



# CUSTOM EVENT TICKETS: RAISING THE STAKES AT THE KENTUCKY DERBY

A Fillies & Lilies Party Case Study





## ORGANIZATION NAME

Quint

## ORGANIZATION OVERVIEW

Quint offers premium hospitality services for some of the biggest names in sports and entertainment events. Partnering with the National Basketball Association (NBA), Formula 1®, Churchill Downs, MotoGP™, and other global sports entities, Quint brings custom, solution-driven approaches to events through marketing, technology, sales, and operational strategy.

The Quint team provides partners and their fans with world-class experiences through event ticket packages, special hospitality access, travel and accommodation assistance, behind-the-scenes tours, exclusive meet and greets, and more.

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“Quint brings an elevated approach to events. We’ve hosted everything from mascot breakfasts to pit lane walks, NBA Q&As, behind-the-scenes NHL® tours, and even the opportunity for people to take a photo with the Stanley Cup®.”

- Mason Mayborg, Event Operations Manager at Quint

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## EVENT NAME:

Fillies & Lilies by Derby Experiences – Owned and Operated by Quint

## EVENT OVERVIEW:

Fillies & Lilies is an exclusive kick-off party held the night before the running of the Kentucky Derby®. Held at the Kentucky Derby Museum, this gathering celebrates the biggest horse racing day in the United States through food, entertainment, and fun.

“Fillies and Lilies is an à la carte experience anyone can attend,” Mason explains. “Even if you don’t have a ticket to the Kentucky Derby®, you can still join in on the festivities. In 2023, we sold out with 500 people in attendance.”

Fillies & Lilies has made a name for itself as a must-attend annual party at the Derby. Guests can explore the museum, have cocktails, taste gourmet food by Michelin Star chefs, enjoy live music and performances, and participate in silent auctions. In the past, the event has even had unofficial appearances by famous jockeys, including Pat Day and Julie Crone.







## CREATING CUSTOM TICKETS FOR DERBY EXPERIENCES:

In recent years, Mason says the Kentucky Derby® shifted to offering digital grandstand tickets. However, Mason's team quickly realized there was still a **demand for physical tickets** as part of the Derby experience.

"Physical tickets make great keepsakes," Mason explains. "To elevate the attendee experience, we decided to create and include our own **custom tickets** in premium ticket packages. We knew this would give guests the special memorabilia they were looking for to take home after the Derby."

**5,000+ Event  
Tickets Needed**

The Quint team needed over five thousand tickets printed, which they'd use to grant entry to two on-site areas: The Derby's Affirmed Lounge and the Fillies and Lilies VIP party.

"The Fillies and Lilies tickets were designed for our Friday evening party," Mason says. "We also wanted two versions of the Affirmed Lounge tickets, one to be used on Friday and the other on Saturday. Guests can visit the lounge during the day while races are happening."

## TOP GOALS FOR THE QUINT TEAM



Elevate items included  
in premium ticket  
packages



Create a special  
keepsake for  
Derby guests



Control access to  
the Derby's Affirmed  
Lounge



Monitor entry to  
the Fillies and  
Lilies event







## PARTNERING WITH PC/NAMETAG:

After investigating vendors, Mason says she ultimately partnered with pc/nametag to print the event tickets. **“We needed a company that could adhere to tight timelines,”** Mason says. “Derby Experiences was on a bit of a time crunch. We were excited that the pc/nametag team could pull off our request in time for the event.”

Mason says Quint typically ships ticket packages two weeks prior to an event date. This way, guests have their tickets, credentials, info cards, and other supplies in-hand before they travel. “Many guests come from out of the state or the country, so creating and receiving the tickets on time was essential,” she says.

To add to the complexity of her order, **Mason also needed a company that could print variable data on each ticket** with accuracy. “We assign every ticket to a human,” Mason says. “That way, if someone calls us and says their package has been lost, we can cancel the ticket to prevent it from being used by somebody else. This is especially important for high-value event packages.”

Lastly, Mason says to impress Derby guests, **her team needed high-quality items sent quickly.** “We realized it was now or never,” she says. “We reached out to pc/nametag and their team responded quickly. They even sent us free samples to make sure we were confident in the look and feel of the tickets. We were happy with what we received and went ahead with ordering.”

## PC/NAMETAG PERKS FOR THE QUINT TEAM



Able to adhere to tight customer deadlines



Accommodates variable data printing



Creates confidence through free product samples







## TURKEY ORDERING PROCESS:

Mason says this was her first year working with pc/nametag and that she was excited for the partnership.

“We needed these tickets within a handful of weeks,” she says. “I told Colleen, our Sales Representative, exactly what we needed, and she immediately responded ‘Yes, we can absolutely do that for you.’ It was such a relief.”

Mason says she appreciated that **pc/nametag’s custom tickets are printed in-house** at its Wisconsin-based facility. “When companies get their products from overseas, this often adds an extra week or two,” Mason explains. “We simply didn’t have that kind of spare time for this event. pc/nametag’s in-house production was yet another perk of working with them for our tickets.”

In addition to fast turnaround times, Mason says she loved **pc/nametag’s fast, friendly service**. “Colleen was responsive, accommodating, and easy to work with” she says. “She also gave us exactly what we needed, all within a timeframe that worked for us. She is always willing to hop on a call with me if I have any questions. I know if I email her, I’ll get a response back within the day.”





## THE RESULTS:

Mason says she worked with her marketing team to **create three separate custom ticket designs**, one for the kick-off party, and two for separate days of the Affirmed Lounge. She says pc/nametag printed each design and added bar codes to be scanned for admittance to each area.

"The bar codes were an essential element of the tickets," Mason explains. "Scanning them adds an extra layer of security. We also need to keep track of who has shown up and who hasn't. We loved that pc/nametag was able to accommodate the variable data we needed on tickets."

Mason also says she felt the tickets made an effective keepsake for guests of all ages.

"People pay good money for these experiences," Mason says. "We really wanted to give each person something to remind them of the great time they had."



Quint's three custom ticket designs with bar codes included.

“We elevate everything we do to feel special and memorable, and the tickets accomplished that goal.”

- Mason Mayborg, Event Operations Manager at Quint







## OVERALL EXPERIENCE:

Mason says she was beyond happy to work with pc/nametag, and that **she would rate her experience with the team a ten out of ten**. She also says she looks forward to partnering with pc/nametag again in the future.

“Our team loved the final results,” Mason says. “The tickets were the perfect size for a purse or pocket, which attendees loved. Most people were eager to keep them as mementos when we handed them back after scanning.”

As Mason looks to the future, she says she would like to experiment with customizing the tear-off portion of Fillies and Lilies tickets to be used in raffles or silent auctions.

“The tops and bottoms of the perforated tickets can feature **matching number sequences**,” she explains. “This makes it easy for guests to reference if they’ve won. I also like the idea of adding foil accents to tickets to add an extra element of sophistication.”

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**10/10**  
Mason says she would rate the pc/nametag experience a 10 out of 10.  
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## LEARN MORE:

pc/nametag is dedicated to helping event professionals create unique social experiences, no matter the occasion. Create your very own custom event tickets today to add an element of fun and engagement that your attendees will love.

Call 888.354.7868 or visit [pcnametag.com](http://pcnametag.com) to learn more about our vertically-oriented and horizontally-oriented tickets. Choose between sturdy plastic tickets, or paper tickets printed on recyclable, 14-pt cardstock sourced from sustainable forests. Both options are fully customizable.

Make them yours with full-color printing, available on one or both sides. Then, personalize your tear-away stub or add variable data. We look forward to working with you!

