
REPUBLIC BANK FIRST FRIDAY HOP

556 S 4th St Louisville Ky 40202



Hello From First Friday Hop,

Sponsorship is currently open for the 2020 Hop and we would love to feature you! Please send in information with your paid membership to be included in the next Hop promotional printings, distributed all over Downtown Louisville.

Enclosed you will find a list of our events, member benefits, a short survey and a selection of resources we hope you will find helpful. Sponsorship for 2020 is just \$150 for the year for small businesses, and \$500 for hotels and large organizations. These fees go directly to promoting our members in print and online every month. The work we do together is the heart of Louisville's nationally-renowned local arts, food and culture scene -- all thanks to you.

About the Republic Bank First Friday Hop:

The Hop started as a small group of dedicated local artists and business owners at the close of the century and has now grown to become a city-wide event extending throughout Downtown Louisville and beyond every First Friday of every month for over 20 years.

The Republic Bank First Friday Hop is a community-coordinated monthly event featuring art shows, tourist attractions, street parties, marketing for local and small businesses, and a celebration of Louisville. The First Friday Hop brings new visitors and new life to our city each month all year round.

Sincerely

Jae. L. R. Harrington

J. L. R. Harrington

HOP

556 S 4TH ST
LOUISVILLE, KY 40202
REPUBLICBANKFIRSTFRIDAYHOP.COM
JHARRINGTON@LOUISVILLEDOWNTOWN.ORG
OFFICE: 502.584.6000

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2020 Hop Member Benefits

- **Become a stop or feature on the Hop!** Add your location or services as a stop or monthly feature to our active arts and tourism community that has been established for over 20 years in the heart of Downtown Louisville.
- **Press Releases!** Monthly mentions in the First Friday Hop press release, distributed to major print, tv, radio, and social contacts each month.
- **A listing on The Hop's printed map & media**, available on our website, at the Louisville Visitor Center and through our social media channels and member locations.
- **Linkback & feature page ad about you on our high ranking website**, include your own ad and information on our high traffic site with link backs to your website and social media.
- **Email marketing** Send your message to our subscribers. Over 13k event subscribers and 4k newsletter subscribers receive our messages each month.
- **Social media reposts on** Facebook, Twitter, and Instagram shout-outs and sharing whenever you tag us!
- **A listing in our Hop member & sponsor guide** distributed year-round to Downtown hotels, museums, attractions, galleries, the Louisville Visitors Center, and more.
- Additional marketing resources like these:
 - **Use our top 50 event listing tool** -- If you have an event and need help getting the word out about it, try our local listing guide: firstfridayhop.com/event-list-tool/
 - **Add your event to the Hop instantly:** (pending a quick approval) firstfridayhop.com/add-event/
 - **Join one of our themed tours or maps** -- In collaboration with our members we have created a series of themed marketing promotions available to tourists and community members all month long. Self-guided tour themes and maps include: The Urban Bourbon Hike, The Public Art Bike Tour, Downtown History Tour, Kid and Dog friendly shops, maps, the original Gallery Tour and more with each season!
- Got a great idea or want to be added to one of our existing tours, lists or maps? Just ask!

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This years Hop:

Please take a moment to review the following 2020 Hop annual event announcements and seasonal themes line up. If your event is not listed below (or is incorrecction) please send it in so we can add it to our marketing schedule.

***If your event does not fall on a First Friday we can still include it in general promotions, if it is art related.**

- **February 7th:** Muhammad Ali Center's annual international photography competition, 8th annual Cuteopia, 25th Annual Festival of Faiths, Louisville Visual Art Honors, The Beach Boys at the Palace, Inheritance by Imar Hutchins at Ali Center, Wild Women Wearable Art, Picasso at KMAC,
- **March 6th:** BockFest Kick Off and Humana Festival, 44th Humana Festival of New American Plays, Tickets go on sale for art[squared]
- **April 3rd:** Horse Power Derby Art Shows, Featured in April, Awards in the Arts by Fund for the Arts
- **May 1st:** Opening of the Outdoor Art Markets from Flea Off to Music Alley
- **June 5th:** Old Fashioned Fortnight on the Hop, "I Am Ali" Festival
- **July 3rd:** Summer Series, Cellar Door 13th Anniversary, Get Lei'd In NULU
- **August 7th:** Summer Series, Revelry's 10th Anniversary, Six Sisters 3rd Anniversary, RBFFH Surrealism at the Kentucky State Fair, Animecon
- **September 4th:** Worldfest, Koi Gallery 12th Anniversary, Tim Faulkner Gallery 2nd Annual Portrait Exhibition, 12th annual NuLuFest Kick-off Party, Portland Art & Heritage Fair, Big 4 Arts Fest, Give for Good
- **October 2nd:** Hoptober featuring Beer and Art on the Hop, St. James Court Art Show, 5th Annual Halloween Cocktail Contest & Nightmare in NuLu, 21st Annual Progressive Dinner with the Main Street Association, Porktoberfest
- **November 6th:** Day of the Dead, Dia de Los Muertos Street Party on South 4th, Open Studio Weekend
- **December 4th:** Holiday Downtown, Revelry's 4th Winter Wonderland, Pyro 17th Anniversary, 5th Annual Holiday Art Show at Downtown Pilates, Annual Student Exhibition at the Cressman Center For Visual Arts, Submissions open for The Galt House Hotel's Artist in Residence program

Featured every Month:

In addition to all of our gallery features in 2020 we will also feature these regular monthly events and specials:

\$5 after 5 at Kentucky Science Center, Buy One Get One at the Muhammad Ali Center on First Friday, First Hoppin Friday at Akasha, Distillery Tours in the Bourbon District, Beer and Wine at Red Tree, Tiney Art Tales at KMAC, Docent tours at 21c, Photographic Journeys at Paul Paletti Gallery, WFPK Live Lunch, Swing Night at Jimmy Can't Dance, Urban Bourbon Hike, The Hop Walking Group, Bike the Hop, Tour by Bourbon City Cruisers and Thirsty Pedaler, Monthly Mayhem at PBR, Music Alley Market, Local artist features, Celtic Pig Céad Mile Fáilte and Sláinte!

Want to add your event or feature your special offer every month? Please email it to jharrington@louisvilledowntown.org

*Not ready to set a plan for the whole year?
Just send your information in at least 2 weeks before
your event and we will feature you on the Hop.*

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Member Information

Business Name:

Location:

Hours:

Website:

Social Media Name or address: (Twitter, Instagram, Facebook)

Phone Number:

Email:

Description: (Please copy this from my: __website __social media __other, or as noted below)

Do you have a special offer or ad for us to feature on First Fridays?

(Example: buy one get one, open late, 10% off for Hop visitors, etc.)

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Bill to:

Please make checks
payable to LDMD

**556 South 4th St
Louisville, KY 40202**

Save a stamp - pay online at -
squareup.com/store/firstfridayhop/

Invoice

Invoice Date: 12/30/2019 - Payment Due: 1/30/2020

Description	Quantity	Amount
Republic Bank First Friday Hop Membership	1 Full year of membership (12 months)	\$150

Total Due: \$150

**Please include this invoice with your check or write your invoice number on
your check when you send it in the envelope provided.**

You can also pay online for no additional cost at:

<https://squareup.com/store/firstfridayhop/>

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