

“I AM ALI” FESTIVAL FAQs

WHAT IS THE “I AM ALI” FESTIVAL?

When Muhammad Ali passed away last June, the community came together in an unprecedented, compassionate, and widespread manner to publicly honor and pay respects to their hometown hero, that this year the Muhammad Ali Center, Louisville Convention & Visitors Bureau, Kentucky Exposition Center, Ohionbasketball.com, Louisville Bats, City of Louisville, and other “community ambassadors” are collaborating on a “grassroots” citywide 6-week long celebration of Muhammad Ali’s global impact and legacy, right here in The Champ’s hometown, from June 3 to July 15, 2017.

Having a multi-week, Ali-related summer festival will afford attractions, restaurants, hotels, and other businesses the opportunity to celebrate Muhammad’s legacy, be part of the community spirit, and attract visitors both near and far to their companies/venues. Each of the six weeks will have a “theme” attached that will mirror the “six core principles” that guided Muhammad Ali throughout his life: *Confidence, Conviction, Dedication, Respect, Giving, and Spirituality*. It is encouraged that community events either be tied to one of these core principles or have some sort of tie to Muhammad Ali or the Muhammad Ali Center.

The community-wide festival will be bookended by two major events: a Muhammad Ali Appreciation Night at Louisville Slugger Field (on June 3rd, the one-year anniversary of Muhammad Ali’s passing) and two premier girls’ basketball tournament events (July 5-15 at the Kentucky Exposition Center).

WHAT IS THE FESTIVAL SCHEDULE?

Below is the festival schedule organized by Muhammad Ali’s six core principles mentioned above:*

- **Saturday, June 3—Louisville Bats Kickoff:** [Muhammad Ali Appreciation Night at Louisville Slugger Field](#)
- **June 3 – June 10—Spirituality** – A sense of awe, reverence, and inner peace inspired by a connection to all of creation and/or that which is greater than oneself.
- **June 11-17—Giving** – To present voluntarily without expecting something in return.
- **June 18-24—Respect** – Esteem for, or a sense of the worth or excellence of, oneself and others.
- **June 25 – July 1—Conviction** – A firm belief that gives one the courage to stand behind that belief, despite pressure to do otherwise.
- **July 2 - July 8—Dedication** – The act of devoting all of one’s energy, effort, and abilities to a certain task.
- **July 9 - July 15—Confidence** – Belief in oneself, one’s abilities, and one’s future.
- **July 5-15-** Two premier girls’ basketball tournament events, the [Run 4 Roses Basketball Classic](#) and [Battle in the Boro](#), at the Kentucky Exposition Center.

**Community-wide events will be added online as they are decided upon and submitted.*

HOW CAN I GET INVOLVED?

- Area businesses (attractions, hotels, restaurants, shops, etc.) are encouraged to provide some sort of program, exhibit or event that is an Ali-related experience.
- Businesses may choose to have a special activity or programming throughout the entire six-week duration; host just one Ali-related experience; or pick and choose dates during the festival timeframe to host events. Any of the above is acceptable. It is entirely up to the business/venue.
- The event, exhibit, and/or program should have some tie to Muhammad Ali and/or his principles mentioned in the festival schedule above.
- **April 15 is the participation deadline**, this includes the name of your event, program, exhibit; dates and times; details; and essential contact information like a website or phone number. Details and information should be submitted directly to Lynnelle Morgan at lmorgan@gotolouisville.com.



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HOW WILL THE FESTIVAL BE PUBLICIZED?

The publicity for this festival is a grassroots PR effort by all participating businesses who are urged to share information about the festival through social media, emails, etc. Those community ambassadors that have registered their “I Am Ali” Festival event will be listed on the “I Am Ali” festival website web site, gotolouisville.com/ali, and be publicized by Festival Partners, Ambassadors, and through the LCVB’s leisure and sales initiatives already in place.

Participating businesses are encouraged to help spread the word about the festival through their own social media avenues, send an email to their database of subscribers, and include their event on their own event calendars with a link to the “I Am Ali” Festival website. The more information available to consumers through various avenues, the better!

HOW ARE OTHER BUSINESSES PARTICIPATING?

Need an idea of how to participate, here are some ideas of what other businesses are doing:

- Derby Dinner Playhouse – Collecting school supplies for the Boys & Girls Club of Kentuckiana
- The Kentucky Center for African American Heritage – Hosting a year-long Muhammad Ali photo exhibit from the Courier-Journal
- La’Nita Rocknettes School of Dance – Hosting a spiritual dance class for all ages
- Muhammad Ali Childhood Home – Youth essay contests; educational programming; book drive for the Grand Avenue Educational Center; an art exhibition; and a community walk in the West End of Louisville
- Muhammad Ali Center – TBD
- Copper & Kings Brandy Distillery – A Butterfly release tour that includes their butterfly garden, and a local art exhibition
- Louisville Slugger Museum & Factory – TBD
- Block Party Homemade Boutique – Ali-themed art exhibition
- Wick’s Pizza – Color your own butterfly to put on the restaurant wall for a \$1 donation
- Springhill Suites Downtown – “I Am Ali” hotel package with an Ali swag box that includes a t-shirt, the movie “Ali” with Will Smith, and a core principles wrist band

I HAVE DECIDED HOW OUR BUSINESS WANTS TO PARTICIPATE, NOW WHAT DO I DO?

Once your business has decided upon what you would like to do, contact Lynnelle Morgan at the Louisville CVB at lmorgan@gotolouisville.com with all your programming information. If you need help brainstorming ideas, contact Lynnelle Morgan as well.

Things You Can Do Now to be Involved:

1. List your event on your website
2. List your event on your calendar of events (website, Facebook, etc.)
3. Use the “I Am Ali” Festival logo on your website, homepage, social media avenues with a link to your event listing
4. Link to the LCVB “I Am Ali” Festival website -- gotolouisville.com/ali
5. Share your event and the Festival on all your social media channels

Participating businesses will receive the following:

- Will be emailed the official “I Am Ali” Festival logo
- An “I Am Ali” Festival window cling prior to June 3rd

CAN I USE MUHAMMAD ALI’S NAME OR DO I NEED PERMISSION?

Use of Muhammad Ali’s name on commercial endeavors is prohibited. Permission must be granted through Authentic Brands Group in New York. If you are unsure about a name for your event, program, or exhibit, please contact Lynnelle Morgan, lmorgan@gotolouisville.com.