

# 2014 Ken-Ducky Derby Media Kit



*DVDs Available in the Clerk's Office.*

Photo Credit: Bill Wine 2014

## Services & Rates

Home Sweet Home standard cleaning services include a number of tasks starting at \$25 per hour of service. (1-hour minimum and 4-hour maximum per scheduled cleaning visit.)

Cleaning services can include, but are not limited to:

- Sweeping
- Mopping
- Vacuuming
- Wiping counters, furniture tops, sinks, etc.
- Dusting
- Garbage removal



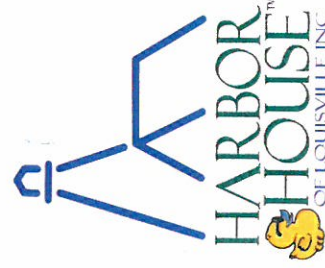
## KIPDA Qualification

If the homeowner meets the requirements, cleaning services do qualify for payment under the Kentucky Department of Aging and Independent Living.

To determine if you may qualify (if living in Jefferson County, KY), contact the Kentuckiana Regional Planning and Development Agency (KIPDA). KIPDA assesses individuals to determine if they qualify for services paid for by the state program. (KIPDA contact—502-266-6084)

If you are interested in Home Sweet Home as a private pay customer, you can establish an account. Payment can be made by cash, personal check or credit card prior to service.

Any questions regarding Home Sweet Home, please contact Karen Fallon at 502-719-0072, ext. 535.



### Home Sweet Home

A division of Harbor House of Louisville  
2231 Lower Hunters Trace  
Louisville, KY 40216  
502-719-0072  
[www.hhlou.org](http://www.hhlou.org)



## Home Sweet Home Services

A division of Harbor House of Louisville

Certified as a Personal Service Agency

*Harbor House Mission:  
"Empowering individuals with disabilities and their families to lead fulfilled and productive lives."*



## Home Sweet Home is...

a ground-breaking program designed to nurture intergenerational relationships by employing and training individuals with disabilities to provide in-home services to seniors and others physically unable to perform activities, such as, light housekeeping, laundry or grocery shopping.

The program, a division of Harbor House of Louisville, offers another way for program participants to be a needed resource within the community while earning an income. Home Sweet Home also offers seniors desiring to remain in their homes a regular helping hand with the added benefit of fostering a friendship with a well-trained and hard-working participant.

Home Sweet Home is a service-based program designed to connect program participants with our community's seniors. Our participants perform duties required for daily living supports for our seniors and we believe will also foster lasting friendships. We place helping hands in homes, thus making for happy hearts!

## Helping Hands



*"My favorite part of Home Sweet Home is to get to go out and clean. I like to vacuum and to dust. I also like to talk to Betty."*

## Happy Hearts



*"David does an excellent job! You can tell in his whole body and soul. He's keeping my pride alive."*

## Why Choose Us?

*More of why our clients love us...*



*"For me, it has been a godsend."*

*"I've grown quite attached to the person who is cleaning my home."*

*"Days that I don't feel like maybe everything is good, she brings the light into my life."*



*"You can tell he puts so much effort into his work."*

*"I would recommend him to anybody!"*

## Looking Ahead...Initiatives for 2015

As with any business, the ability to evolve and continue to grow is extremely important, and we recognize this at Harbor House. In order to continue fulfilling our mission and to keep the smiles on our participant's faces we are turning to you, our loyal supporters for input and vision as we look at 2015 for ways to improve and possibly reinvent pieces of the year.



Some of the areas we are looking to improve upon are day of attendance/activities, marketing of the duck race and the Kick-off event to Duck Season. The following are some initial ideas that we would like your feedback on:

- Incentive for Duck Sellers: The seller of the winning duck will receive a minimum of \$1000.00 worth of Gift Cards to Local Events, Retailers and Restaurants.
- Company Picnics at the Ken-Ducky Derby Festival: one thought to bring attendees to the day-of festival is to have built-in food, fun and entertainment that would allow for local companies and businesses to easily host their company picnics at the festival.
- Water Activities: we are looking at activities that could occur on the river as entertainment and fun. Some ideas that are being discussed include- paddle boating races, a regatta, crew races, etc.
- Incentives for those that attend the day of festival: we are considering what some major giveaways might do for bringing folks to the day-of festival. It could be every 30-minutes, with a requirement to attend and register. The giveaways could be cash, fun experiences, etc.
- Corporate Sales of ducks: we would like feedback on how to encourage more companies/businesses to sell ducks. We were considering things such as dress-down days for anyone that purchases a duck, prizes, etc. What would this do for your company? Would this work?
- Feathers & Friends: we would like to focus on transforming this event into a more successful and exciting kick-off. Does that mean that we use the media and create a buzz with a kick-off press conference followed by an easy cocktail hour? Or do we move the location and add some excitement with perhaps using the Belle of Louisville or a space that is less traveled? What should we charge and how do we get the public more involved?
- Marketing: we have an incredible base of media partners, but what are some more unique routes that we could take to gain awareness and better community recognition? Would something like a 'duck-a-thon' on TV or radio with the opportunity for people to call in and purchase their ducks?
- Entertainment Draw: we are looking at the option of bringing in a 'named' band/musician or entertainment factor that would create a buzz and thus another reason to come to the festival.
- Auto Show: what would bringing an auto show down to the waterfront do? Would it create a draw and added benefit to attend the festival?
- Benevon Lunch: bring a table of guests to learn more about the programs and services at Harbor House at the annual luncheon held in April.







## **2015 Dates to Remember- Mark Your Calendars!**

### **Our Lighthouse Hour- Annual Luncheon**

April 16, 2015

Mellwood Arts Center | 11:30pm - 1:00pm

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### **Feathers & Friends- Kick-Off to Duck Season**

August 13, 2015

Belle of Louisville | Evening Hours (TBD)

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### **12th Annual Ken-Ducky Derby Festival**

September 26, 2015

Waterfront Plaza | Daytime Hours (TBD)

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### **Christmas Appreciation Celebration**

December 3, 2015

Location and Time TBD

If you would like more information about any of these events please contact Dee Pilkerton at 502.719.0072 x529 or at [dpilkerton@hhlou.org](mailto:dpilkerton@hhlou.org)



# Content

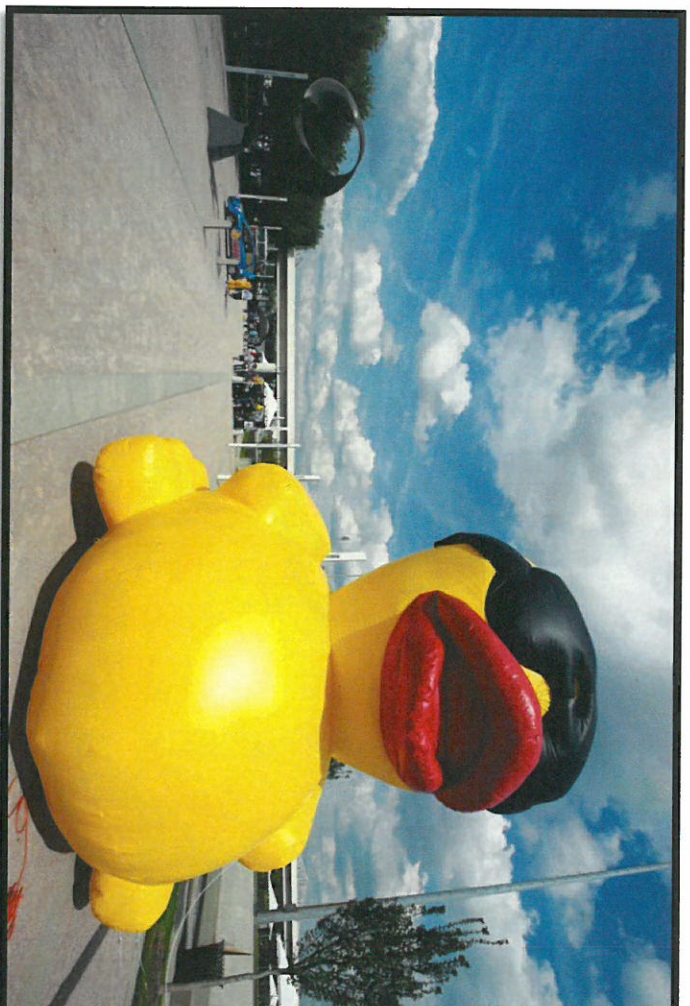
- Duck Season Overview
- 2014 Sponsorship Summary
- Media Review
  - Press Releases
  - WLKY Media Summary
  - Louisville Public Media Summary
  - Summit Radio Media Summary
  - Web and Social Media
  - Printed Materials
- Community Appearances
- Poster Art and T-shirt Art Contest
- 2014 Feathers and Friends
- 2014 Media Library Summary and Report
- 2015 Ken-Ducky Derby Sponsorship Opportunities



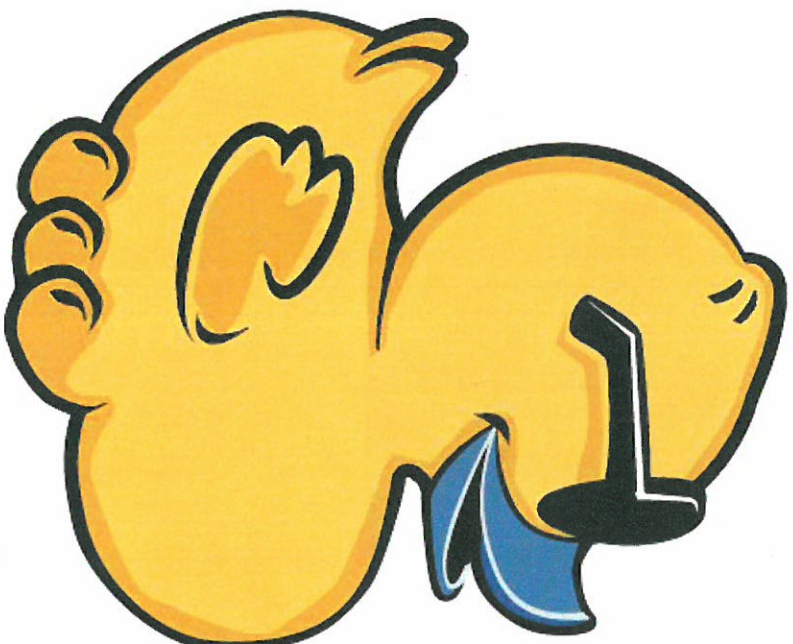
## 2014 Duck Season Overview

Duck Season at Harbor House of Louisville can be described one way...ducktastic! The Kick-Off Feathers & Friends event sets the tone for a super exciting and successful year. We ended up with a whopping 23,000 ducks swimming in the Ohio River on September 28th under beautiful blue skies. The day was filled with lots of laughs, good food, fun and cheers from all those hoping their duck(s) would win the race and they would drive home the new Honda Fit from Sam Swope Honda World.

With a record year in sponsorships, we were able to gain new supporters and friends. As always, we are forever grateful for the supporters, volunteers, staff and duck adopters. YOU make this all possible and worthwhile. Everyone WINS by supporting our mission and helping our participants reach their goals and dreams.



# 2014 Sponsorship Summary





## Presenting Sponsor:



# Stops

Honda World