THE KENTUCKY DERBY
THE FASTEST 2 MINUTES IN SPORTS

THE STARS
THE AVERAGE THOROUGHBRED...

- Weighs 1000 lbs
- Same as a Grand Piano
- Travels up to 35 MILES PER HOUR
  A speeding ticket in your neighborhood

THE INDUSTRY

- $25 BILLION Contributed to the Economy
- Employs 350K PEOPLE

THE RACE

- 1.25 MILES or 10 furlongs long
- SECRETARIAT still holds the record at 1 min. 59.40 sec. set in 1973

POPULARITY

- 170,000 people attended the Derby in 2015
- Derby attendance outdrove the 2016 Superbowl by 100,000

Spectators wear hats that can weigh over half a pound...
...and drink more than 150,000 mint juleps or 1.462 bottles of bourbon

= $1B