



Date: Wednesday, January 18, 2023

Position: Consumer Sales Representative

BE A PART OF THE KENTUCKY DERBY, OAKS, AND THE TRANSFORMATION OF A LEGENDARY RACETRACK!

Churchill Downs Racetrack ("CDRT"), the world's most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The saddling paddock and the stable area have barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility.

Churchill Downs also recently announced three major multi-year capital investments to transform key areas at the home of the Kentucky Derby. These projects will ultimately provide new, unique and extraordinary guest experiences in the coming years. Plans include the debut of a new project each year over the next three years, beginning with the Homestretch Club for Kentucky Derby 2022, the Turn 1 Experience for Kentucky Derby 2023, and culminating with a Paddock area redesign for the 150th running of the Kentucky Derby in 2024.

"These improvements will blend 147 years of tradition with an updated atmosphere that celebrates our storied past and ushers in a spectacular future for Churchill Downs." – Churchill Downs Racetrack President - Mike Anderson

POSITION SUMMARY:

DO YOU WANT TO BE IN THE WINNER'S CIRCLE?

In any industry, you will find professionals who are content with camping at a certain level of development. You'll also find a rare breed that is never content and look to continually learn and grow. At CDRT we are looking for future stars in our Sales & Service department.

Specifically, we're looking for future thoroughbred-like sales reps that are ready to start their road toward a professional career in the horse racing business.

TRAIN LIKE A THOROUGHBRED

Whether you're on the backside of Churchill Downs working daily with the horses or you work in our Ticket Sales & Service Department, CDRT believes in constant improvement. We believe in training, training, and more training – and not just for the horses! Our management team will be working with you every step of the way to ensure you find your way to the Winner's Circle.

You'll be mentored by a management team that has a combined 50+ years of sports sales and management experience. Our sales leaders will be conducting your training and teaching you everything you need to know to perform at a high level. Additionally, you'll have support from an accomplished executive leadership team including our President, Sr. VP & GM, and VP of Sales & Strategy who will be just steps away from your desk.

THE PROGRAM

This is a phenomenal launching point to begin your career in sports ticket sales. You'll be making phone calls, taking phone calls, and attending events with qualified Kentucky Derby, Kentucky Oaks, and Churchill Downs prospects. You'll develop and manage relationships while providing outstanding customer service both over the phone and on race days. The majority of your time will be spent in the office where our culture is the strongest, but you may work various

community and track events, along with some of our race days. We don't expect you to already understand how to sell tickets. We'll provide you with first-class training and support to help you be successful.

PLACE OR SHOW NEED NOT APPLY. WE'RE LOOKING FOR MEMORABLE SALES REPS!

We are working to develop the best ticket sales department in all of sports & entertainment. Therefore, we will be very selective in whom we add to our team. We're looking for candidates who are competitive, coachable, detail-oriented, and who have the desire to be in the proverbial sports sales winner's circle one day. Are you ready to step into the history books?

DUTIES AND RESPONSIBILITIES:

- Complete 150 tasks per day with the overall intent to qualify and sell Kentucky Derby & Kentucky Oaks tickets, Day at Race Ticket or Group Sales
- Manage relationships of the ticket package accounts they qualify and/or personally sell
- Be available to work some evenings, weekends, race days, and all of Derby Week
- Answer the many phone calls we receive throughout the year and during our busy season leading up to Derby Week, and handle general ticketing questions, parking, customer service, mobile ticketing how-to guides, etc., and qualify those leads for our Groups, Premium and Luxury Sales teams.
- Renew, service, and maintain current accounts as needed
- Participate in ongoing touchpoint plan with accounts as needed
- Leverage current account base to secure referrals to sell additional tickets, group outings, and suites
- Prospect and cold call on leads outside of the current base
- Assist with the Kentucky Derby, Kentucky Oaks, & CDRT General Sales & Service Lines daily
- Other duties as assigned

EXPECTATIONS:

- Adhere to CDI/CDRT Policies and Procedures
- Represent Churchill Downs in a professional manner both inside and outside of the organization
- Perform duties as workload necessitates
- Demonstrate flexible and efficient time management and ability to prioritize workload
- Be respectful to colleagues and function in a team environment

QUALIFICATION REQUIREMENTS:

To perform this job successfully, the candidate must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The candidate must have a strong work ethic and a burning desire to build a career in professional sports.

- Proficient in basic software programs
- Creative and enthusiastic with excellent interpersonal skills
- Available to work race days and special events
- Possess a willingness to work long hours, evenings, weekends, and holidays.
- People-oriented, able to multi-task, organized, motivated, and detail focused
- Prior interaction with the public and/or working knowledge of the horse racing industry preferred
- Proficiency in Microsoft Office and other related software and open to learning new technologies

EDUCATION AND/OR EXPERIENCE:

A Bachelor's degree (B.A.) from a four-year college or equivalent combination of education and experience is preferred

LANGUAGE SKILLS:

Ability to communicate effectively (oral & written) with all types of clients, co-workers, and the general public. Ability to communicate effectively under pressure and when working under a deadline.

MATHEMATICAL SKILLS:

Knowledge to apply mathematical operations to such tasks as analyzing costs, return on investment, and analyzing metrics and statistics in comparison to company goals and performance.

REASONING ABILITY:

Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret directions and technical diagrams.

PROBLEM-SOLVING REQUIREMENTS:

When dealing with prospects and clients, the employee must show discretion when making recommendations regarding options and event details for a Churchill Downs Racetrack event.

MACHINE, TOOLS, AND EQUIPMENT:

Computer, printer, calculator, copy and scanning machine, telephone, software packages, etc.

WORKING CONDITIONS:

- Travel Requirements: Does not require travel outside of Louisville
- Physical Demands: This position requires the ability to lift up to 10 pounds.
- Work Environment: The incumbent primarily works in an office environment, however, is expected to attend Churchill Downs race days.

This work is performed primarily in a business office setting within a sports and entertainment facility. Events often take place outside of traditional business hours, on weekends, and on holidays. Some areas of the facility may be noisy and subject to changing weather conditions. Churchill Downs Racetrack spans 175 acres and more than 1.5 million square feet under roof with additional entertainment facilities not protected from weather conditions.

The ability to move swiftly throughout the facility and stand for long periods is necessary. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The above-noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of the position. As the nature of business demands change so, too, may the essential functions of this position.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.