our guest list follows.



Adams, Kelly & Cindy  
 Allen, Krieg & Ashley  
 Babineau, Kevin & Paula  
 Benoit, Bob & Lisa  
 Alvine, Bob  
*Guest of Benoit*  
 Clark, John & Diane  
 Creel, Mike & Tina  
 D'Amelio, Frank & Hollie Kaylene  
 Degenhart, Doug & Carol  
 Dixon, Jason & Megan  
 Gatti, Tony & Rhonda  
 Green, Danny & Lori  
 Horst, Randall & Lisa  
 Jackson, Mike & Ashley  
 Kilpatrick, Mike & Lisa Hyland

Maccauley, Bill & Betsy  
 Mazzoni, Trish  
 Jester, Heather  
*Guest of Mazzoni*  
 Paton, Linda  
*Guest of Mazzoni*  
 Ports, Mike & Lori  
 Quirk, Buster & Cindy  
 Reback, Scott & Maria  
 Reback, Dominique  
*Guest of Reback*  
 Esposito, Alphonse  
*Guest of Reback*  
 Salathe, Bob & Jeanie  
 Stout, Harry & Dena  
 Swift, Greg & Terry

**LIBERTY COACH**  
 Konigseder, Frank & Denise  
 Konigseder, Kurt & Kim

**PREVOST**  
 Piercy, Ryan & Tara  
 Tremblay, Francois & Sara

**NORTHERN TRUST**  
 Bowser, Caleb  
 Storkerson, Chris

**RIVERLANDINGS**  
 Smith, Rick & Lesley





# Agenda

Below is a daily schedule of the activities we have planned for the Kentucky Derby Rally. Please note that times are flexible and may change if necessary. Further details on individual events appear in the following pages.

## WEDNESDAY, MAY 1

3:00 p.m.

Arrival, Kentucky Exposition Center

## THURSDAY, MAY 2

11:15 a.m.

Tours & Lunch at Hermitage Farm

7:00 p.m.

Dinner at Seviche

## FRIDAY, MAY 3

10:00 a.m. - 7:30 p.m.

Kentucky Oaks Day, Churchill Downs

## SATURDAY, MAY 4

10:00 a.m. - 9:00 p.m.

Kentucky Derby Day, Churchill Downs

## SUNDAY, MAY 5

7:30 a.m.

Breakfast & Departure

View the complete event schedule on page 15.



# Rally Overview

The Kentucky Derby. It is horseracing's greatest spectacle, often described as “the most exciting two minutes in sports.” But more than that, it is an icon of American culture that weaves together sport and style, food and fashion, heritage and hospitality into a single, irresistible whole. For those lucky enough to experience it first-hand, there is simply nothing like a trip to the Derby—beginning with the two most prestigious days in all of racing.

## FRIDAY: THE OAKS

The Kentucky Oaks is Derby Weekend's opening act, a 1-1/8 mile race for the nation's top thoroughbred fillies. Entrants vie for the \$900,000 winner's share of a \$1,500,000 purse as well as a large garland blanket of lilies, affectionately known as the “Lillies for the Fillies.” The Oaks is a world-class event in its own right, the first jewel in America's “Filly Triple Crown” that draw crowds up to 110,000 to Churchill Downs every year. Attendees are asked to incorporate the color pink into their attire in an effort to draw national attention to the fight against breast and ovarian cancer.

## SATURDAY: DERBY DAY

Held the first Saturday in May every year, the Kentucky Derby is among our nation's most iconic annual sports events, as well known as the Super Bowl and World Series and far older than either. The race debuted in 1875 (the day after the inaugural Kentucky Oaks), and for this year's 150th running a crowd of up to 160,000 is expected to see the race in person, with millions more watching and wagering around the globe.







### THE VENUE

Churchill Downs is the most iconic venue in American horseracing, and inarguably the most beautiful, as well. Established in 1875 by Meriwether Lewis Clark Jr., grandson of the famous explorer William Clark, it has been the home of the Kentucky Derby and Kentucky Oaks for 150 years, the longest continuously held horseraces in the U.S. More than a premier destination for racing enthusiasts, it is a cultural landmark that celebrates the sport's enduring legacy and the incomparable Bluegrass Region of Kentucky.



### THE SUITES

Churchill Downs boasts a range of seating options, from the exclusive boxes along Millionaire's Row to the lively infield, to accommodate a diverse array of racegoers. But none offer a more luxurious experience or better view than the Infield Turf Suites where our group will be on the rally race days.

Nestled trackside near the finish line, these private enclaves offer the ultimate in comfort, sophistication, and premier viewing opportunities. We'll enjoy gourmet catering and personalized concierge services, and most importantly, a truly spectacular panoramic view through expansive windows just a few yards from the track. It promises to be an unforgettable experience that combines the thrill of the race with the epitome of refinement.



# Inside Churchill Downs





# Just for the Fun of It!

Mint juleps. Red roses.  
And hats galore—the bigger  
and brighter, the better.  
Those are just a few of  
the traditions that give  
Derby Day a style and  
spirit all its own.

It's a people watcher's dream come true, where the fashion forward come showcasing their own personal blend of Southern charm and high-end couture. Look for ladies garbed in vibrant, flowy dresses and spectacular hats embellished with flowers, feathers, and bows. And men sporting sharp suits or seersucker jackets paired with colorful ties or bowties.

From the Millionaire's Row boxes to the standing-room infield, Churchill Downs is transformed from a racetrack to a runway of sophisticated style and sartorial splendor: the ultimate place to see and be seen.





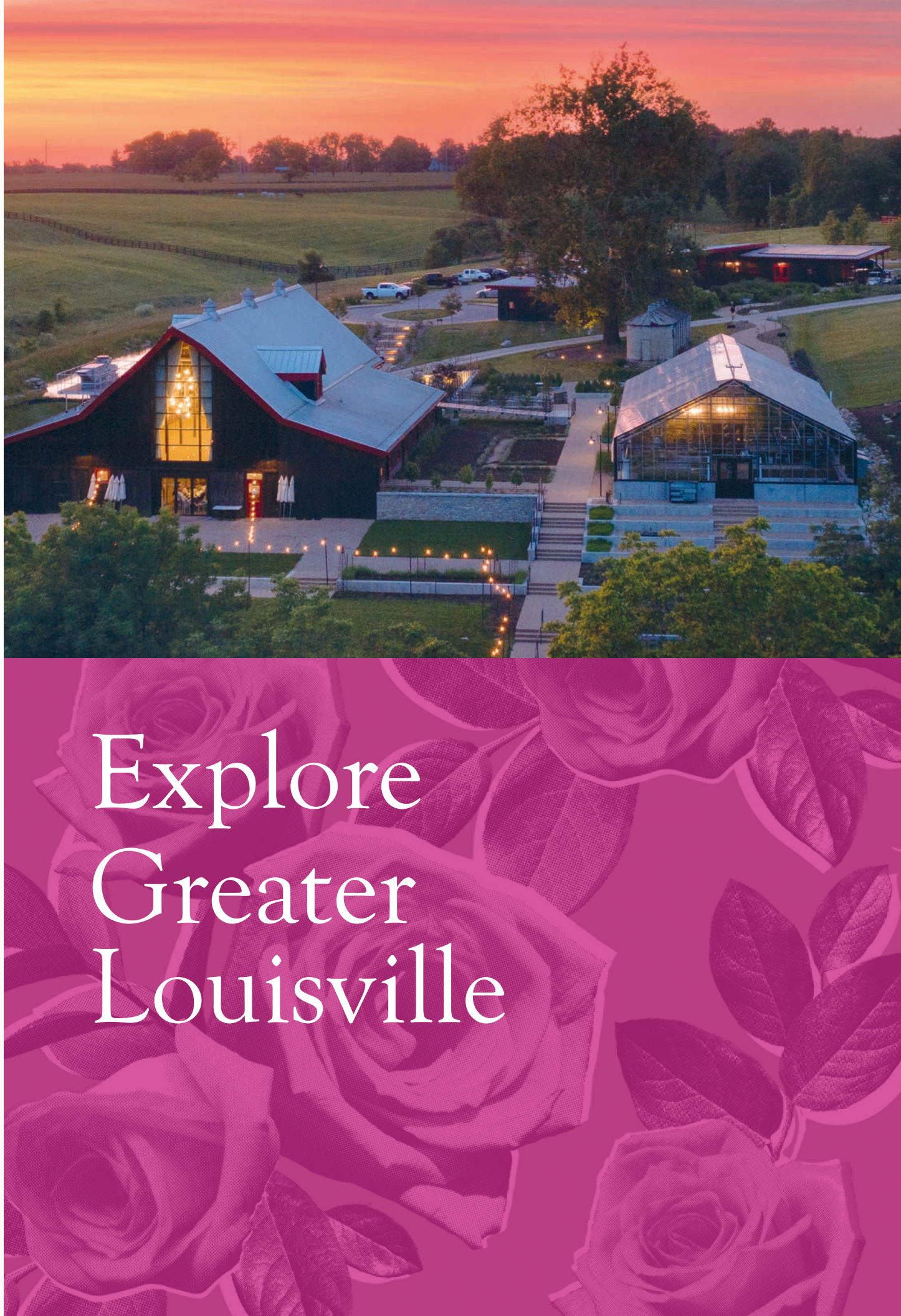
Set at the heart of Kentucky's Bluegrass Region, Greater Louisville offers a seamless blend of urban sophistication and breathtaking natural beauty. It is home to some of the world's great horse farms as well as a world-class culinary scene, both of which our guests will have the opportunity to enjoy first-hand.

**HERMITAGE FARM**

Renowned for its thoroughbred breeding program, this historic estate has produced some of the world's finest racehorses, including a number of Derby winners. It is also a popular tourist venue, offering a variety of tours and tastings as well as a top-rated restaurant known for seasonal selections created from produce grown onsite and locally sourced products. Our day trip here will include a farm tour and hayride, bourbon tasting, and lunch.

**SEVICHE**

Critics rank Seviche among Louisville's finest eateries, and countless diners heartily agree. Chef Anthony Lamas (James Beard Award semi-finalist) offers a totally unique take on traditional ceviche, infused with local ingredients and served in a setting of incomparable ambiance and impeccable service. It's the perfect spot to wind up our day exploring the best of Greater Louisville.



Explore  
Greater  
Louisville





# Event Details

## WEDNESDAY, MAY 1

### ARRIVAL & OPENING NIGHT

We're camping at the Kentucky Exposition Center, Lot D. Look for the Liberty Coach banners when you arrive!

## THURSDAY, MAY 2

### TASTE & TOUR DAY

A chance to explore the countryside and sample the best of Greater Louisville

#### 7:30-9:00 a.m.

Catered breakfast in Expo East Hall 4

#### 11:15 a.m.

Buses depart for Hermitage Farm

#### 12:15 p.m.

Tastings & Tours at historic Hermitage Farm, including lunch, hayride, bourbon tasting and more

#### 3:30 p.m.

Buses depart for Expo Center

#### 6:30 p.m.

Buses depart for downtown Louisville

#### 7:00 p.m.

Cocktails and dinner at Sevice

#### 10:00 p.m.

Buses depart for Expo Center

## FRIDAY, MAY 3

### KENTUCKY OAKS DAY

Day One of racing at historic Churchill Downs culminating in the 150th running of the Kentucky Oaks

#### 7:30-9:00 a.m.

Catered breakfast in Expo East Hall 4

#### 10:00 a.m.

Buses depart for Churchill Downs

#### 10:30 a.m.

Racing begins, with food and beverage service available in our suite throughout the day

#### 5:51 p.m.

Kentucky Oaks post time (time subject to race variables)

#### TBD

Buses depart for Expo Center upon conclusion of festivities

#### TBD

After Race Party with cocktails and heavy appetizers served in Expo East Hall 4

## SATURDAY, MAY 4

### KENTUCKY DERBY DAY

The greatest day in racing has arrived, culminating in the 150th annual "Run for the Roses." Enjoy!

#### 7:30-9:00 a.m.

Catered breakfast in Expo East Hall 4

#### 10:00 a.m.

Buses depart for Churchill Downs

#### 10:30 a.m.

Racing begins, with food and beverage service available in our suite throughout the day

#### 6:57 p.m.

Kentucky Derby post time (time subject to race variables)

#### TBD

Buses depart for Expo Center upon conclusion of festivities

## SUNDAY, MAY 5

### DEPARTURE

#### 7:30-9:00 a.m.

Light breakfast in Expo East Hall 4

#### 9:00 a.m.

Depart Lot D camping area by 3:00 p.m.



## POST TIMES

The first post time each day is 10:30 a.m., with races running approximately every 30 to 45 minutes throughout the day. Below is the schedule of the post times for Friday and Saturday.

### Friday Schedule

- 1 10:30 a.m.
- 2 11:00 a.m.
- 3 11:30 a.m.
- 4 12:05 p.m.
- 5 12:43 p.m.
- 6 1:26 p.m.
- 7 2:09 p.m.
- 8 3:03 p.m.
- 9 4:04 p.m.
- 10 4:51 p.m.
- 11 5:51 p.m.  
The Kentucky Oaks
- 12 6:27 p.m.
- 13 7:02 p.m.

### Saturday Schedule

- 1 10:30 a.m.
- 2 11:01 a.m.
- 3 11:31 a.m.
- 4 12:04 p.m.
- 5 12:36 p.m.
- 6 1:14 p.m.
- 7 1:56 p.m.
- 8 2:46 p.m.
- 9 3:40 p.m.
- 10 4:31 p.m.
- 11 5:27 p.m.
- 12 6:57 p.m.  
The Kentucky Derby
- 13 8:00 p.m.
- 14 8:35 p.m.

# Race Day Tips

Essential information and helpful hints every guest should know for your visit to Churchill Downs. Enjoy!

## PROHIBITED ITEMS

Please be aware that during Derby Week, everyone entering Churchill Downs is subject to metal detector scans for all Derby Week events. The following items are prohibited:

- Purses larger than 12" in any dimension
- Backpacks of any size
- Cameras with detachable lenses
- Food and beverages
- Umbrellas

Scan to learn more



## BETTING BASICS

New to racing? Click the QR code below for a quick primer on how to bet. For you veterans, wagering here at Churchill Downs is pretty much the same as at any track. You can place bets in person (cash only!) via live Mutuel teller lines located throughout the facility. If you want to avoid the lines, you can also bet via the TwinSpires app, downloadable for free from your Apple or Android app store.

Scan to learn more



## WHO'S RUNNING?

Want to know more about the horses running in the Oaks and Derby? Scan the QR codes below for a complete rundown on every entry in both races.

Oaks Horses



Derby Horses



## CHURCHILL DOWNS APP

We advise all smartphone users to download this useful app from the Apple or Android app store. It's loaded with info about the venue and tips on how to make the most of your visit.

## THE POWER OF PINK!

It's a Kentucky Oaks tradition to wear pink on Friday, and a great way to spread awareness about breast and uterine cancer.

## CONTACTS

**Frank Konigseder**  
772.349.7025

**Denise Konigseder**  
561.529.1476

**Nathan Moya**  
Field Service Manager  
772.349.7018



# A Word From Our Sponsors

Staging a rally around an event as big and prestigious as the 150th Kentucky Derby has been a formidable undertaking, indeed. We'd like to take this opportunity to thank the following companies for their support in making this extraordinary event a reality.



Like the Kentucky Derby, 2024 is a milestone year for Prevost as well, as we celebrate 100 years in business. We started in 1924 in the small town of Ste-Claire, Quebec when our founder, Eugene Prevost, put his carpentry skills to work building a wooden coach body on an REO Speedwagon chassis. The company grew to become one of North America's premier motorcoach companies, and in 1978 began working with Liberty Coach and the Konigseder family to establish an entirely new category of luxury motorhomes.

Today, Prevost is uniquely positioned for the road ahead. As part of the Volvo Group, we are able to tap into the organization's global engineering, technological, and manufacturing expertise while maintaining the core family values that first put Prevost on the map — and align so well with Liberty Coach.

For more information, contact Ryan Piercy at 336.389.7856 or visit [prevostmotorhomes.com](http://prevostmotorhomes.com).



IncredibleBank serves customers across the country and has locations in Wisconsin, Michigan, and Florida. In addition to offering a full range of personal and business banking services, we have earned a reputation as one of the country's leading "niche lenders," with particular expertise in luxury motorhomes — due in small part to our longstanding relationship with Liberty Coach. Contact Brad Mason at 906.250.0873 for additional information or visit [incrediblebank.com](http://incrediblebank.com).



**NORTHERN  
TRUST**

Northern Trust collaborates with clients and their advisors to offer holistic wealth management services for individuals and families, privately held businesses, family offices, and foundations and endowments. We are recognized for innovative technology, service excellence and depth of expertise across all aspects of financial planning, including wealth transfer, banking, insurance, investments, tax management, philanthropy, family communication and more. Contact Chris Storkerson to find out more at 561.802.2033, [cs102@ntrs.com](mailto:cs102@ntrs.com) or visit [northerntrust.com/next](http://northerntrust.com/next).



RiverLandings is one of southwest Florida's premier luxury motorcoach resorts, a true inland paradise on the beautiful Caloosahatchee River that has become a favorite of Liberty Coach owners. Finished cottages, ready-to-build homesites, and large storage units available for sale; waterfront RV lot rentals also available, and additional storage facilities and an onsite restaurant are in the works. To learn more, contact Rick Smith at 239.253.0571 or visit us on the web at [riverlandings.com](http://riverlandings.com).



City Mattress is a family-owned mattress retailer and manufacturer with 27 locations across New York and Florida. Since 2004, our PranaSleep® brand of ultra-high-end mattresses have earned a reputation for delivering the perfect balance of support and pressure-relieving comfort, making it the mattress of choice for luxury yacht, aircraft, and motorcoach manufacturers, including Liberty Coach. For more information, contact Michele Christensen at 239.462.6965 or visit us online at [citymattress.com](http://citymattress.com).



# Your Host

Liberty Coach has been the undisputed leader of the luxury motorcoach category since Frank (Sr.) and Jeanne Konigseder put the finishing touches on their first bus back in 1972. We've been responsible for virtually every major advancement in the field ever since, from the first Prevost conversion in 1979 to the high-fashion, high-tech marvels that are today's Elegant Lady coaches.

That legacy of leadership extends to our support for the community of coach owners we serve. We sponsor events year-round at major resorts across the country, often with our "Big Red" Mobile Service Truck on hand for routine service and troubleshooting. And we host a number of our own rallies and events, including the annual Liberty Coach Rally & Open House in Stuart, Florida.

Now we've taken our leadership role to a whole new level with the 150th Kentucky Derby Rally, an event of truly extraordinary scale and stature. Which is precisely what the community has come to expect from Liberty Coach: a company and commitment miles ahead of your expectations.





