



# LOUISVILLE CHAMBER

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PHOTO CREDIT TASTE OF LOUISVILLE BIG HEART FILM

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LOCAL DIRECTORY & INFO.

 [LOUISVILLECHAMBER.COM](https://LOUISVILLECHAMBER.COM)  
 @LOUISVILLECHAMBER  
 LOUISVILLECO\_CHAMBER





# LOUISVILLE CHAMBER

**At the heart of our membership lies our commitment  
to Connect, Advocate, and Promote**

## CONNECT

Unlock meaningful networking, exclusive events, and powerful communication tools to drive connections, engage in impactful community events, and expand your reach through partnerships across Louisville and neighboring cities.

## ADVOCATE

Receive access to vital information, educational resources, and a unified voice advocating on the issues that matter most to our members at both local and state levels.

## PROMOTE

Seize countless opportunities to showcase your business within the local community and throughout Boulder County, reaching new audiences and generating valuable referrals that drive growth.

## VISION

Our vision is to inspire vibrant community engagement and empower lasting partnerships that fuel growth and opportunity.

## MISSION

To champion the economic vitality, business growth, cultural richness, and civic well-being of Louisville and its community, empowering local businesses and fostering connections that strengthen our city.





# 2025 CHAMBER EVENTS & PROMOTION

SPONSOR / HOST / PARTICIPATE / VOLUNTEER

## SIGNATURE COMMUNITY EVENTS

- Taste of Louisville** Q2
- Pints in the Park** Q3
- Feel Good Festival** Q4
- Parade of Lights Yuletide Festivities** Q4

## CHAMBER EVENTS

- Annual Awards Ceremony** Jan 30
- Education Summit: Media, Marketing, and AI.** (Q1)
- Golf Scramble** (Sept/Oct)
- State of City/Annual Chamber Meeting** (Nov)
- Leaders Luncheons** (3 x per year)

## PARTNER CONNECTIONS

Business Beat with City of Louisville  
Education & Consultancy with Boulder  
Small Business Development Center.

## NETWORKING EVENTS

Member Hosted Networking Events  
Ribbon Cutting/Business Celebrations

## MULTI-CHAMBER EVENTS

- Small Business Grant Presentation by PACE** for Food Vendors and Food Trucks  
Hosted by Lafayette Chamber (Spanish & English Sessions) (Feb & March)
  - Broomfield & Louisville Mixer** (March)
  - Summer BBQ**  
Superior, Lafayette, Erie, Louisville (July)
  - NWCA Pickleball Tournament**  
Boulder, Superior, Lafayette, Erie, Louisville, Broomfield & Latin Chambers (Oct)
- Additional Multi-Chamber events announced throughout the year*

## PROMOTIONAL OPPORTUNITIES

- Discover Louisville **Podcast**
- Advertise **Chamber Community Guide and Directory**
- Advertise in **Printed Map**
- Participate in Restaurant Week (Superior & Louisville)**
- Participate in Did You Know? Industry Campaign**

# CHAMBER CONNECT MEMBERSHIP BENEFITS

Benefits available to all members

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## POWERFUL COMMUNICATION TOOLS

Stay in the loop and grow your visibility

- Monthly Digital Newsletter “**Louisville Loop**”
- Communication from vital City Council meetings, Louisville Revitalization Commission (**LRC**), Economic Vitality Committee (**EVC**) briefings, as well as the North West Chamber Alliance (**NWCA**) and Partners for a Clean Environment (**PACE**).
- **Post jobs** via our **Workforce** Partners
- Access to **post your events**.

## NETWORKING OPPORTUNITIES THAT COUNT

Expand your connections and build relationships that drive growth:

- **Cross-Chamber Networking** events that deliver high-energy, high-impact introductions. Accessing members from **Superior, Lafayette, Erie, Boulder, Broomfield, Longmont & the Latin Chamber**.
- **After Hours Mixers** - perfect for building long-term relationships.
- Opportunity to **join** or start a new **Leads Group** designed to offer regular, focused networking and referrals

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## ADVOCACY THAT ELEVATES YOUR VOICE

Ensure your business has presence and current information.

- Timely **legislative updates** directly from the advocacy committee via email or the Louisville Loop on issues that influence your business success.
- **Join** our Board of Directors, Advocacy Committee or become a Chamber Ambassador to **amplify your presence**.
- Become a leader by **participating in key committees** that shape the business community’s future.

ADVOCATE

- **Volunteer** at one of our chamber or community or Chamber events.
- Access business development and educational resources.
- Access support from start up to ongoing **business consultation and educational programs** with our partnership with the Boulder Small Business Development Center. (**SBDC**)
- **Access Economic Vitality Support** from our partnership with the City of Louisville.
- Free Certificate of Origin (COI)

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## PROMOTE YOUR BUSINESS WITH US

- **Community Guide /Directory Listing:** Free listing in our annual community guide distributed to Louisville residents and visitors alike. The directory listing includes a digital version, Go Guide. (Advertising Upgrades available)
- **Chamber Database Listing:** Gain visibility with a listing on our upgraded Chamber database on the LouisvilleChamber.com website (New website and Growth Zone platform launching in 2025).
- **QR Code Marketing:** Utilize QR codes linked to the directory listing on event posters, promotional materials and Chamber business cards.
- **Chamber Tent at Community Events:** Participate in a monthly rotating presence at the Street Faire and Farmers Market.

PROMOTE

- **First Friday Open House:** Showcase your products or services at our Chamber Office during our monthly open house event.
- **Promotional Opportunities:** Drop off business cards, flyers, brochures, swag, gift cards, or silent auction items to enhance your visibility within the community
- **Exclusive Discounts:** Access to member-to-member discounts.
- **Referrals:** Business referrals from Chamber and Ambassador teams.
- **Vendor Booths /Table:** Access at all key events.
- **Board Room Access:** Reserve our board room for meetings or events.
- **Present at a Board Meetings:** Take the opportunity to present your business to the Chamber’s Board of Directors.
- **Shop Local Campaign:** In partnership with the City.

# MEMBERSHIP SELECTION

Discover the perfect fit for your business

Select from **Chamber Connect**, **Connect Plus** or **Chamber Fellowship**

Customize your membership experience with **discounts, advertising and sponsorship** to fit your goals

## CONNECT

Annual Investment: \$360  
or \$35\* per month (\* auto debit)

*Ideal for a business building a thriving network in Louisville*

What You Get:

- **Powerful Communication Tools**
- **Networking Opportunities That Count**
- **Exclusive Member-Only Events**
- **Advocacy That Elevates Your Voice**
- **Multiple Avenues to Promote your Business**
- **Access to Sponsorship Opportunities**

## CONNECT PLUS

Annual Investment: \$450  
or \$42.50\* per month (\* auto debit)

*Ideal for a business seeking to unlock extra marketing opportunities and benefits.*

What You Get:

**All Connect benefits plus the following upgrades**

- **1 Email Blast**
- **4 Social Media Posts**
- **1 Newsletter Feature/Spotlight**

## DISCOUNTS

Reduce your membership by \$100

- Non-Profit
- A Young Business owner under 30
- Solo Entrepreneur
- Retired
- Non-business community member
- Additional Membership (Second Business)

## NEW MEMBERS

- New member announcements
- Ribbon Cutting Event
- Chamber Onboarding Session
- Ambassador Support
- Proud Member Decal

## CHAMBER FELLOWSHIP

Annual Investment: \$1,500. Perfect for businesses aiming to position their brand as a leader in promoting Louisville's growth and economic vitality.

What You Get:

- **Permanent Recognition as a Top-Tier Business** (Annual Logo on Chamber Website plus Company Logo at Chamber Office)
- **Fellowship recognition on Louisville Directory and Community Guide**
- **Discount on Directory Paid Ad.** (From 5% & first choice on placement where possible)
- **First Choice of Sponsorship** at signature events.
- **One Booth at your Choice of Event** with premiere location placement.
- **Exclusive GOLD Sponsor of the Annual Awards Ceremony**
- **Exclusive PLATINUM Sponsor for State of the City**
- **All Connect and Connect Plus Benefits**

### Optional Partnership Exclusive to Chamber Fellows

- Partner with a Local Non profit, aligning your brand with high-impact causes. Chamber Fellows have the opportunity to sponsor a non-profit annually for \$260 with associated marketing and recognition for their support.

**Elevated Community Recognition as a Fellowship Member**



# SIGNATURE COMMUNITY EVENTS

## TASTE OF LOUISVILLE (JUNE 6TH & 7TH)

Marking the start of summer, this festival celebrates all of Louisville with a weekend full of community activities.

Sponsors of this event can access **five events under one sponsorship!**

- **Dinner on Main Street:** Get your brand seen by 300+ community members as they dine at the longest table in town.
- **Silent Disco Dance Party:** Main Street is closed for the biggest dance party in town with over 500+ participants. Party on Main while your business is front and center at this unique community event.
- **5K Fun Run & Dog Jog:** Engage directly with the health-conscious crowd and their furry friends with new route and race management team in 2025.
- **Summerfest on Main:** An exciting celebration showcasing local businesses, food, culture, and entertainment. Enjoy live music, a farmers market voted number 1 in Colorado 2nd year in row, craft market, car show, the Best of Taste awards, and much more! (Expect 2,000 + / 150+ Vendors)
- **Best Taste of Louisville Competition (May):** A month-long celebration where locals can explore and vote for their favorite restaurants, driving community support for local dining establishments. Experience the best tastes of Louisville as cafes, restaurants, bars, breweries, and entertainment venues showcase their signature offerings with special promotions throughout the month of May. Community votes will determine the favorites, with a grand prize announced at Summerfest.



## PINTS IN THE PARK (AUG 23RD)

Join the brewfest that brings Louisville together at Community Park for craft beer tastings, artisan vendors, and live entertainment. Expect 1000+ in attendance. This event has exceptional **cross marketing opportunity**, with over 40 vendors each marketing the event with posters at their locations and digital cross promotion. This gives extended reach for not just local but state wide breweries.



# SIGNATURE COMMUNITY EVENTS



## FEEL GOOD FESTIVAL (OCT)

A new, exciting health and wellness event. Members from health, fitness, wellness, beauty, and more will participate in this inaugural community event in 2025.

Expect 1000+

This event is in the development stage and we welcome the opportunity to discuss event integration ideas with you. We also encourage members from this sector to join the planning committee.

## PICKLEBALL TOURNAMENT (OCT)

Introducing our first annual North West Chamber Alliance (NWCA) Pickleball Championship.

Boulder, Eire, Lafayette, Superior, Broomfield, Latin and Louisville battle for the championship!

## PARADE OF LIGHTS & YULETIDE FESTIVITIES (DEC 6TH/7TH)

The Annual Parade of Lights is a beloved holiday tradition that unites the community with beautifully decorated floats, marching bands, and participants adorned in twinkling lights. Families gather to enjoy this festive spectacle, with children's eyes sparkling in excitement. Not just a visual feast, the parade captures the spirit of the season, providing an opportunity for lasting memories and community engagement.

**New for 2025:** The celebration will expand to include **Winter Festivities**. Join us for this two-day event featuring a **"Support Local"** campaign, musical entertainment from local choirs, visits with Santa, and more.

The Parade of Lights takes place in historic downtown on Main Street, attracting over 4,000 community members. Sponsors can host hot chocolate stands, Santa gifts as well as have a booth at the winter market. The Platinum sponsor will also be featured on the fire truck which Santa rides to close the parade.

2024 Stats: 4,000 Spectators, 1,000 Participated, 1,200 Free Hot Chocolates, 300 Santa Gifts, 300 Performers and thousands of lights!





# ANNUAL AWARDS CEREMONY

## (JAN 30)

The Annual Awards Ceremony is a prestigious event that recognizes outstanding businesses and individuals in the local community. This celebration brings together business leaders, entrepreneurs, and community members to honor those who have made significant contributions. Attendees can expect a night filled with networking opportunities, delicious food, and inspiring speeches.

Taking place in January, the ceremony includes the Business of the Year awards and recognizes individuals who have gone above and beyond for our community. It's an upscale dinner event, providing the perfect opportunity to invite friends and family to celebrate the achievements of the past year.

*Gold Sponsorship level is exclusive to Chamber Fellows where contributions are acknowledged during the Executive Director's speech, and their logos will be proudly displayed at the event.*



# EDUCATION SUMMIT (Q1)

Each year, the Louisville Chamber of Commerce will host an education summit based on feedback from our members. In 2025, the focus will be Media, Marketing, and AI, featuring thought leaders and innovators.

Be the sponsor that business decision-makers remember.

Event is in the development stage and we welcome the opportunity to discuss event integration ideas with you.

# CHAMBER EVENTS

## STATE OF THE CITY/ CHAMBER ANNUAL MEETING (Q3)

The State of the City Address is an annual event where the **Mayor of Louisville** presents an overview of the city's accomplishments, challenges, and future plans to residents and chamber members. This event also serves as the **Louisville Chamber's Annual Meeting**. The address typically covers a range of topics, including economic development, infrastructure projects, public safety initiatives, and more. It provides an opportunity for the mayor to highlight the city's progress, address concerns, and engage with the community.

*Gold Sponsorship level is exclusive to Chamber Fellows where contributions are acknowledged during the Executive Director's speech, and their logos will be proudly displayed at the event.*

## GOLF SCRAMBLE (SEPT/OCT)

Battle of the Chambers Golf Tournament

Pull together a foursome, sponsor a fun hole or just join in on the fun golf action. With prizes, raffle, and in game contests, it's impossible to not have a blast!

Seize the exciting opportunity to network at our prestigious annual golf tournament, hosted at the stunning Omni International Golf Course!

# DISCOVER LOUISVILLE

## COMMUNITY ENGAGEMENT

- Chamber Community Guide and Directory
- Discover Louisville Podcast & E-Blast
- Discover Louisville Lobby
- Discover Louisville Printed Map

### COMMUNITY GUIDE AND DIRECTORY

All Members will be listed in the Directory

For enhanced exposure consider investing in a directory ad

13,000 Print Copies: Maximum local visibility.

Digital GoGuide®: Interactive, clickable ads online.

iMap Integration: Hyperlinked ads drive website traffic.

Free Ad Design: Professional design worth \$1,000+.

Marketing Asset: Native ad files for future campaigns.

Where Will Your Ad Be Seen?

- ✓ Direct Mail to 300+ Chamber Members
- ✓ City Quarterly Magazine & Utility Bill Inserts (8,000 +)
- ✓ Networking Events & Chamber Meetings
- ✓ Farmers Markets, Street Faires & Community Spaces
- ✓ Digital Access via QR Codes at Major Events

**All ads must be submitted by Jan 17th, 2025**

### DISCOVER LOUISVILLE PODCAST

Advertise in our quarterly Community What's On Guide podcast, the go-to resource for local events.

Feature in our Podcast by sharing upcoming events and community focused news.

### DISCOVER LOUISVILLE E-BLAST

Quarterly E-Blast on what's going on in Louisville. Our Community focused quarterly communication

### DISCOVER LOUISVILLE COMMUNITY INFORMATION CENTER

Members can drop posters, flyers and business cards to the Chamber Lobby on Main Street

### EXPAND YOUR REACH

We're on a mission to become the go-to resource for everything happening in Louisville! Our goal is to grow both our social media following and our non-member email list, connecting more people with local events, opportunities, and updates.

With over 3,000 subscribers already tuning in, and an impressive 60% open rate, we're building an engaged community that loves staying in the loop.

Join us as we continue to expand our reach and keep Louisville informed, connected, and thriving!

### STREET MAP

Advertise in our annual street map (3,000 copies) distributed to key locations and Chamber events, reaching residents & visitors.

**PLATINUM**  
PRESENTING/ TITLE SPONSOR

**GOLD**  
EVENT SPONSOR

**SILVER**  
DIGITAL MARKETING & VENDOR BOOTH

**BRONZE**  
VENDOR BOOTH OR TABLE

# SPONSORSHIP BENEFITS

Choose the event(s) and level that best align with your business goals.

## ADVANCE PROMOTION

LEVELS	P	G	S	B
Posters, A Frames, & Flyers				
Invitations & Event Calendars				
Louisville Loop and Direct Event Emails				
Press Release				
Chamber Website				
Partner Website				
Digital Marketing				
Paid Digital Ads				
Digital Cross-Promotion with the City of Louisville and Fellow Sponsors, DBA & Vendors				
Full Page Ad in City Community Guide Distributed to all Louisville Residents.* (Taste/Pints/Wellness Expo)				
Tickets* (Taste of Louisville Dinner on Main/ VIP at Pints)	6	4	2	0
T.Shirts* (Taste / Race T's)				
Taster Glasses* (Pints)				

## DAY OF PROMOTION

LEVELS	P	G	S	B
Logo Showcased at Multiple Strategic Points				
Outdoor Lounge				
VIP Lounge Sponsor* (Pints Only) Optional Gold Upgrade: \$500				
Banner on Stages				
Stage Time Or Key Note Speaker				
On-Site Table / Vendor Booth				

## AFTER THE EVENT - CELEBRATE YOUR PARTNERSHIP

Event Thankyou				
Engaging photos and videos shared widely, highlighting your brand's involvement and the event's success.				

\*EXCLUSIVE TO THE EVENTS LISTED



# SPONSORSHIP & PROMOTIONAL INVESTMENT LEVELS

## TASTE OF LOUISVILLE

### Platinum/Presenting (2)

\$6,000

### Gold

\$2,000

### Silver

\$500

### Bronze

\$150/\$300\*

## PINTS IN THE PARK

### Platinum/Presenting (1)

\$5,000

### Gold

\$1,000

### Silver

\$350

### Bronze

\$75 / \$125\*

## PARADE OF LIGHTS & YULETIDE FESTIVITIES

### Platinum/Presenting (2)

\$2,000

### Gold

\$500

### Silver

\$250

### Bronze

\$100/\$200\*

## FEEL GOOD FESTIVAL

### Platinum/Presenting (2)

\$3,000

### Gold

\$750

### Silver

\$350

### Bronze

\$100/\$300\*

## ANNUAL AWARDS

### Platinum/Presenting (1)

\$2000

### Gold

Exclusive to Fellowship Level

### Welcome Drink

\$250/\$500

### Bronze

\$50

## EDUCATION SUMMIT

### Platinum/Presenting (2)

\$2000

### Gold

\$500

### Silver

\$200

### Bronze

\$150 / \$300\*

## GOLF SCRAMBLE

### Platinum/Presenting (1)

\$3000

### Gold

\$1000 Lunch or Breakfast

### Silver

N/A

### Bronze

\$275 for Fun Hole (Max 18)

## STATE OF CITY

### Platinum/Presenting

Exclusive to Fellowship Level

### Gold

\$250

### Silver

N/A

### Bronze

\$50

## COMMUNITY GUIDE & DIRECTORY

- Back Cover: \$2,000
- Inside Back Cover: \$1,750
- Inside Front Cover: \$1,750
- Inside Facing Front: \$1,750
- Full Page: \$1,250
- 1/2 Page: \$850
- 1/4 Page: \$650
- 1/8 Page: \$500

## PRINTED MAP

By Lunar Cow Publication  
From \$450

## DISCOVER LOUISVILLE PODCAST & E-BLAST

### Platinum / Presenting

\$500 (1 per Episode)

### Gold

\$175 (4 per Episode)

Series Buyouts Available

## NETWORKING EVENTS/ BUSINESS CELEBRATION

Food & Drink Cost Only

LOUISVILLE CHAMBER OF COMMERCE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2025 CALENDAR OF EVENTS</b>												
<b>NETWORKING - Ribbon Cutting (Community Park)</b>	24											
<b>ANNUAL AWARDS CEREMONY 2025 (Celebrating 2024)</b>	30											
<b>EAT / DRINK / SHOP / ENTERTAIN</b> Support Local : Did You Know Campaign												
<b>CROSS CHAMBER: Broomfield Chamber</b>												
<b>ADVOCACY: Leaders Luncheon *</b>			4									
<b>EDUCATION BUSINESS SUMMIT: Media, Marketing &amp; AI *</b>			11									
<b>RESTAURANT WEEK: Louisville &amp; Superior *</b>												
<b>NETWORKING - McCaslin/South Boulder/Cherry</b>												
<b>BUSINESS SERVICES: Support Local Campaign</b>												
<b>TASTE OF LOUISVILLE</b> <b>DINNER ON MAIN &amp; SILENT DISCO DANCE PARTY</b>						6						
<b>TASTE OF LOUISVILLE - SUMMERFEST</b>						7						
<b>ADVOCACY: Leaders Luncheon *</b>							1					
<b>CROSS CHAMBER: Summer BBQ</b>												
<b>NETWORKING- CTC (4-6 Members to Host)</b>												
<b>PINTS IN THE PARK</b>								23				
<b>CROSS CHAMBER: Virtual Golf Tournament *</b>									23			
<b>BATTLE OF THE CHAMBERS GOLF *</b>									24			
<b>CROSS CHAMBER NWCA</b> <b>First Annual Pickleball Tournament Hosted by Louisville *</b>										10		
<b>HEALTH &amp; WELLNESS CAMPAIGN</b>												
<b>FEEL GOOD FESTIVAL *</b>										11		
<b>ADVOCACY: Leaders Luncheon*</b>											3	
<b>STATE OF THE CITY / AGM *</b>											13	
<b>PARADE OF LIGHTS &amp; WINTER MARKET</b>												5/6
<b>CELEBRATE: Board/ Volunteers /Committee</b>												10
<b>ADDITIONAL PROMOTIONAL OPPORTUNITIES</b>												
<b>Ribbon Cutting / Member Celebrations / Additional After Hours &amp; Invites from other Chambers throughout the year.</b>												
<b>FEB / MAY / AUG / NOV Podcast</b>												
<b>FIRST FRIDAY: Showcase your Product or Services at the Chamber</b>		7	7	4	3	6	4	1	5	3	7	5
<b>STREET FAIRE - Chamber Tent (2nd Friday) *</b>							11	8				
<b>FARMERS MARKET -Monthly (Last Saturday) *</b>					31	28	26	30	27			

\*TENTATIVE DATE. FOR CURRENT CALENDAR OF EVENTS REFER TO WWW.LOUISVILLECHAMBER.COM OR LOUISVILLE LOOP EMAILS

# ABOUT LOUISVILLE

## LOUISVILLE STATS

Square miles: 7  
Residents: 20,867  
Households: 8,582  
Median age: 42.8  
Median household income: \$109,797  
Median disposable income: \$86,979

## CHAMBER AND CITY PARTNER ORGANIZATIONS

Economic Vitality Team - City of Louisville  
Downtown Business Association  
Boulder Small Business Development Center

Commuting Solutions  
Boulder County Workforce  
Partners for a Clean Environment

## BUSINESS DISTRICTS

### *Supporting All of Louisville*

Historic Downtown Louisville  
Downtown East Louisville (DeLo)  
McCaslin Corridor,  
South Boulder Road  
Colorado Technology Center (CTC)  
Centennial Valley



# CONTACT

Take the next step in your business journey with the  
Louisville Chamber of Commerce.

Whether you want to connect, advocate, or promote,  
we have the resources and community to help your business  
thrive!

Dear Business Community,

In 2025, we're excited to launch a fresh approach to engagement. Whether you're a current member exploring our new membership packages or a potential new member, we're here to support your journey. This year, we've invested in a dynamic framework of resources—including a new website, community guide, and podcast—to expand promotional opportunities in impactful ways.

We're also thrilled to introduce two new signature events, the Wellness Expo and Education Summit, designed in response to the Chamber's fastest-growing sector. These events, alongside popular favorites like Taste of Louisville, will foster valuable connections and support business growth.

However, none of this is possible without your involvement. We encourage you to join a committee that interests you—the more you engage, the more value you'll gain. Together, we can grow our membership, support one another, and strengthen our community. Thank you for being a vital part of this journey. Let's make 2025 a year of remarkable collaboration and success.

Warm regards,

Gillian Millar

**CONTACT**

**GILLIAN MILLAR**

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**DIRECTOR@LOUISVILLECHAMBER.COM**

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