



Do502

MEDIA KIT

We Are Do502: The discovery platform that makes your brand a part of the lives of a community of more than fifty thousand culture hunters and influencers. #HowWeLou



Best Local Website – [Do502.com](https://www.do502.com)

Metro Stats

More than 60,000
SITE VISITS / month

More than 175,000
PAGEVIEWS / month

53,000
OPT-IN SUBSCRIBERS to BIWEEKLY Do502 NEWSLETTERS



40,000+ Social Followers

Our Audience



50% 21-34 years
40% 35-44 years



HHI = \$92K



54% Female
46% Male



6x more likely to see
live music



70% Single
65% No Kids



4x more likely to be the
organizer in their group outings

Louisville



25% 21-34 years
15% 35-44 years



AVERAGE HHI = \$50K

More than 50 Do502 Curated Guides* do the heavy lifting for our users, in the key topics of FOOD, DRINK, DISCOVERY and FESTIVE, and include favorites like:

FOOD

- Sushi in Louisville
- Pizza In Louisville
- Doughnuts (or Donuts) in Louisville
- Fried chicken in Louisville
- Hot dogs in Louisville
- Tacos in Louisville
- Late-night food in Louisville
- Fish Fry Guide

DRINK

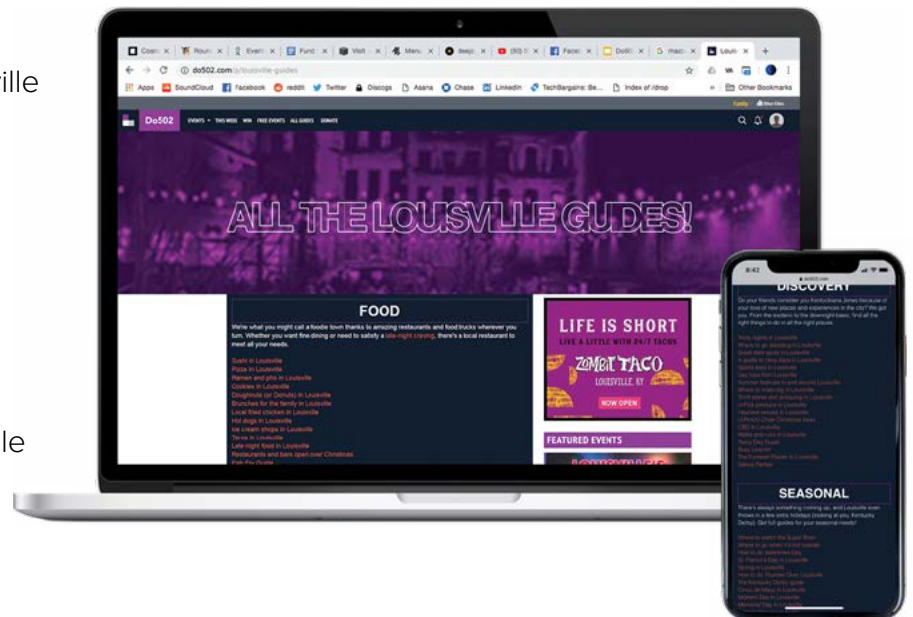
- Hot chocolate in Louisville
- Breweries in Louisville
- Margaritas in Louisville
- Bourbon and whiskey bars in Louisville
- Coffee shops in Louisville

DISCOVERY

- Trivia nights in Louisville
- Great date spots in Louisville
- A guide to rainy days in Louisville
- Day trips from Louisville
- Thrift stores and antiquing in Louisville
- Walks and runs in Louisville
- The Funniest Places in Louisville

FESTIVE

- How to do Valentine’s Day
- Spring in Louisville
- How to do Thunder Over Louisville
- The Kentucky Derby guide
- Cinco de Mayo in Louisville
- Memorial Day in Louisville
- Fourth of July in Louisville
- Labor Day weekend in Louisville
- Haunted venues in Louisville
- New Year’s Eve parties in Louisville



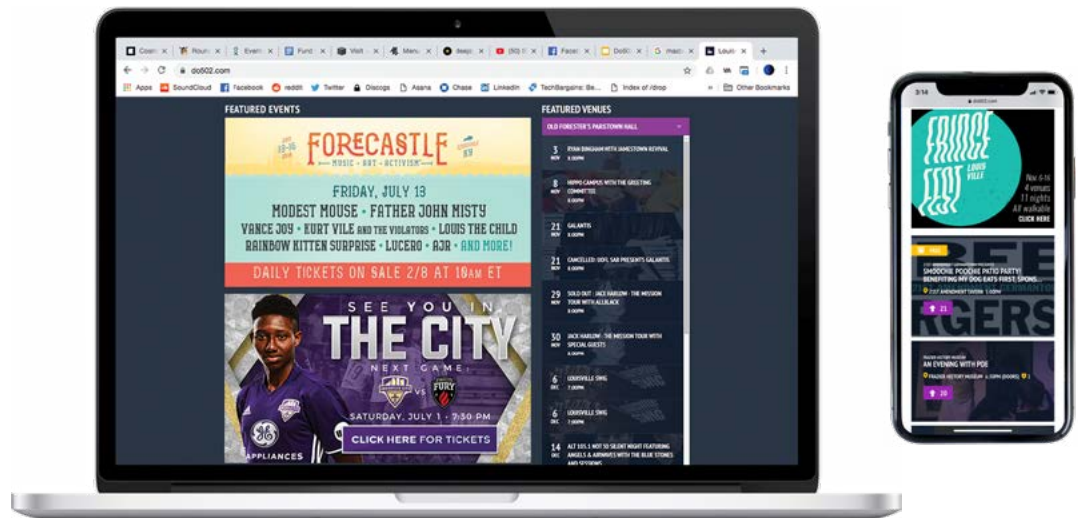
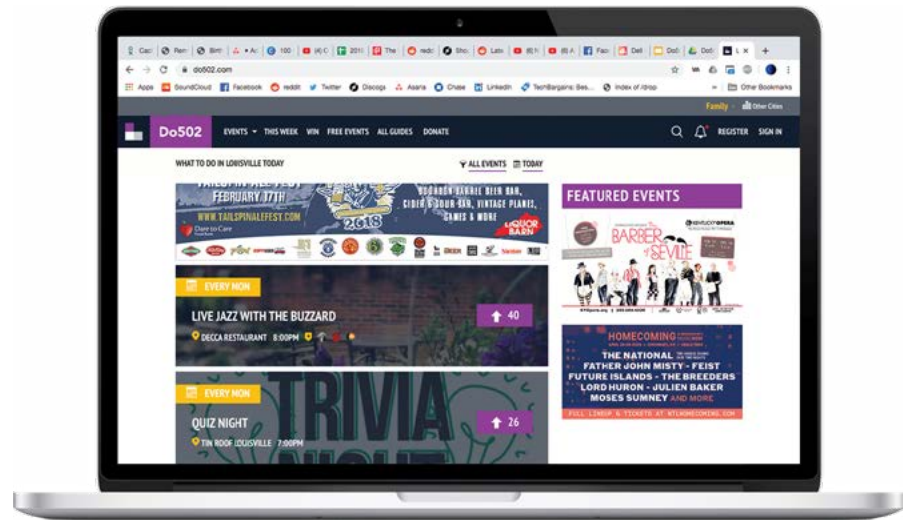
*Each Guide Group is sponsorable as a bundle.

Do502

“DO502 PRESENTS” EVENT PACKAGES

Our Featured Event Packages provide serious marketing muscle for your big events. Each package combines a full mix of digital, social, contesting, and email presence for the duration of your campaign.

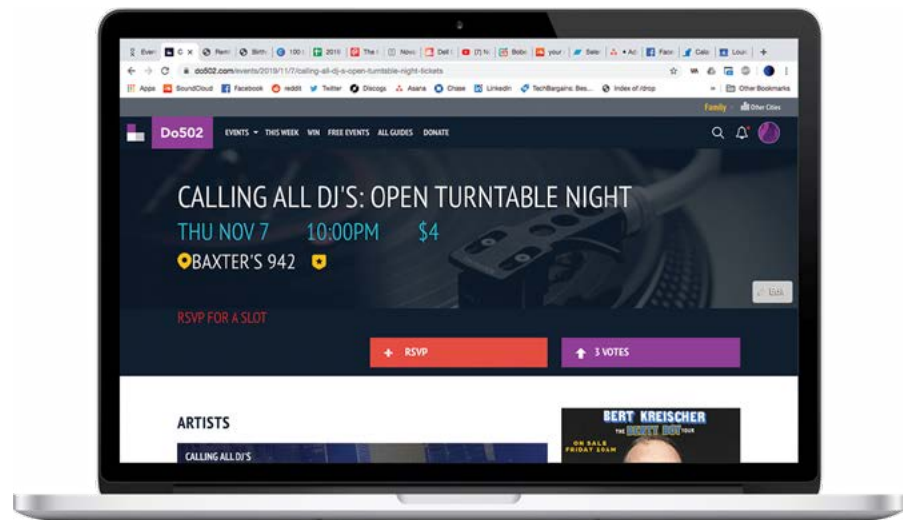
Featured Event clients include: Forecastle Festival, Live Nation, AC Entertainment, Galaxie, Headliners Music Hall, and many more.



Do502

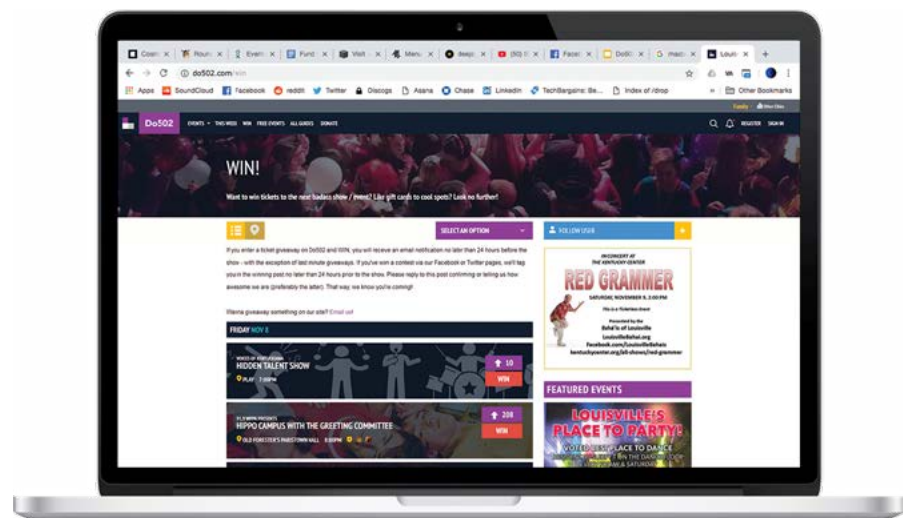
OPT-IN DATA COLLECTION

Use our RSVP feature to get the most out of your events. Pack the room, know who's coming, and have your guestlists delivered at your convenience.



GIVEAWAYS

Generate excitement, increase engagement, and direct attention towards the events, products, and prizes you choose with our giveaway feature. Thousands of active users enter and win our contests every week.



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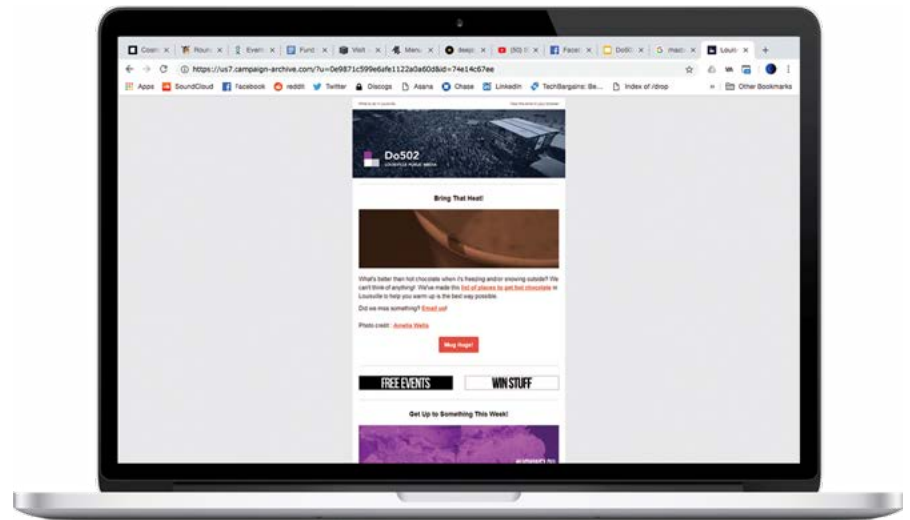
EMAIL CAMPAIGNS

DEDICATED

Dedicated emails include custom graphics, calls to action, and information on your event, venue, or brand. We only send 12 of these per year in order to create maximum engagement.

SPONSORED

Dedicated content block in curated email Monday or Friday with 2-3 sentences about your event. Includes your logo in the leaderboard.



Do502

CALENDAR PARTNERS

We'll design a calendar to look just like your website that lives within your site, adds enhanced event listings, and stays within your Google Analytics / pageviews, at no cost to you. Users will enjoy a seamless browsing experience. Our registration feature allows you to retain your user information via an opt-in process any time someone joins your site via the login page, enters to win something, adds an event to their calendar, or RSVPs for an event through the calendar on your site.

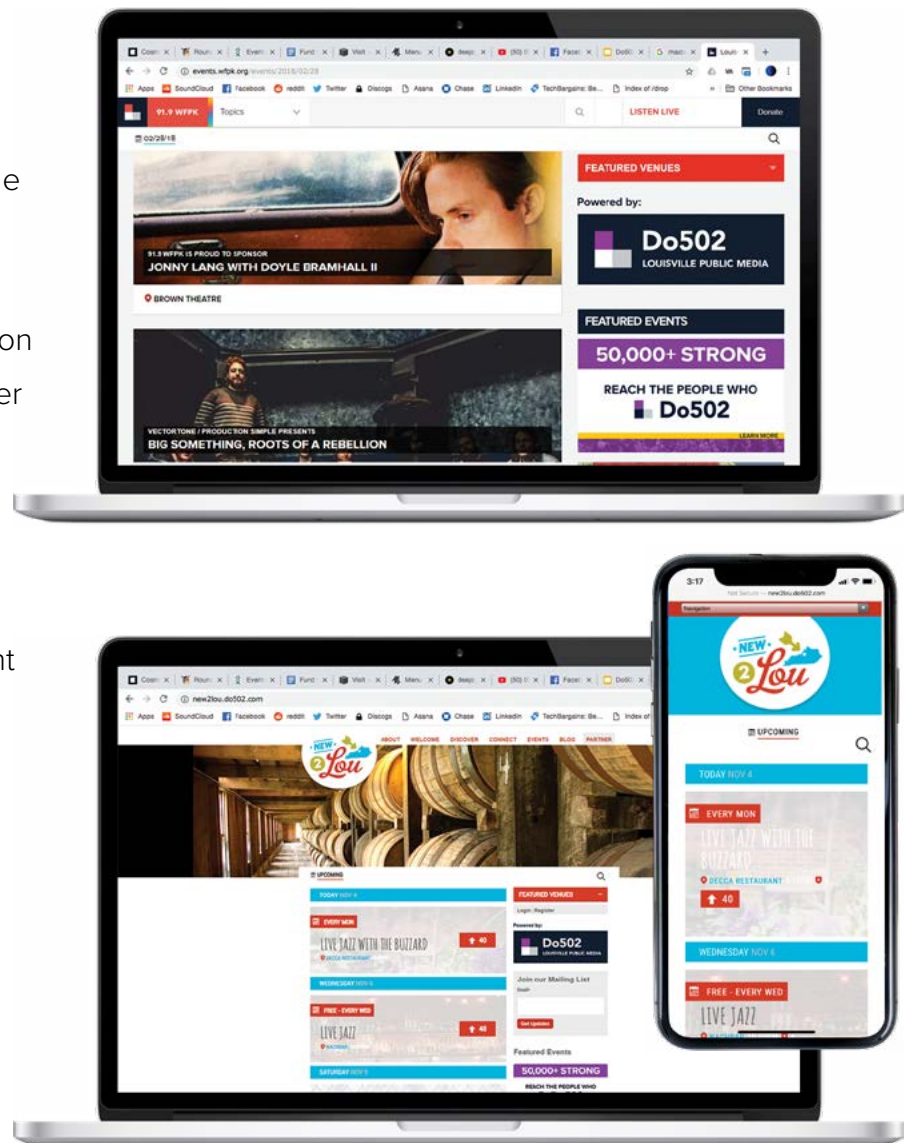
Seamless Design Customization

Endless discovery

Retain User Information

Easy to Use

Current calendar partners include *Fund for the Arts*, *WFPK*, *New2Lou*, *Limbo Magazine*, *Culinary Louisville*, *Guestroom Records*, *Never Nervous*, and more.



CLIENTS

Testimonials

“I get to view Do502 from 2 angles, as a concert promoter and as a fan. Not only have I benefitted from the promotion angle with more profile on our events, but as a fan, I feel like I’m not missing out on any of the great events happening in Louisville. Definitely a one-stop shop for me.”

— Matt Schwegman, Live Nation

“Do502 has been tremendously helpful for our bar, our restaurant, and our concert series. With their help, we’ve been able to reach an audience that’s incredibly important — young, connected, cultural, and interested. Our businesses and the “scene” in Louisville are lucky to have them.”

— Thor Morgan, RYE / Galaxie Bar



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