

# STEP *into* *Beautiful*

## *Host Guide*

### Welcome to Step Into Beautiful 2025!

Thank you for supporting Step by Step as a table host for our signature event, Step Into Beautiful! We hope you and your guests have a wonderful time together enjoying each other's company with tea, delicious bites, and hearing the heart behind the mission of Step by Step.

**PLEASE READ** these instructions completely to answer questions regarding the event and help you in your quest to win the annual table decorating contest with coveted prizes!



# Venue Information

## WHERE AND WHEN

March 8, 2025, 1 PM-4 PM  
Keeneland, Phoenix Room (Grandstand, 4th Floor)  
4201 Versailles Road Lexington, KY

You may arrive to begin decorating your table at **11:00 AM**.  
We advise having your table **ready by 12:30 PM** so you can be  
ready to greet your guests as they arrive.

## PARKING

Enter Keeneland through **Gate 2**, Old Clubhouse Lane. Keep right to access the paved parking rows. Parking for hosts and guests is available in the paved rows by the South Grandstand Entrance, adjacent to construction fencing. Once parked, enter the South Grandstand Entrance and walk through the Paddock, taking Elevator A to the Fourth Floor. The Phoenix Room is the first room on your right overlooking the Paddock. See attached map.

A loading/unloading zone will be available at the South Grandstand Entrance. A team of volunteers will be there to greet you and help you unload with carts which they will then take to the Phoenix Room for you while you park. These volunteers will also be available to take your items back down to your vehicle at the conclusion of the event.

For those with mobility issues, we can provide wheelchair service as needed. Please note this on the [Table Host Form](#) so we can have staff available to assist by **February 17**.



## Parking Directions to Phoenix Room

Enter the South Grandstand Entrance, proceed through the Paddock to Elevator A to the 4th Floor.

CONSTRUCTION ZONE    PARKING



# Hosting Information

Please complete the Table Host Form Table Guest Form by February 17 so we can accommodate dietary restrictions and mobility needs as well as any other special instructions.

[Complete Table Host Form Here](#)

Please share the Table Guest Form with those you've invited to be completed by February 17.

[Complete Table Guest Form Here](#)

## INFORMATION TO SHARE WITH YOUR GUESTS:

- **Arrival time:** Guests should arrive by 12:45pm to allow time to find your table and get settled.
- **Parking:** Please share the parking map above with your guests. Parking will be at the South Grandstand Entrance
- **Table Guest Form:** Please share this with everyone at your table to be completed by February 17 so dietary needs can be accommodated.

[TABLE GUEST FORM](#)

## SOCIALS AND MORE:

We hope you enjoy spending time with your friends, enjoying the decorations, food and more. We will have a photographer on site as well as a photo booth. Be sure to grab your group and capture the moment and share on socials using **#SIB2025**

Thanks again for helping us make Step Into Beautiful a truly beautiful event. Our team wants to ensure you have an incredible time and have everything you need as you prepare. If you have any questions along the way, please feel free to contact us!

# Table Details

Your table for 8 will include white linens, all tableware (plates, glasses, flatware, etc.) and napkins. You are welcome to decorate your table with any additional accessories you'd like including plate chargers, decorative linens, napkins, etc.

Food, water, and tea are included. Bottles of champagne, prosecco, and sparkling cider are available to purchase for your table in advance through the [Table Host Form](#). A limited bar with signature cocktails and mocktails will be available for purchase during the event.

## TABLE DECORATING CONTEST

The program includes a table decorating contest with three high valued prizes for the Judge's Choice as well as first and second place People's Choice winners.

**This year's exclusive prizes include:**

**A 2-night stay at Cave Run Cabins at the Brownwood or  
Cave Run Lodge**

**Dinner for 4 at Holly Hill Inn, a Ouita Michel restaurant,  
including signature cocktails**

**A weekend package stay in historic Bardstown, KY**

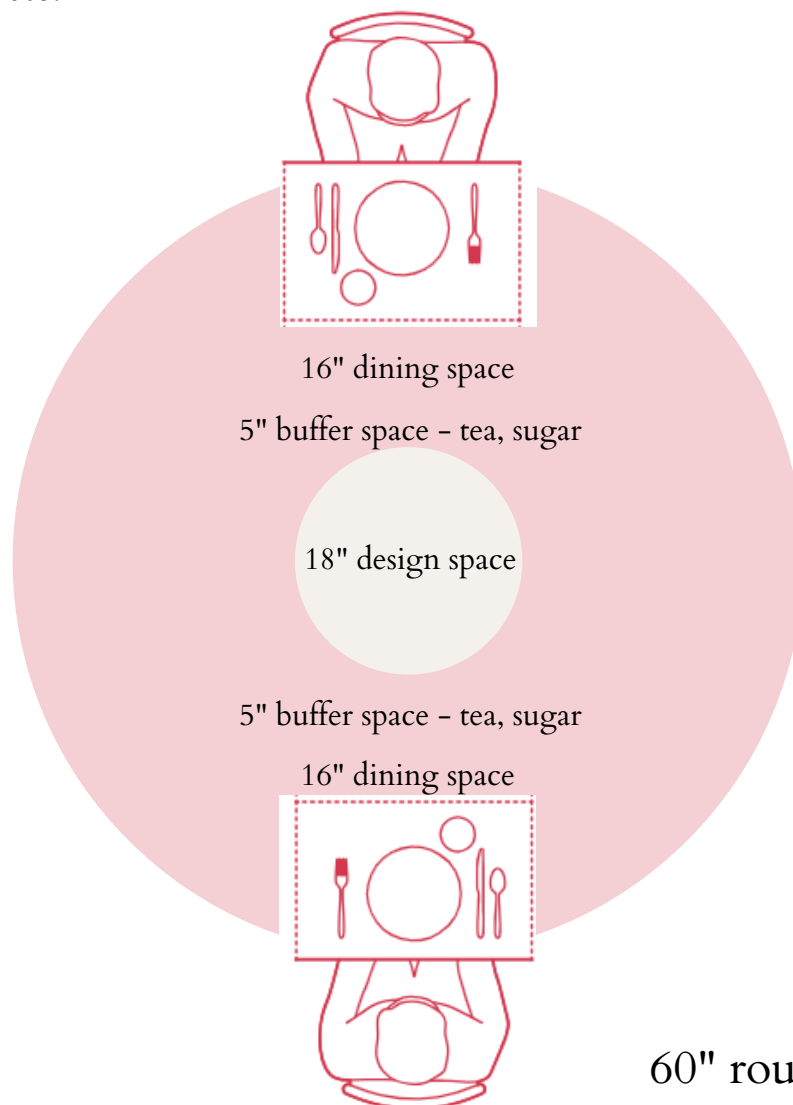
To make the People's Choice even more exciting this year, you and your guests will have the option of purchasing additional votes! While each guest will receive one free vote, stations will be set up at either bar with additional votes available for \$5 each.

We encourage you to have fun and be creative! Some of our favorite themes over the years have included nautical, holiday, nature, travel, pop culture, and more. Get your guests in on the fun by dressing on theme with matching color, hats, and decor. All are welcome! Check out design tips as well as a few examples from previous years below.

# Table Guidelines

We encourage fun and creativity with your decorations! As you plan, please keep the following in mind:

- Tables are 60" round tables.
- Ceilings have low soffits in some areas of the room. Please keep all décor below 7'.
- Consider anything that might obstruct the view for others, keeping your guest conversation. You might want to keep centerpieces low so your guests can see over them.
- No helium balloons, confetti or glitter are allowed at Keeneland.
- In order to fit all glassware, plates, etc. we recommend keeping your decorations to 18" in diameter in the center of the table.
- You can bring your own linens, napkins, centerpieces, chair decorations, outfit accessories, etc.



# Table Examples

