



# ASHLAND TRAIN DAY 2025

IMPACT REPORT



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# The Big Numbers



30+

SUPPORTERS

20K

ESTIMATED IN  
ATTENDANCE

44K+

EARNED  
REVENUE

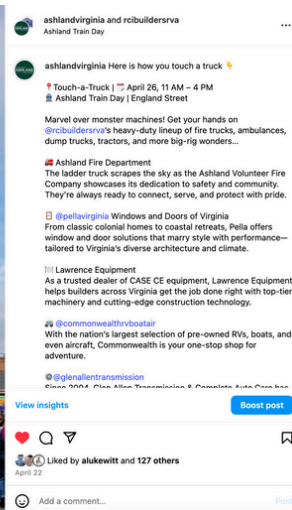
1.7M+

EARNED MEDIA  
IMPRESSIONS

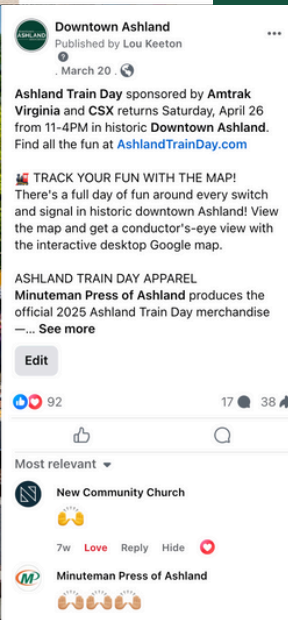
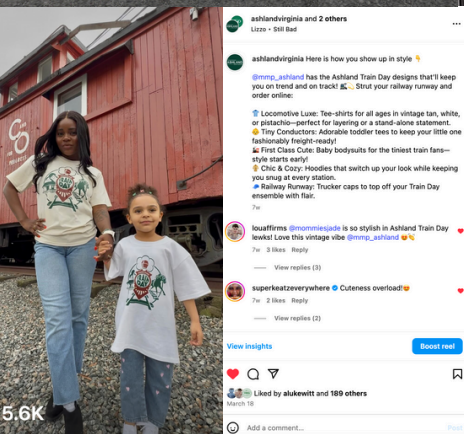
The 21st Annual Ashland Train Day rolled in with incredible support from **sponsors and community collaborators**, generating revenue that will go right back into Downtown Ashland Association's non-profit mission—fueling events, programming, and initiatives that build a **vibrant downtown** while we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



# Customized Media



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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



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.

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## DOWNTOWN ASHLAND ASSOCIATION BUSINESS SUPPORTERS

### GOLD

[Your Path Counseling Center](#) |  
[XtraSuite Salon Studios](#) |  
[Smallwood Renovations](#) |  
[Shaken Not Spurred Mobile](#)  
[BarMobile Bar](#) | [Ashland Feed](#)  
[Store](#) | [Center Street Sound Co](#) |  
[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](#)  
[Alpaccas](#)

### BRONZE

[SPAN Center](#) | [Good Vices Ices](#) |  
[Wish You Were Here](#) | [Bravo](#)  
[Bakeshop](#)

[ashlandtrainday.com](http://ashlandtrainday.com)



# 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**.