

# And They're Off!

## Winning Sites to See at NLC 2024

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As a Louisville Cardinal, it is my pleasure to welcome everyone with a big, "hey y'all," to the Derby City. Rooted in Bourbon Country, Louisville is the home to the Kentucky Derby, the Urban Bourbon Trail, Slugger Baseball Bats, the Hot Brown, and the Greatest of All Time (Muhammed Ali). I hope everyone has a great experience making memories at the National Land Conference in the heart of the Bluegrass State.

### Win with Kentucky Bourbon

- **Stamp Your Virtual Passport on the Urban Bourbon Trail**®-bars and restaurants to highlight a variety of bourbon. Download the app for more information on the Urban Bourbon Trail and check-in at each location to track your progress on your passport.  
[bourboncountry.com/things-to-do/urban-bourbon-trail/](https://bourboncountry.com/things-to-do/urban-bourbon-trail/)
- **Visit the Evan Williams Bourbon Experience**®- relive the history of bourbon according to Evan Williams. Take a tour and end your experience with a classy bourbon tasting. Reserve your tickets today:  
[evanwilliams.com](https://evanwilliams.com).
- **Run out of the gate to the Official Starting Point of the Kentucky Bourbon Trail**- learn about how bourbon impacts The Spirit of Kentucky® by visiting the exhibition at the Frazier History Museum.  
[fraziermuseum.org/](https://fraziermuseum.org/)

### Place Your Bet on Great Sites

- **Kentucky Derby Museum**- located at Churchill Downs, experience Derby Day year round and the unbridled spirit of the Kentucky Derby.  
[derbymuseum.org](https://derbymuseum.org)
- **Louisville Slugger Museum**- located on Main Street, baseball fans can watch how the iconic Louisville Slugger Bat is made.  
[sluggermuseum.com](https://sluggermuseum.com)
- **Muhammed Ali Center**- located on Sixth Street, visit the destination to learn about the Greatest of All Time, his legacy, and Core Principles (confidence, conviction, dedication, giving, respect, and spirituality).  
[alicenter.org](https://alicenter.org)

### Show Your Love for Louisville Restaurants

- **The historic Brown Hotel**- where the iconic Hot Brown started [brownhotel.com](https://brownhotel.com)
- **Jack Fry's steakhouse**- a memorable fine dining experience [jackfrys.com](https://jackfrys.com)
- **Vincenzo's Italian**-family-owned classy dining [vincenzositalianrestaurant.com](https://vincenzositalianrestaurant.com)
- **River House** -seafood with a Southern twist and a great view [riverhouselouisville.com](https://riverhouselouisville.com)
- **Feast BBQ**- local BBQ known for their brisket and smoked wings [feastbbq.com](https://feastbbq.com)
- **Guacamole Modern Mexican**- fun atmosphere and great margaritas [guacamolemodernmexican.com](https://guacamolemodernmexican.com)



The Evan Williams Bourbon Experience



The Muhammed Ali Center



Louisville Slugger Museum and Factory