

The logo features the word "Louisvillian" in a large, blue, serif font. A red five-pointed star is positioned above the letter 'v'. Below "Louisvillian", the words "OF THE YEAR" are written in a smaller, red, sans-serif font. The entire text is enclosed within a light blue rectangular border that has a stepped, architectural appearance.

Louisvillian

OF THE YEAR

SPONSORSHIP OPPORTUNITIES

Presented by:

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THE BIGGEST EVENT OF THE YEAR



LOUISVILLIAN OF THE YEAR

First bestowed in 1950, the American Advertising Federation-Louisville's "Louisvillian of the Year" is the oldest award of its kind in the Commonwealth of Kentucky. This prestigious award is given by past recipients to publicly recognize the generous personal contributions to the life of the community in the areas of civic, educational, or business progress in recent years. This award is for someone whose contribution is above and beyond the responsibility of his or her chosen profession.

THE DETAILS

DATE: Friday, November 13, 2020

TIME: 12 PM - 1 PM

LOCATION: Virtual Event

PROJECTED ATTENDANCE: 100

AUDIENCE: Local/regional business leaders, public officials, and key contacts from Louisvillian of the Year recipient

2020 LOUISVILLIAN OF THE YEAR

Congratulations to **Ed Hamilton** for receiving the 2020 Louisvillian of the Year award!



Ed Hamilton, a resident of Louisville for 60 years, is a nationally recognized sculptor. Among his many accomplishments as both an artist and an educator, he created the Lincoln Memorial statue that stands at Waterfront Park.

SO MANY BENEFITS

Presenting Sponsor \$2,500

High Impact Opportunities

- Opportunity for welcome remarks (2-3 minutes)
- Logo recognition during the program
- Email congratulating the 2020 Louisvillian of the Year on your behalf
- Recognition through social media post on AAF-Louisville channels

Access

- Four (4) tickets to the virtual event
- List of attendees provided before and after the event, upon request

Branding Opportunities

- Logo prominently featured on all promotional materials/website
- Recognition in press release



REACH NEW PARTNERS

Event Sponsor \$1,500

High Impact Opportunities

- Opportunity for welcome remarks (2-3 minutes)
- Logo recognition during the program

Access

- Four (4) tickets to virtual event
- List of attendees provided before and after the event, upon request

Branding Opportunities

- Logo featured on AAF-Louisville event page and select promotional items.



ENJOY THE EVENT

Networking Sponsor \$1,000

Access

- Welcome and closing remarks during the virtual networking, prior to the awards program.

Branding Opportunities

- Logo on website and select promotional materials
- Recognition through social media post on AAF-Louisville channels



MAKE A LASTING IMPRESSION

Supporting Sponsor \$500

High Impact Opportunities

- Logo recognition during program

Access

- Two (2) tickets to virtual event

Branding Opportunities

- Logo on AAF-Louisville event page and select promotional materials



RECAP OF BENEFITS



The Opportunities Are Yours

- Opportunity for remarks during the program (2-3 minutes)
- Logo recognition during the program
- Email congratulating the 2020 Louisvillian of the Year on your behalf
- Recognition through social media post on AAF-Louisville channels
- List of attendees provided before and after the event, upon request
- Logo prominently featured on all promotional materials/website
- Recognition in press release



- Presenting Sponsor - \$2,500
- Event Sponsor - \$1,500
- Networking Sponsor - \$1,000
- Supporting Sponsor - \$500