



ASHLAND TRAIN DAY 2025

IMPACT REPORT

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The Big Numbers



30+

SUPPORTERS

20K

ESTIMATED IN
ATTENDANCE

44K+

EARNED
REVENUE

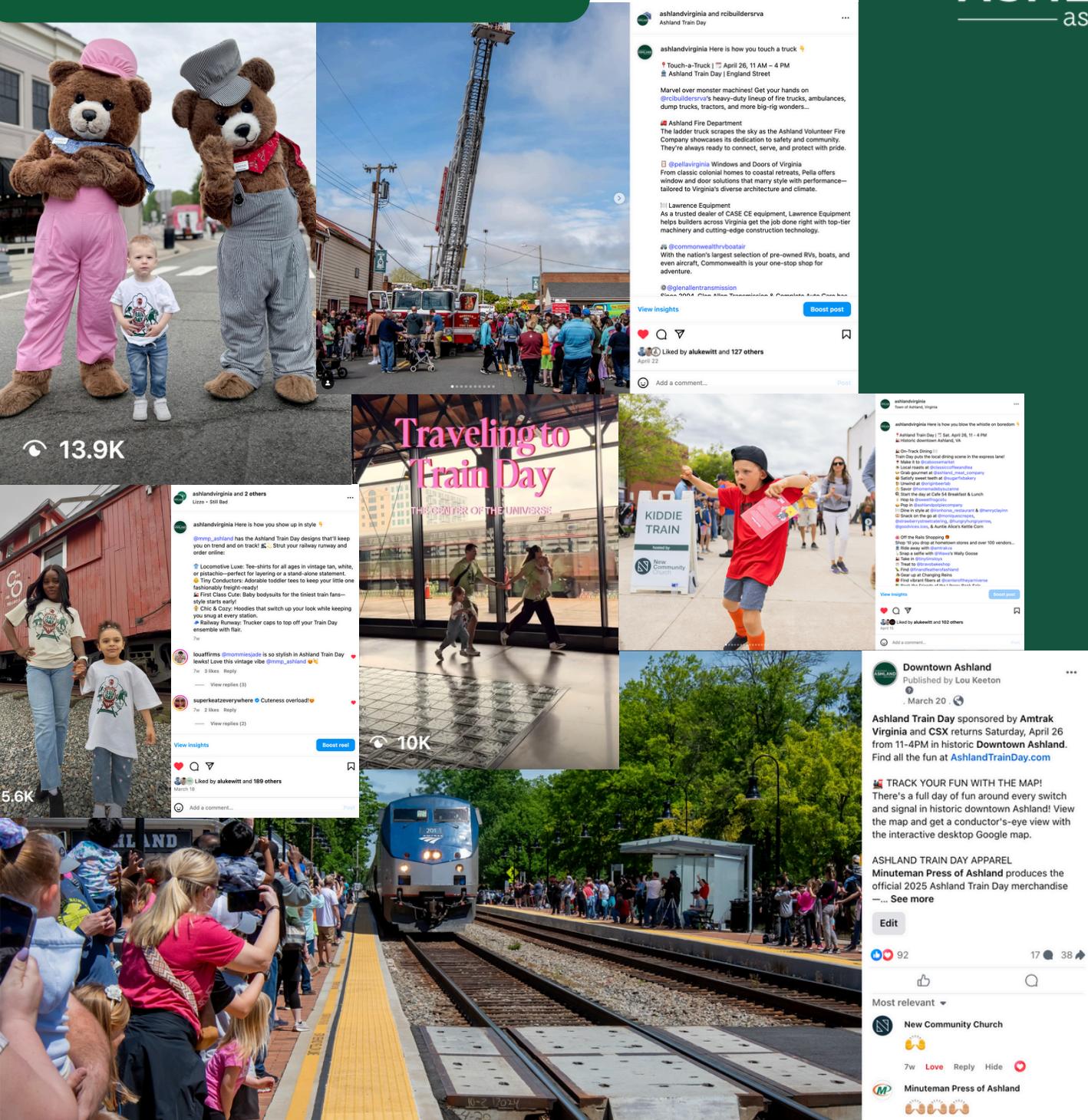
1.7M+

EARNED MEDIA
IMPRESSIONS

The 21st Annual Ashland Train Day rolled in with incredible support from **sponsors and community collaborators**, generating revenue that will go right back into Downtown Ashland Association's non-profit mission—fueling events, programming, and initiatives that build a **vibrant downtown** while we share the magic of the Center of the Universe with the world.

Customized Media

downtown
ASHLAND
association



Downtown Ashland Association crafted custom digital first **Ashland Train Day content** designed to spotlight our incredible sponsors, supporters, collaborators, and the vibrant community that powers this event. These tailored messages allowed us to connect with a **wide audience across media outlets**, ensuring our gratitude—and their impact—was seen and celebrated beyond social media to traditional and global media.

ashlandtrainday.com

Earned Media



The 21st Annual Ashland Train Day pulled in over **1.7 million earned media impressions**—without spending a single cent on advertising. Instead, we laid the track with strong community connections, built powerful partnerships, and delivered compelling content that made readers, viewers, listeners, and scrollers hit the brakes and take notice.

DOWNTOWN ASHLAND MEDIA IMPACT

Facebook

400K+ *impressions*

Instagram

154K+ *impressions*

AshlandVirginia.com

57K+ *visits*

Get Centered

23K+ *recipients*

EARNED MEDIA IMPACT

Local TV Coverage

1.3M+ *viewers*

Print Media

190K+ *impressions*

Online News

142K+ *impressions*

Virtual Railfan

120K+ *impressions worldwide*

Radio Coverage

20K+ *impressions*

Supporters

downtown
ASHLAND
association



Knights of
Columbus®



Advisors



BeMobile.



Ashland Train Day welcomed a **record number of supporters**—from national financial backers to local in-kind artisans, to Santa himself—each one playing a vital role in making this event possible. Their support allowed Downtown Ashland Association to cover key essentials, expand attractions, and strengthen logistics. Even better, by generating revenue through this year's event, we can now **reinvest in future operations**—from staffing and signage to shuttles and beyond—keeping this engine running smoothly for years to come.

DOWNTOWN ASHLAND ASSOCIATION BUSINESS SUPPORTERS

GOLD

Your Path Counseling Center | XtraSuite Salon Studios | Smallwood Renovations | Shaken Not Spurred Mobile Bar | Ashland Feed Store | Center Street Sound Co | BarMobile Bar | Barry Farmer Morning Show | Origin Beer Lab | Homemades by Suzanne | Neighbors of Ashland Magazine | Ashland Museum | Ashland Posh Potties | Ash & Olive

SILVER

Root Modern Dentistry | Classic Coffee, Tea and Books | Hanover Academy | Revival Spa | Caboose Market & Cafe | Manning Memorial Services | Renewal by Anderson | 110 Thompson | Meadowgate Alpacas

BRONZE

SPAN Center | Good Vices Ices | Wish You Were Here | Bravo Bakeshop

Event Support



With just a dedicated team of two, Downtown Ashland Association **works tirelessly** to grow the events, programs, and support systems that bring our dream of a vibrant downtown Ashland to life. Every form of support—whether financial, in-kind, volunteered, or shared through **thoughtful feedback**—helps keep our momentum going. We invite you to continue this journey with us by filling out our post-event survey, exploring sponsorship opportunities, or reaching out directly to start a conversation. Together, we're building something truly special at the **Center of the Universe**.