

THIRD ANNUAL

# Lights



NOVEMBER

NOV 25 - DEC 11



## What is Lights on Main?



SECOND ANNUAL  
*Lights*  
ON MAIN  
NOV 26 - DEC 12

**Lights on Main is a display of live Christmas trees in Downtown Louisville, located in the Resurfaced lot at 615 W. Main St. An anticipated 90 trees will be decorated for the holiday season, intended to promote community and attract patrons to the downtown business district.**

**Each tree is sponsored and decorated by a local corporation, group, family, or individual. All sponsor funding supports 1:1 reading intervention hosted by I Would Rather Be Reading at seven community centers across the city.**

SECOND ANNUAL

# Lights

ON MAIN

NOV 25TH - DEC 11TH



## **\$5000 Presenting Sponsorship includes:**

- Live 10-12'ft tree to decorate using company branding
- Tree located at the front entrance of the event
- Five sponsor party tickets, December 1st.
- Full page advertisement in the event brochure

**[ashley@iwouldratherbereading.education](mailto:ashley@iwouldratherbereading.education)**

**502-413-1510**



SECOND ANNUAL

# Lights

ON MAIN

NOV 25TH - DEC 11TH

**\$1000 Sponsorship includes:**

- Live 8' tree to decorate using company branding
- Premier Christmas tree location
- Two sponsor party tickets, December 1st.
- 1/2 page advertisement in the event brochure

**[ashley@iwouldratherbereading.education](mailto:ashley@iwouldratherbereading.education)**

**502-413-1510**



SECOND ANNUAL

# Lights

ON MAIN

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**\$500 Sponsorship includes:**

- Live 8' tree to decorate using company branding
- Two sponsor party tickets, December 1st.
- Vendor opportunities
- 1/4 page advertisement in the event brochure

**[ashley@iwouldratherbereading.education](mailto:ashley@iwouldratherbereading.education)**

**502-413-1510**



# Sponsor Details

- Sponsors can decorate their trees November 22nd-23rd between 9:00 a.m. - 7:30 p.m.
- Sponsors are invited to attend the Lights on Main kickoff celebration where judges give out awards for Most Lou Spirit, Best Company Branding, Most Festive, Fan Favorite, and Most Unique.
- Sponsors can choose to collect their decor on December 12th & 13th or donate their tree and decorations to a family in need.
- Sponsors can also choose to not decorate a tree, but donate it to a school or local nonprofit who would not otherwise be able to participate.

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# Lights On Main Media Links

WDRB

Tops Louisville

Lights On Main Website

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IWRBR

I Would Rather Be Reading

# Contact

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