

WLKY News at 4:30am

Sep 29 2014 04:30AM ET

[4:52:55 AM] [2:18] That front will bring cooler air and a return to dry conditions for the coming weekend. Highs Saturday will be in the upper 60s, with lower 70s expected Sunday. "3, 2, 1 "bugle call" wooh" THOUSANDS OF RUBBER DUCKS FILL THE OHIO RIVER FOR THE ANNUAL "KEN-DUCKY **DERBY**. IT WAS FIVE DOLLARS TO ADOPT A DUCK FOR YESTERDAY'S RACE WHICH I HAD THE OPPORTUNITY TO EMCEE. THE OWNER OF THE WINNING DUCK TOOK HOME A CAR. ALL THE MONEY RAISED GOES TO SUPPT **HARBOR HOUSE** A NON-PROFIT GROUP THAT SUPPORTS PEOPLE WITH PHYSICAL AND DEVELOPMENTAL DISABILITIES AND THEIR FAMILIES. we provide vocational education, and socialization activities and programs and place them in jobs in the communities to work and on site. we're just trying to be there and be all we can be for the folks that are overlooked and underserved. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY, BUT ESTIMATES THERE ARE ABOUT 30-THOUSAND PEOPLE WITH A NEED. VIKINGS ROOKIE QUARTERBACK TEDDY BRIDGEWATER MAKES HIS FIRST START. AND IF GAME ONE WAS ANY INDICATION "TEDDY TIME" WILL BE PRETTY FUN IN MINNESOTA.

[View](#)

Runtime: 2:18

Nielsen Audience: 6,328

Ad Value: \$50

Calc Ad Value: \$230

Calc Publicity Value: \$690

49.



WLKY5a

Market: Louisville, KY (49)

Sep 29 2014 05:00AM ET

[5:23:34 AM] [1:19] "3, 2, 1 "bugle call" wooh" THOUSANDS OF RUBBER DUCKS FILL THE OHIO RIVER FOR THE ANNUAL "KEN-DUCKY **DERBY**. IT WAS FIVE DOLLARS TO ADOPT A DUCK FOR YESTERDAY'S RACE WHICH I HAD THE OPPORTUNITY TO EMCEE. THE OWNER OF THE WINNING DUCK TOOK HOME A CAR. ALL THE MONEY RAISED GOES TO SUPPORT **HARBOR HOUSE** A NON-PROFIT GROUP THAT SUPPORTS PEOPLE WITH PHYSICAL AND DEVELOPMENTAL DISABILITIES AND THEIR FAMILIES. we provide vocational education, and socialization activities and programs and place them in jobs in the communities to work and on site. we're just trying to be there and be all we can be for the folks that are overlooked and underserved. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY, BUT ESTIMATES THERE ARE ABOUT 30-THOUSAND PEOPLE WITH A NEED. VIKINGS ROOKIE QUARTERBACK TEDDY BRIDGEWATER MAKES HIS FIRST START. AND IF GAME ONE WAS ANY INDICATION "TEDDY TIME" WILL BE PRETTY FUN IN MINNESOTA.

[View](#)

Runtime: 1:19

Nielsen Audience: 12,891

Ad Value: \$275

Calc Ad Value: \$724

Calc Publicity Value: \$2,172

we're just trying to be there and be all we can be for the folks that are overlooked and underserved. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY, BUT ESTIMATES THERE ARE ABOUT 30-THOUSAND PEOPLE WITH A NEED. LAST WEATHER CHECK WITH MATT THANKS FOR MAKING WLKY YOUR FIRST CHOICE FOR NEWS. WE'LL SEE YOU BACK HERE LIGHTS, CAMERA, ACCESS.

[View](#)

Runtime: 1:42
Calc Ad Value: \$1,530
Nielsen Audience: 37,234
Calc PubliCity Value: \$4,590
Ad Value: \$450

52.  **WLKY-TV [CBS 12]** **Television** Market: Louisville, KY (49)
Ken-Ducky Derby to benefits Harbor House of Louisville
Sep 29 2014 12:48AM ET

A portion of the Ohio River turned bright yellow Sunday afternoon, and it's all for a good cause. Mobile video Thousands of rubber ducks floated down the Ohio River for the 11th annual Ken-Ducky Derby. Every dollar raised goes directly toward **HARBOR HOUSE** of Louisville, a nonprofit group that supports people with physical, education, and developmental disabilities and their families. The owner of the winning duck took home a car. "We provide vocational, education, and socialization activities and programs and place them in jobs in the communities to work," said **HARBOR HOUSE** CEO Maria Smith. "And on site, we're just trying to be there and be all we can be for the folks that are overlooked and underserved." **HARBOR HOUSE** serves about 300 people in the community, but estimates there's about 30,000 people who have a need. WLKY's Monica Hardin emceed the event. WLKY is a proud media sponsor.

[View](#)

Word Count: 141
Reach Rank: 86,591
Page Views Per Million: 0.25
In Links: 1,273
Reach Per Million: 20.00
Page Views Per User: 1.30
Traffic Rank: 110,731
Page Views Rank: 237,381

53.  **WLKYDT2** **Television** Market: Louisville, KY (49)
WLKY News at 7am
Sep 29 2014 07:00AM ET

[7:13:36 AM] [1:00] "3, 2, 1 "bugle call" woo!" THOUSANDS OF RUBBER DUCKS FILL THE OHIO RIVER FOR THE ANNUAL "KEN-DUCKY **DERBY**. IT WAS FIVE DOLLARS TO ADOPT A DUCK FOR YESTERDAY'S RACE WHICH I HAD THE OPPORTUNITY TO EMCEE. THE OWNER OF THE WINNING DUCK TOOK HOME A CAR. ALL THE MONEY RAISED GOES TO SUPPORT **HARBOR HOUSE** A NON-PROFIT GROUP THAT SUPPORTS PEOPLE WITH PHYSICAL AND DEVELOPMENTAL DISABILITIES AND THEIR FAMILIES. we provide vocational education, and socialization activities and programs and place them in jobs in the communities to work and on site.

we're just trying to be there and be all we can be for the folks that are overlooked and underserved. **HARBOR HOUSE** SERVES ABOUT 300 PEOPLE IN THE COMMUNITY, BUT ESTIMATES THERE ARE ABOUT 30-THOUSAND PEOPLE WITH A NEED. WE'RE STARTING OFF MILD ON THIS MONDAY MORNING. METEOROLOGIST MATT MILOSEVICH IS STANDING BY WITH A LOOK AT HOW THE REST OF OUR DAY IS SHAPING UP.

[View](#)

Runtime: 1:00
Calc Ad Value: \$150

Nielsen Audience: 4,119
Calc Publicity Value: \$450

Ad Value: \$75

54.



WAVE-NBC Television
WAVE 3 News at 5:30

Market: Louisville, KY (49)

Oct 16 2014 05:30PM ET

[5:35:46 PM] [1:08] I IMAGINE, WHERE WERE WE RANKED LAST YEAR? PROBABLY 1 OR 2 AND WE ALMOST FELL OFF THE FACE OF THE EARTH SO I DON'T, TO ME, THAT'S FINE THE CATS ARE #1 IN THE FIRST POLL, WHERE ARE THE CARDSWE'LL RUN DOWN THE PRESEASON TOP 10 IN A FEW MINUTES IN SPORTS AT 6 THE DUCKS HAVE BEEN SWEPT. OUT OF THE RIVER FROM LAST MONTH'S **KENDUCKY DERBY**. TODAY - THE WINNER OF THE CHARITY RUBBER DUCK RACE PICKED UP HIS NEW RIDE. STEPHEN KELLEY IS THE PROUD WINNER OF A HONDA FIT. THE **KENDUCKY DERBY** BENEFITS **HARBOR HOUSE** A TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH PHYSICAL DISABILITIES. KELLEY SAYS HE UNDERSTANDS THE MISSION HAVING AN UNCLE WHO IS A QUADRIPLEGIC. 1:19:42 IT HITS CLOSE TO HOME SEEING HIM AND THE WAY THAT HE IS.

[View](#)

Runtime: 1:08
Calc Ad Value: \$589

Nielsen Audience: 28,620
Calc Publicity Value: \$1,768

Ad Value: \$260

55.



WLKY-CBS Television
WLKY6p

Market: Louisville, KY (49)

Oct 16 2014 06:00PM ET

[6:10:35 PM] [0:32] Thank you. Applause" THIS MAN IS ONE LUCKY DUCK TONIGHT. HE PICKED UP A BRAND NEW CAR TODAY, FOR WINNING THIS YEAR'S KEN-DUCKY **DERBY**. IT'S ALL NEXT ON WLKY. Your forecast is coming up next on WLKY BEFORE WE GO TO BREAK, LET'S TAKE A LOOK AT WHAT YOU CAN WATCH ON ME TV -BEFORE WLKY NEWS AT TEN.

[View](#)

Runtime: 0:32
Calc Ad Value: \$853

Nielsen Audience: 54,542
Calc Publicity Value: \$2,560

Ad Value: \$800

56.  **WLKY-CBS Television** Market: Louisville, KY (49)
WLKY6p

Oct 16 2014 06:00PM ET

[6:16:23 PM] [1:02] THE SENIOR NETT WAS A DEMOCRAT WHO WAS FIRST ELECTED IN 1969 AND RETIRED IN 1990. THE WINNER OF THE ANNUAL KEN-DUCKY **DERBY** TO BENEFIT **HARBOR HOUSE** COLLECTED HIS GRAND PRIZE TODAY. THE ODDS WERE ONE IN MORE THAN THREE THOUSAND, STEVEN KELLEY WAS PRESENTED THE KEYS TO A 2014 HONDA FIT AT A CEREMONY TODAY. HE PURCHASED SIX DUCKS FOR THE FUNDRAISER LAST MONTH. THOSE SIX WERE AMONG NEARLY 20-THOUSAND THAT WERE DUMPED INTO THE RIVER. AND ONE OF STEVEN'S DUCKS MADE IT TO THE FINISH LINE FIRST. "we're very thankful. After what we've seen is taking place here at the foundation and the help that is given, we are proud owners of a honda fit. **HARBOR HOUSE** IS A NON-PROFIT TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DEVELOPMENTAL AND PHYSICAL DISABILITIES. THE TOP-RANKED CATS MEET THE MEDIA, ONE DAY BEFORE BIG BLUE MADNESS OFFICIALLY TIPS OFF THE NEW SEASON.

[View](#) 

Runtime: 1:02
Calc Ad Value: \$1,653

Nielsen Audience: 54,542
Calc Publicity Value: \$4,960

Ad Value: \$800

57.  **WLKY-CBS Television** Market: Louisville, KY (49)
WLKY Late

Oct 16 2014 11:30PM ET

[12:14:11 AM] [1:13] KEN-DUCKY **DERBY** TO BENEFIT **HARBOR HOUSE** COLLECTED HIS GRAND PRIZE TODAY. STEVEN KELLEY WAS PRESENTED THE KEYS TO A 2014 HONDA FIT AT A CEREMONY TODAY. HE PURCHASED SIX DUCKS FOR THE FUNDRAISER LAST MONTH. THOSE SIX WERE AMONG NEARLY 20-THOUSAND THAT WERE DUMPED INTO THE RIVER. AND ONE OF STEVEN'S DUCKS MADE IT TO THE FINISH LINE FIRST. "we're very thankful. After what we've seen is taking place here at the foundation and the help that is given, we are proud owners of a honda fit. **HARBOR HOUSE** IS A NON-PROFIT TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DEVELOPMENTAL AND PHYSICAL DISABILITIES. THANKS FOR MAKING WLKY YOUR FIRST CHOICE FOR NEWS, (BAND PLAYING "LATE SHOW" THEME)FROM THE HEART OF BROADWAY, ACROSS THE NATION AND AROUND THE WORLD, IT'S THE "LATE SHOW" WITH DAVID LETTERMAN. TONIGHT, PLUS PAUL SHAFFER AND THE CBS ORCHESTRA.

Runtime: 1:13
Calc Ad Value: \$2,433

Nielsen Audience: 29,701
Calc Publicity Value: \$7,300

Ad Value: \$1,000

58.

**WAVE-TV [NBC 3] Television**

Market: Louisville, KY (49)

Kentucky Derby winner picks up new car

Oct 17 2014 04:46AM ET

LOUISVILLE, KY (WAVE) The man whose duck rode across the finish line first in the **KENDUCKY DERBY** picked up his winning ride on Thursday. Stephen Kelley is the proud new owner of a Honda Fit. The **KENDUCKY DERBY** benefits **HARBOR HOUSE**, a training and development center for adults with physical disabilities. Kelley has an uncle, who is a quadriplegic and said he understands the **HARBOR HOUSE's** mission. It hits close to home seeing him and the way that he is. People help people and it really is great, he said. Kelley adopted six of the nearly 20,000 rubber ducks that raced down the Ohio River in September.

[View](#)

Word Count: 101

In Links: 2,251

Traffic Rank: 50,000

Reach Rank: 39,822

Reach Per Million: 42.00

Page Views Rank: 105,099

Page Views Per Million: 0.66

Page Views Per User: 1.63

59.

**WLKY-CBS Television**

Market: Louisville, KY (49)

WLKY5a

Oct 17 2014 05:00AM ET

[4:56:20 AM] [0:54] BIG BLUE MADNESS GETS UNDERWAY AT SEVEN O'CLOCK TONIGHT AT RUPP AREN A. @THE WINNER OF THE ANNUAL KENDUCKY **DERBY** TO BENEFIT **HARBOR HOUSE** COLLECTS HIS GRAND PRIZE. STEVEN KELLEY WAS PRESENTED THE KEYS TO A 20-14 HONDA FIT AT A CEREMONY YESTERDAY. HE PURCHASED SIX DUCKS FOR THE FUNDRAISER LATE LAST MONTH. THOSE SIX WERE AMONG NEARLY 20-THOUSAND THAT WERE DUMPED INTO THE RIVER AND ONE OF STEVEN'S DUCKS MADE IT TO THE FINISH LINE FIRST. "we're very thankful. After what we've seen is taking place here at the foundation and the help that is given, we are proud owners of a honda fit. **HARBOR HOUSE** IS A NON-PROFIT TRAINING AND DEVELOPMENT CENTER FOR ADULTS WITH DEVELOPMENTAL AND PHYSICAL DISABILITIES. HERE'S A LOOK AT WHAT YOU CAN SEE TONIGHT ON WLKY AND CBS. A NEW EPISODE OF THE AMAZING RACE BEGINS AT EIGHT FOLLOWED BY A NEW EPISODE OF HAWAII FIVE-OH AT NINE.

[View](#)

Runtime: 0:54

Nielsen Audience: 12,891

Ad Value: \$275

Calc Ad Value: \$495

Calc Publicity Value: \$1,485

Report Generated:

24 Oct 2014 14:02:03 UTC

Total Story Count:

59

Total Audience Estimate:

1,142,014

Total Runtime:	41:52
Total Ad Value:	\$15,680
Total Calc Ad Value:	\$31,294
Total Calc Publicity Value:	\$93,889
Total Word Count:	3,604
Total In Links:	34,415
Total Traffic Rank:	2,257,471
Total Reach Rank:	1,915,069
Total Reach Per Million:	449.30
Total Page Views Rank:	3,909,385
Total Page Views Per Million:	7.18
Total Page Views Per User:	21.10

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2015 Ken-Ducky Derby Sponsorship Opportunities

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<u>Page 5</u>	Platinum Duck Sponsor - Several entitlements for maximum value!
<u>Page 6</u>	Million Dollar Duck Sponsor - Exclusive sponsorship of the "Million Dollar Duck".
<u>Page 7</u>	Finish Line Sponsor - Exclusive sponsorship of the Finish Line.
<u>Page 8</u>	Gold Duck Sponsor - Our most popular level. Act fast before this duck swims away!
<u>Page 9</u>	Silver Duck Sponsor - A generous offer perfect for small businesses looking to boost their community presence.
	Feathered Friend - The perfect level for individuals and professionals wanting to give back to their community.
	Presenting Radio Sponsor - Be the main station for all KDD promotions.
	Presenting Print Sponsor - Help with all print needs for KDD.
	Sponsorship Registration and Agreement form

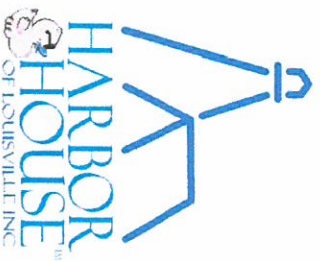
Register by these dates to maximize your investment:

April 1, 2015 – to be included in the launch of the Ken-Ducky Derby website!

April 1, 2015 – to be included in the first round of entry forms.

May 29, 2015 – to be included on the entry forms, t-shirts and posters.

June 12, 2015 – last chance to be a Ken-Ducky Derby Sponsor before Feathers & Friends Gala!



2015 Ken-Ducky Derby Sponsorship Opportunities

Presenting Sponsor – **SOLD to Sam Swope Honda World**

Presenting Media Sponsor– **SOLD to WLKY News**

Ken-Ducky Derby Race Day Festival Sponsor - Investment: \$20,000

Benefits:

Identification in all promotional materials, press releases and press coverage
Participation in select TV and radio promotional programs
Company logo placed prominently on:

- 100,000 duck adoption forms
- All posters flyers and t-shirts
- Official Ken-Ducky Derby website (with link to your company's site)
- Race Day banner

Ten (10) invitations to Race Day VIP Area

Vendor fees waived for festival booth

Opportunity to add special promotions to help increase duck sales

Participation in awards presentation on race day

Heavy presence in social media campaign

Special announcements over PA throughout race day

Company recognized in Annual Report

Ten (10) tickets to Feathers and Friends on August 13th, 2015 (Additional tickets available for purchase)
100 single entries to duck race to be used at company's discretion (\$500 face value)

