

Making Waves Luncheon

75 Years of Louisville's Public Media

2025 Marks 75 Years of Public Broadcasting in Louisville

We're kicking off the celebrations on February 13, 2025.

It wasn't a humble beginning. It was an audacious start. A first of its kind public radio station housed at a community library. A bold beginning that earned us our first Peabody Award for being community oriented media for the public and of the public.

Since that first broadcast on 89.3 WFPL on February 20, 1950, we've grown — adding a second and third radio station, a website (the first radio station in Louisville to have one), an investigative center, an expanding local newsroom, music education, podcasts, cherished concert series, and much more.

In 2025, we're celebrating three quarters of a century of community-oriented and community-supported media for the public good.

You're invited to celebrate the past and invest in the future. With your support, we look forward to serving this community for many more years to come.

Making Waves Luncheon: 75 Years of Louisville's Public Radio

We're kicking off the 75 year anniversary celebrations on **World Radio Day (February 13, 2025)** at Mellwood Arts Center.

With a goal to build excitement for the next 75 years of covering and discovering the city that made us, this luncheon will be *free*, with personal invites coming from community leaders. We're expecting more than **300 highly-engaged guests** invited by 40 table captains. A very special **NPR guest** (TBA) will be the keynote speaker.

Your Role

The growth and expansion of Louisville Public Media, rooted by historical visionaries 75 years ago, is only possible through the support and advocacy of the people of Louisville today.

Our goal is to raise \$75,000 for LPM in honor of the 75th anniversary. You have the power to be part of our exciting future. Your support of this luncheon is an investment in the next chapter of public service.

Sponsorship Investment Opportunities:

- **Presenting Sponsor (limit 2 category specific):** \$15,000 with recognition in...
 - **Targeted email invitations** (minimum 1,500)
 - **Eblast Inclusion** (minimum 2 emails to approx. 44,000 highly-engaged recipients)
 - Opportunity to **address audience from the stage** during program
 - **Logo recognition** on screen, on event signage and in printed materials on-site
 - **Tabling opportunity** at the event to connect with attendees
 - **Social media thank you posts** (minimum of 1 post-event post on each of LPM Facebook, Instagram and LinkedIn with 9,000 followers)
 - **Inclusion in on-air promo mentions** across WFPL, WFPK and WUOL as supporters of 75th anniversary campaign (minimum 100)
 - **Website** recognition with direct link on LPM.org/75 (anniversary landing page not yet live)
 - Reserved **table for 8 with premium seating** at event
 - **Meet and greet with NPR guest** at the conclusion of the event
 - 2 bottles of the 75th anniversary **commemorative Old Forester Single Barrel Bourbon**
 - **Inclusion in thank you cards** mailed to sponsors and event attendees (approx. 350 sent)
 - Inclusion in the **75th Anniversary Campaign donor wall** at the LPM Studios and **LPM's Annual Report** (digital)
Approx. value = \$31,350
- **Signal Sponsor (limit 2 category specific):** \$10,000
 - **Targeted email invitations** (minimum 1,500)
 - **Eblast Inclusion** (minimum 2 emails to approx. 44,000 highly-engaged recipients)
 - Recognition in **stage announcements**
 - **Logo recognition** on screen, on event signage and in printed materials on-site
 - **Tabling opportunity** at the event to connect with attendees
 - **Social media thank you posts** (minimum of 1 post-event post on each of LPM Facebook, Instagram and LinkedIn with 9,000 followers)
 - **Inclusion in on-air promo mentions** across WFPL, WFPK and WUOL (minimum 75)
 - **Website** recognition with direct link on LPM.org/75 (anniversary landing page not yet live)
 - Reserved **table for 8 with premium seating** at event
 - 1 bottle of the 75th anniversary **commemorative Old Forester Single Barrel Bourbon**
 - Inclusion in the **75th Anniversary Campaign donor wall** at the LPM Studios and **LPM's Annual Report** (digital)
Approx. value = \$20,550



- **Impact Sponsors (limit 5): \$5,000**
 - **Targeted email invitations** (minimum 1,500)
 - **Eblast Inclusion** (minimum 2 emails to approx. 44,000 highly-engaged recipients)
 - Recognition in **stage announcements**
 - **Logo recognition** on screen, on event signage and in printed materials on-site
 - **Tabling opportunity** at the event to connect with attendees
 - **Social media thank you posts** (minimum of 1 post-event post on each of LPM Facebook, Instagram and LinkedIn with 9,000 followers)
 - **Inclusion in on-air promo mentions** across WFPL, WFPK and WUOL (minimum 50)
 - **Website** recognition with direct link on LPM.org/75 (anniversary landing page not yet live)
 - Reserved **table for 8 with premium seating**
 - 1 bottle of the 75th anniversary **commemorative Old Forester Single Barrel Bourbon**
 - Inclusion in **LPM's Annual Report** and the campaign's digital donor wall (digital)

Approx. value = \$11,150

- **Supporting Sponsors (limit 10): \$2,500**
 - **Targeted email invitations** (minimum 1,500)
 - **Eblast Inclusion** (minimum 2 emails to approx. 44,000 highly-engaged recipients)
 - **Social media thank you posts** (minimum of 1 post on each of LPM Facebook, Instagram and LinkedIn with 9,000 followers)
 - **Inclusion in on-air promo mentions** across WFPL, WFPK and WUOL (minimum 25)
 - **Website** recognition with direct link on LPM.org/75 (anniversary landing page not yet live)
 - Reserved **table for 8 with premium seating**
 - 1 bottle of the 75th anniversary **commemorative Old Forester Single Barrel Bourbon**
 - Inclusion in **LPM's Annual Report** and the campaign's digital donor wall (digital)

Approx. value = \$6,900



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	Presenting Sponsors \$15,000	Signal Sponsors \$10,000	Impact Sponsors \$5,000	Supporting Sponsors \$2,500
Targeted email invitations (minimum 1,500)	X	X	X	X
Eblast Inclusion (minimum 2 emails to approx. 44,000 highly-engaged recipients) - <i>sponsors recognized with descending prominence</i>	X	X	X	X
Social media thank you posts (minimum of 1 post-event post on each of LPM Facebook, Instagram and LinkedIn with 9,000 followers) - <i>sponsors recognized with descending prominence</i>	X	X	X	X
Inclusion in on-air promo mentions across WFPL, WFPK and WUOL as supporters of 75th anniversary campaign	100	75	50	25
Bottles of the 75th anniversary commemorative Old Forester Single Barrel Bourbon	2	1	1	1
Reserved table for 8 with premium seating at event	X	X	X	X
Website recognition with direct link on LPM.org/75 (anniversary landing page not yet live) - <i>sponsors recognized with descending prominence</i>	X	X	X	X
Inclusion in LPM's Annual Report and campaign digital donor wall (digital)	X	X	X	X
Recognition from the stage	X	X	X	
Logo recognition on screen, on event signage and in printed materials on-site - <i>sponsors recognized with descending prominence</i>	X	X	X	
Optional tabling opportunity at the event to connect with attendees	X	X	X	
Inclusion in the 75th Anniversary Campaign donor wall at the LPM Studios	X	X		
Meet and greet with NPR guest at the conclusion of the event	X			
Opportunity to address audience from the stage during program	X			
Inclusion in thank you cards mailed to sponsors and event attendees (approx. 350 sent)	X			
<i>Est. value of sponsor benefits</i>	<i>\$31,350</i>	<i>\$20,550</i>	<i>\$11,150</i>	<i>\$6,900</i>



To secure your sponsorship, contact Ellen Oost at 503-814-6534 or eoost@lpm.org.
[Click here](#) to register online today.