

Louisville Chamber 2025 Parade of Lights | Event Impact Snapshot

Thank you for being part of a milestone year. Now in its 40+ year history, the Parade of Lights reached new attendance and participation records in 2025, making this beloved tradition shine brighter than ever.

Your support ensured strong visibility across every major communication channel and helped bring holiday joy to thousands of residents and visitors.

The 2025 Parade of Lights generated an estimated 185,000+ impressions across print, digital, outdoor, and in-person channels.

[PHOTOS LINK](#) Credit Adam Brester Photography. (Video and public gallery will follow soon)



Record-Breaking Participation & Attendance

- 70 participating groups
 - 100+ floats entertaining with a 45 minute parade
 - 1,500+ parade participants
 - Approx. 10,000 spectators lining both sides of the 0.4-mile route
 - Total in-person reach: ≈11,500 people
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Citywide Mailings – Guaranteed Household Coverage

Delivered to every Louisville residence (~8,000 households / 20,000+ residents):

- Louisville Lantern – Back Cover Feature
- December Utility Billing Insert

Total print/mail impressions: ≈41,000 impressions

Digital & Regional Marketing Campaign

NOCO Community Ad Share – Digital Billboards

- High-visibility rotation across regional screens
- ≈45,000 impressions

Digital & Social Campaign

Across Chamber, City, business groups, community networks, and regional partners:

- ≈20,000 impressions (conservative combined estimate)
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Local Visibility – Posters & Outdoor Placement

- Posters placed around town and at the Louisville Recreation Center and Library
- High-visibility **banner above City Hall**
- **≈70,500 impressions**

We also want to extend a special thank you to our Fire Truck Presenting Sponsors, one of the most iconic elements of the Parade of Lights remains a centerpiece for families and parade-goers.

Combined Estimated Reach & Impressions

Total Estimated Impressions:

≈185,000 - 200,000 impressions spanning Louisville residents, visitors, and regional audiences.

Special Thank You to Our Santa & Hot Chocolate Sponsors

A heartfelt thank you to our Santa Sponsors, who helped create the *best Santa area we have ever had*. This year's expanded space featured arts and crafts, the beloved letter-writing station, festive photo moments, and a warm, welcoming environment for families. Your support truly brought the magic of the season to life.

Our Hot Chocolate Sponsors kept the community warm throughout the evening, offering a cozy treat that added to the festive spirit and helped thousands of families enjoy the parade in the cold. Your contribution made a noticeable difference and was appreciated by all.

Thank You for Supporting the Louisville Community

Your sponsorship directly contributed to:

- Creating one of the most memorable parades in recent years
- Enriching holiday traditions for families across the city
- Providing meaningful visibility and engagement opportunities for local businesses
- Strengthening the Chamber's mission to **Connect, Advocate, Promote**

We are grateful for your partnership and look forward to celebrating with you again next year.

Reference Estimated Impressions by Channel

Channel	Estimated Impressions
In-Person Attendance	11,500
Citywide Mailers (2 pieces)	41,000
NOCO Digital Billboards	45,000
Digital & Social Campaign	20,000
Posters & Local Placements	45,000
City Hall Banner	32,500
Total Estimated Impressions	≈185,000

2026 Parade of Lights Sponsorships are Available.

Reach out to secure your space.

Platinum/ Presenting : \$2000 each

Gold /Hot Chocolate or Santa: \$500 each (Plus costs for gifts or hot chocolate)

Silver / Parade Sponsor: \$250 each