

**Louisville Metro Council
Originated NDF**

Primary Council Member: Anthony Piagentini

Appropriation Amount: \$5,000

Specifically describe the charge to NDF attaching supporting documentation to fully describe the expenditure and describe the public purpose:
 District 19 is sponsoring the "Wild Lights" event at the Louisville Zoo.
 We will be giving the tickets back to the Louisville Zoo.

Entity Hosting Event: Louisville Zoo
 Entity Mailing Address: morgan.mclaughlin@louisvilleky.gov
 Entity Contact: Morgan McLaughlin 1100 Trevilian Way
502.238.5386 Louisville, Ky 40213

Attachment required:

- Sponsorship of an event: Attach an event flyer and/or details regarding how the event was publicized.
- Admittance to an Event: Attach a list of persons whose admission was paid by this expenditure.
- Fundraiser: Specifically disclose how the net proceeds of this fundraiser will be used.

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.

19 [Signature] \$5,000 5-5-26
 District # Primary Sponsor Signature Amount Date

 Appropriations Committee Chair

 Date

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.
CM Piagentini sits on the Louisville Zoo board by appointment, assigned by the Metro Council President.

Effective May 2016

Smith, Emily

From: McLaughlin, Morgan
Sent: Thursday, April 23, 2026 2:14 PM
To: Smith, Emily; Wohl, Geoff
Subject: Re: Wild Light at the Louisville Zoo

Chanelle,
We appreciate the support and gladly accept these funds to support Wild Lights.

Thank you!

Morgan



Morgan McLaughlin

External Relationship & Partnership Manager
Louisville Zoo
(502) 238-5386
louisvillezoo.org



From: Smith, Emily <Chanelle.Smith@louisvilleky.gov>
Sent: Thursday, April 23, 2026 2:08 PM
To: McLaughlin, Morgan <Morgan.McLaughlin@louisvilleky.gov>; Wohl, Geoff <Geoff.Wohl@louisvilleky.gov>
Subject: RE: Wild Light at the Louisville Zoo

Good Afternoon Morgan,

After speaking with CM Piagentini, he would like to contribute \$5,000 to the lantern event. Do you accept these funds?

Thank you and have a wonderful day.



*Chanelle Smith | Legislative Assistant
Office of Councilman Anthony Piagentini
601 W. Jefferson Street | Louisville, KY 40202
p: (502) 574-3464 p: (502) 574-1119 f: (502) 574-4501*

From: McLaughlin, Morgan <Morgan.McLaughlin@louisvilleky.gov>
Sent: Monday, April 20, 2026 8:40 AM
To: Wohl, Geoff <Geoff.Wohl@louisvilleky.gov>; Smith, Emily <Chanelle.Smith@louisvilleky.gov>
Subject: Wild Light at the Louisville Zoo

Geoff and Chanelle,

I hope you are both doing well this morning. I wanted to share sponsorship information about the Zoo's upcoming Wild Lights event opening on May 15 and running through July 26. We would be thrilled if you could sponsor one of our lanterns for this event. Attached is the sponsorship packet for your review.

Thank you for considering our request! Please let me know if you have any questions.

Best,
Morgan



Morgan McLaughlin

External Relationship & Partnership Manager

Louisville Zoo
(502) 238-5386
louisvillezoo.org



theZOO
LOUISVILLE



**SPONSORSHIP
OPPORTUNITIES**
May 15 — July 26, 2026



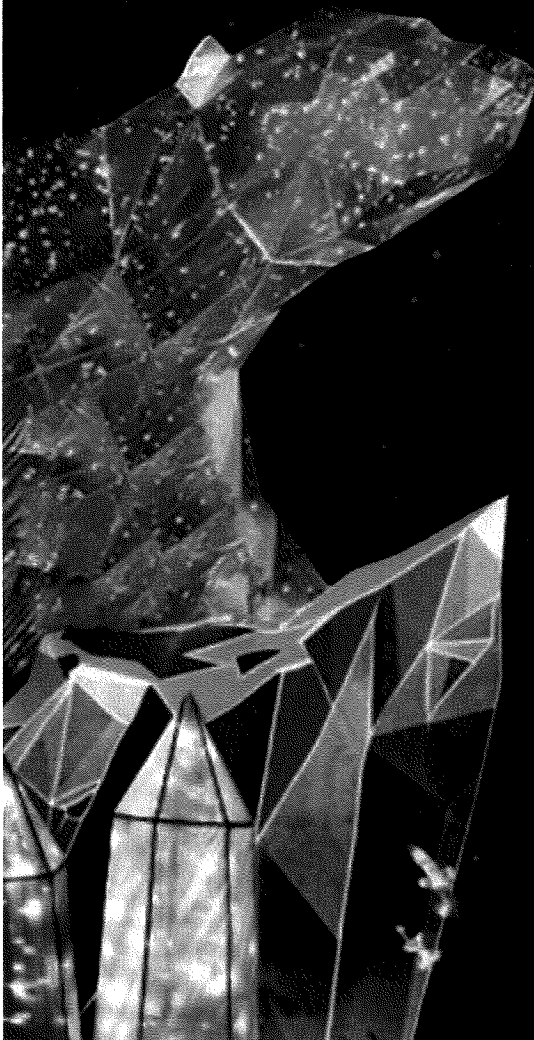
BIGGER. BOLDER. BRIGHTER.

WILD LIGHTS

May 15 – July 26, 2026

The Louisville Zoo is excited to welcome back Wild Lights in summer 2026. Journey through four immersive realms: Magical Forest, Magical Ocean, Pre Historic World, and Wondrous Asia, each filled with vibrant color, towering sculptures, and intricate cultural artistry. From glowing wildlife to mythic scenes inspired by global traditions, nearly every display in 2026 is brand new.

Wild Lights is a fun, family friendly event for all ages with projected attendance of 100,00.



SPONSORSHIP LEVELS

Presenting Sponsor (\$50,000)

- Premier placement in all paid advertising (digital, print, and broadcast)
- Exclusive presenting sponsor signage at event entrance
- Prominent logo placement in Louisville Zoo's summer issue of Trunkline magazine
- Recognition on Wild Lights press releases as presenting sponsor
- Sponsor recognition in Zoo Wild Lights eblast communications (minimum of 8 eblasts)
- Mention as presenting sponsor in all Wild Lights social media posts
- Logo on select lantern displays
- Inclusion on all onsite promotional signage
- 250 Wild Lights tickets
- 50 family fun packs (including general admission, parking and carousel)

Supporting Sponsor (\$25,000)

- Secondary placement in paid advertising
- Logo recognition in Louisville Zoo's summer issue of Trunkline magazine
- Recognition in Wild Lights press releases
- Sponsor recognition in Zoo eblast communications (minimum of 6)
- Sponsor mention on social media posts (minimum of 6 posts)
- Logo on event signage throughout the Zoo
- 150 Wild Lights Tickets
- 25 family fun packs (including general admission, parking and carousel)



Area Sponsor (\$15,000)

- Inclusion in paid advertising where space allows
- Recognition in Wild Lights press releases
- Recognition in Zoo eblast communications (minimum of 4 eblasts)
- Sponsor mention in social media posts (minimum of 4 posts)
- Logo on signage within sponsored event area
- 100 Wild Lights tickets
- 15 family fun packs (including general admission, parking and carousel)

Large Lantern Sponsor (\$5,000)

- Logo listed on event webpage
- Recognition in Zoo eblast communications (minimum 2 eblasts)
- Sponsor mention in one social media post (minimum of 2 posts)
- Logo signage at sponsored lantern installation
- 50 Wild Lights tickets
- 10 family fun packs (including general admission, parking and carousel)

Single Lantern Sponsor (\$2,500)

- Logo listed on event webpage
- Recognition in Zoo eblast communications
- Sponsor mention in one social media post (1 post)
- Logo signage at sponsored lantern installation
- 25 Wild Lights Tickets
- 8 family fun packs (including general admission, parking and carousel)



BENEFITS	Presenting Sponsor \$50,000	Supporting Sponsor \$25,000	Area Sponsor \$15,000	Large Lantern \$5,000	Small Lantern \$2,500
Title Sponsor	X				
Advertising	X	X	X		
PR & Media Engagement	X	X	X	X	
Digital Marketing	X	X	X	X	X
On-Site Signage	X	X	X	X	X
Company Benefit Wild Lights Tickets	250	150	100	50	25
Company Benefit Zoo Family Fun Packs	50	25	15	10	8

Contact Morgan McLaughlin at 502-238-5386 or morgan.mclaughlin@louisvilleky.gov to confirm your sponsorship today.

