



First Friday at the Louisville Chamber

First Friday is a monthly community event in downtown Louisville, held on the first Friday of the month from **March through November**. Downtown shops stay open late and often feature live music, art installations, art displays, and other creative experiences. The event is led by the **Downtown Business Association**.

The Chamber's Role on First Friday

The Louisville Chamber opens its doors every First Friday and offers members the opportunity to use our location at **no cost** for a pop-up shop, activation, or community engagement experience. This is a great way for businesses not located downtown to connect with the First Friday crowd, share what you do, promote an offer, or simply meet the community.

Last year, Chamber pop-ups ranged from cocktail tastings and hat making to traditional networking and interactive experiences. The space is yours as a member, and participation is complimentary. We can host **up to three pop-ups per First Friday**.

Hosting & Sponsorship Details

Hosting or sponsoring a First Friday activation at the Chamber is **complimentary for all members**.

- Up to **three members may host** during each First Friday.
- Depending on the activity or setup, a **single member may serve as the sole host** for a larger activation.
- The **Chamber provides beverages** for attendees.
- Hosts are asked to provide **light refreshments and non-alcoholic drinks for kids**. This can be simple, from a bag of popcorn to a small charcuterie board. Simple is all that is needed.
- Members are responsible for staffing, setup, and breakdown of their activation.

This is a particularly great opportunity for members who are **not located downtown** to participate in First Friday and engage directly with the community.

First Friday vs. Third Thursday Networking

Third Thursday Networking is designed as a more traditional **business-to-business networking** event, focused on connecting Chamber members with one another.

First Friday, on the other hand, is about **accessing the broader community**. As residents, visitors, and non-members drop in through the Chamber during First Friday, members have the opportunity to engage with a wider audience. The more interesting, interactive, and fun your activation, the better the flow and overall experience for everyone.

How to Participate

To host or participate in a First Friday activation:

- Register under **Sponsorship** for the associated First Friday event in the Chamber Calendar, or
- Email **info@louisvillechamber.com** for more information.