PRODUCTION 2

THUNDER OVER LOUISVILLE REBRANDING

RACHEL WILSON

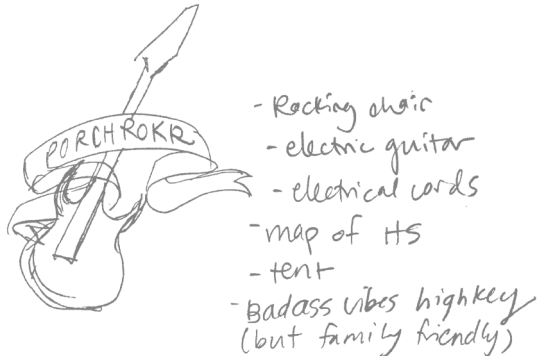
PORCHROKR

AKRON, OH

Highland Square Neighborhood Association

HSNA is a nonprofit local organization for everything Highland Square, promoting local businesses and heading up events such as film festivals and music festivals.

PorchRokr (est. 2012) is an annual music festival in Highland Square featuring small bands on dozens of porches throughout the neighborhood, local food and art, and a celebration of Highland Square tradition and family culture. It's a full day often beginning with community yoga and ending with a silent disco. It's many Akronites' favorite holiday of the year.



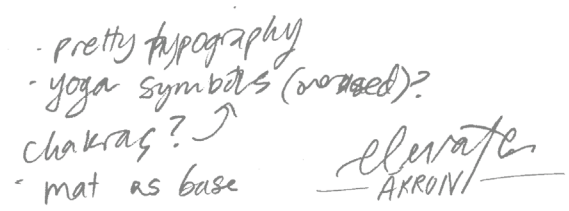
ELEVATE AKRON

AKRON, OH

Elevate Akron

Elevate Akron is a nonprofit organization in Akron that works with other nonprofits and for-charities to promote Akron culture and accessibility.

Elevate Akron has hosted a yearly yoga festival since 2015, bringing many Akron studios together and highlighting small businesses of Akron while providing accessible yoga for all and creating a unique opportunity for many yogis to practice together. Recently, Elevate Akron has been held at Lock 3.



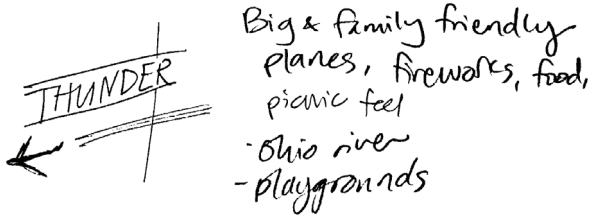
THUNDER OVER LOUISVILLE

LOUISVILLE, KY

Kentucky Derby Festival

The Kentucky Derby Festival is an organization which celebrates the the yearly Kentucky Derby.

Since 1989, the Festival has been kicked off with Thunder Over Louisville, a day of celebration at the Ohio River. This day starts in the afternoon with an airshow featuring military aircraft, and ending with a spectacular fireworks show including fireworks being set off from barges and from the Second Street Bridge.



event options

CRAB FEST

HAVRE DE GRACE, MD

Crabs are almost central to Maryland culture and this is a festival all about them. Featuring food trucks, live music, and history along the Chesapeake Bay, this is a family day full of amazing crabcakes and other great food.

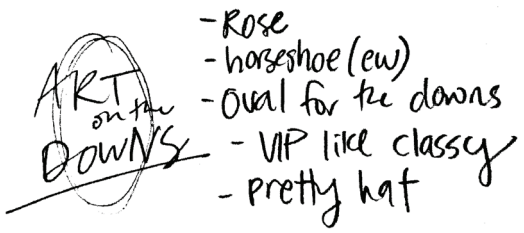
- obviously a crab?
- havre map
- tent
- historical type

ART ON THE DOWNS

LOUISVILLE, KY

Churchill Downs

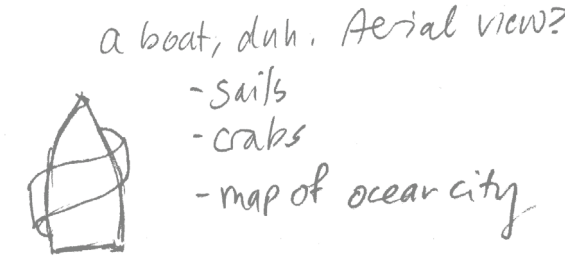
Take an art show but make it Kentucky. Held inside Churchill Downs, this is a yearly high profile art festival featuring only the best local artists. Food vendors are lined up at the top of the stands and the center of the downs is the real festival!



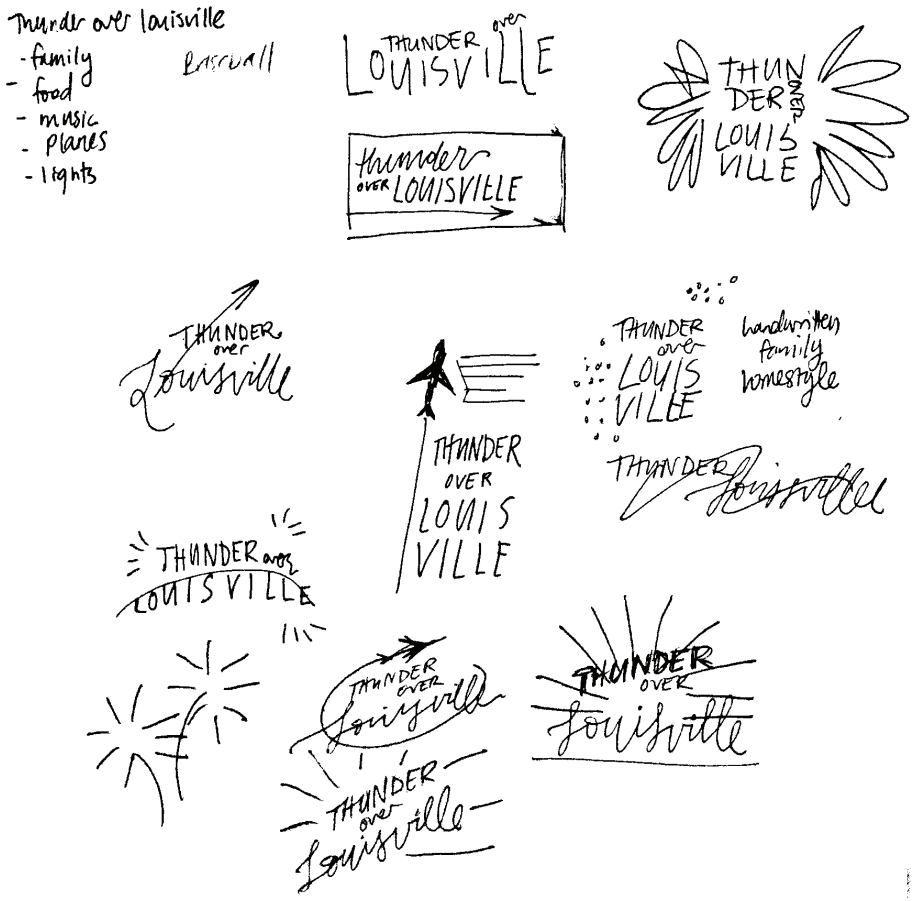
OCEAN CITY BOAT SHOW

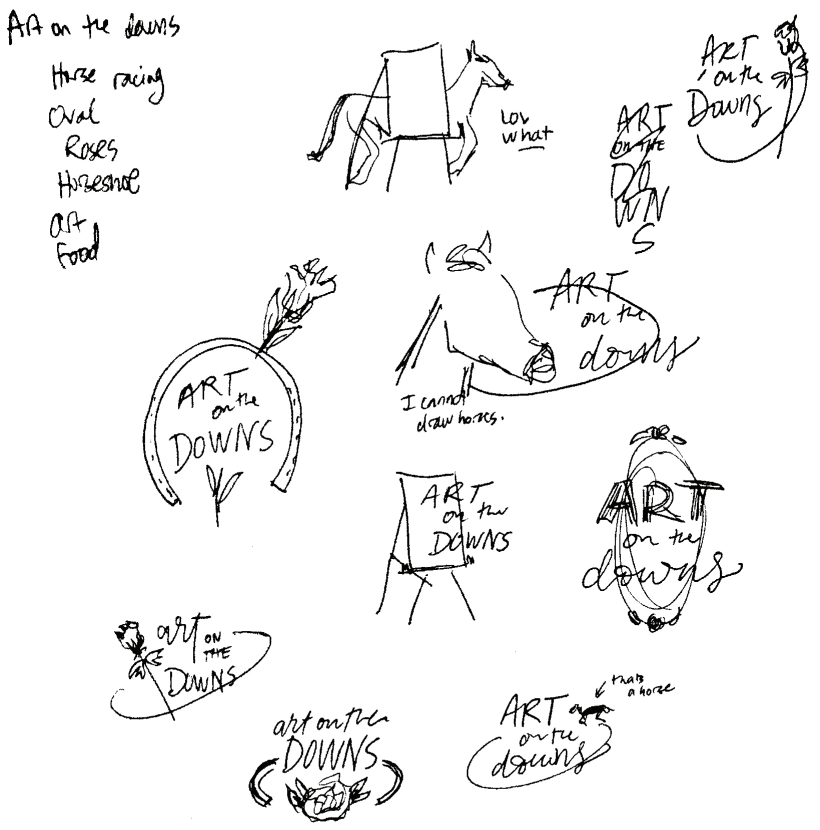
OCEAN CITY, MD

This is the best annual boat show on the east coast with hundreds of boats shown off both inside and in the water.



event options





initial sketches

CREATIVE BRIEF

CLIENT
Thunder Over Louisville

SPONSOR
Kentucky Derby Festival

EVENT
Thunder Over Louisville is the nation's largest fireworks event and one of the country's top five air shows, kicking off the annual Kentucky Derby Festival. What originated as a Derby opening ceremony in 1988 with balloons and daytime fireworks at a local food truck on the river has become many Greater Louisvillians' favorite holiday. In 2019, over 700,000 people were in attendance. Starting at with a food festival in the morning, live music over lunch, a massive six-hour air show in the afternoon, and over 56,000 fireworks starting by nightfall, this is a full day for the whole family that completely takes over Waterfront Park.

Normally Thunder over Louisville occurs in mid to late April, leading two weeks of festivities made of what most describe as "racing everything that can move," including snails, hot air balloons, and hospital beds. The festival cumulates in the actual Kentucky Derby the first Saturday of May.

Completely free and open to the public, Thunder is shown on several local TV stations.

AUDIENCE
Families with younger children, young adults, plane enthusiasts, and seniors in northern Kentucky and southern Indiana.

TONE
Family friendly and exciting for all potential Thunder-goers, from veterans to newcomers.

DELIVERABLES
- 1 full size poster
- 1 program
- 1 ticket
- 1 door hanger

MANDATORIES
- Thunder Over Louisville title
- Kentucky Derby Festival logo
- Thunder Over Louisville logo
- Date and times
- Tagline

BUDGET

Research	8 hr
Brief prep	2 hr
Concepting	8 hr
Sketching	6 hr
Client meetings	40 hr
File prep	2 hr
Poster	8 hr
Ticket	5 hr
Program	6 hr
Door hanger	6 hr
TOTAL TIME	91 hr
x $25/hr	$2,275

SCHEDULE OF EVENTS
April 16, 2022

9a.	Lawn opens
11a.	FoodFest opens
12p.	Pre Show (Live music)
3p.	Air Show
9.30p.	Firework show
11p.	Close







DerbyFest







THUNDER OVER LOUISVILLE

KENTUCKY DERBY FESTIVAL™







KENTUCKY DERBY FESTIVAL™

LOCAL ARTIST ANDY PEREZ'S POSTER FOR THE 2021 KENTUCKY DERBY FESTIVAL

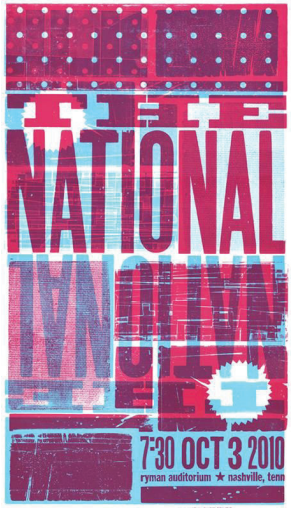
research









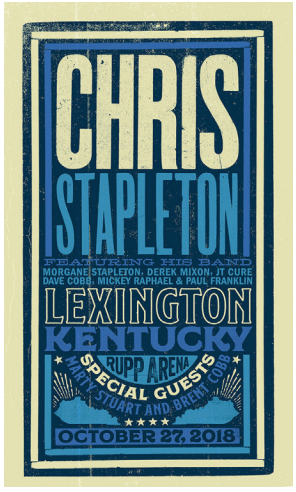








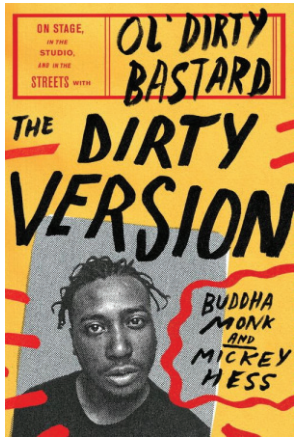


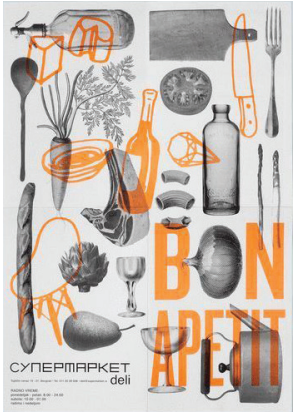


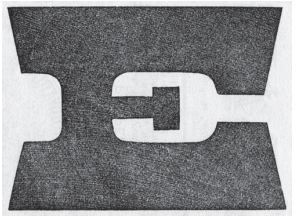












visual inspiration

Calling Code

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Calling Code

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Rubik

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Beastly

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Tablet Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Tablet Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Jubilat

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Jubilat

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Freight Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

HWT Unit Gothic

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

News Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

News Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Roc Grotesk

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Roc Grotesk

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Tablet Gothic Wide

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Roc Grotesk

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Roc Grotesk

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Roc Grotesk

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

CUBANO

THUNDER OVER LOUISVILLE
ABCDEFGHIJKLMNOPQURSTUVXYZ

Franklin Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Franklin Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

HWT Slab

Thunder Over Louisville
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Rubik

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Rubik

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

typeface pairing

HWT Slab Columbian
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

HWT Unit Gothic 716
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

HWT Unit Gothic 717
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

HWT Unit Gothic 718
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

HWT Unit Gothic 719
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

News Gothic Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

News Gothic Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

News Gothic Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZZ

type hierarchy

THUNDER OVER LOUISVILLE

THUNDER OVER LOUISVILLE

THUNDER OVER LOUISVILLE

it's a kickoff, kentucky style!

it's a kickoff, kentucky style!

Thunder Over Louisville is the nation's largest fireworks event and one of the country's top five air shows, kicking off the annual Kentucky Derby Festival. What originated as a Derby opening ceremony in 1988 with balloons and daytime fireworks at a local food truck on the river has become many Greater Louisvillians' favorite holiday. In 2019, over 700,000 people were in attendance. Starting at with a food festival in the morning, live music over lunch, a massive six-hour air show in the afternoon, and over 56,000 fireworks starting by nightfall, this is a full day for the whole family that completely takes over Waterfront Park.

Schedule of events

APRIL 16, 2022

9a.	Lawn opens
11a.	FoodFest opens
12p.	Pre Show (Live music)
3p.	Air Show
9.30p.	Firework show
11p.	Close


THUNDER
OVER
Louisville


THUNDER
OVER
Louisville


THUNDER
OVER
Louisville


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THUNDER
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THUNDER
OVER
Louisville


Concepts.
air
flight
lines
formations
loud
planes
colors
vets
aircraft
love
family
whole day
playgrounds
laughing
fun
festive
picnic
snacks
games
show
fireworks
boats
bridge
bright
colors

logo work

#EAE6E4

#FAC2C3



#ED0180



#ED1C24



#F26222



#FFCF00

PANTONE COOL GRAY 1 U

PANTONE 7605 U



PANTONE RUBINE RED U



PANTONE 2347 U



PANTONE 165 U



PANTONE 7548 U



#B5D334



#00B0A0



#70CBD9



#0094D9



#874E9F



#072062



PANTONE 380 U



PANTONE 2240 U



PANTONE 2197 U



PANTONE 3538 U

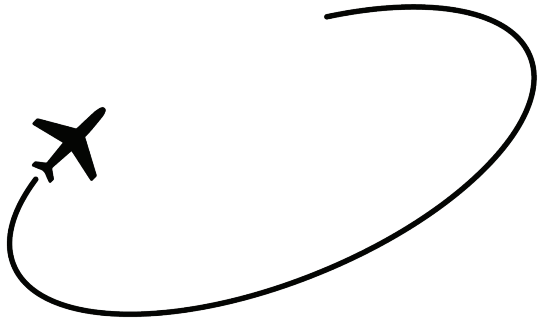


PANTONE 2617 U



PANTONE 2758 U

PANTONE color swatches

















final: logo with variations





progress: poster







progress: ticket

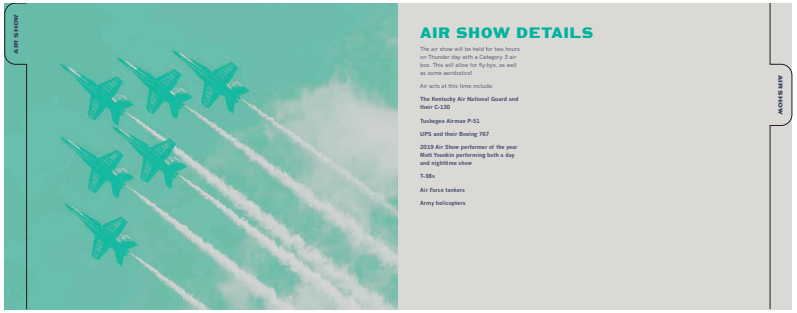




progress: paper airplane


THUNDER
OVER
LOUIS
VILLE
PROGRAM 2022


WELCOME
IT'S A KICKOFF,
KENTUCKY STYLE!
Thunder Over Louisville is the nation's largest fireworks event and one of the country's top five air shows, kicking off the annual Kentucky Derby Festival. What originated as a Derby opening ceremony in 1968 with balloons and daytime fireworks at a local food truck on the river has become many Greater Louisvillians' favorite holiday. Take over Waterfront Park with us as we celebrate the start of the Derby Festival!
SCHEDULE OF EVENTS
APRIL 16, 2022
9A LAWN OPENS
11A FOODFEST OPENS
12P PRE SHOW (LIVE MUSIC)
3P AIR SHOW
9:30P FIREWORK SHOW
11P CLOSE
THUNDER
OVER
Louisville
A NOTE FROM THE KENTUCKY DERBY FESTIVAL
WELCOME


AIR SHOW
AIR SHOW DETAILS
The air show will be held for two hours on Thunder day with a Category 3 air box. This will allow for fly-bys, as well as some aerobatics!
Air acts at this time include:
The Kentucky Air National Guard and their C-130
Tuskegee Airman P-51
UPS and their Boeing 767
2019 Air Show performer of the year Matt Younkin performing both a day and nighttime show
T-38s
Air Force tankers
Army helicopters
AIR SHOW


COMMAND
A DAY IN THE
COMMAND
CENTER
!
High atop the Galt House on Thunder Day, you can hear the activity as you step off the elevator. "This is command to Ground Zero. I have a location on the downed microwave link." Relation control to Standiford field, do we have clearance?" "This is broadcast operations, you have 5 seconds to a live shot." Louisville's answer to mission control and the Starship Enterprise, it's the single point where Thunder Over Louisville is controlled. It is the Thunder Command Center.
Don't think about dropping by unannounced—you will be met be armed gatekeepers. Louisville Police just doing their jobs. Even media is invited for a quick interview and escorted on their way. Sound like serious business for a day of fireworks fun? The crew in the command center take their responsibility seriously!
This is the nerve center for the entire show, from air operations to fireworks and sound to the central command for police, fire and emergency medical services. Four hotel rooms are converted in one week to house better technology than was used by NASA for the 1st lunar landing.
The Thunder Command Center controls the largest annual production in Kentucky. It relies on the service of every possible public agency from the Coast Guard to the Department of Corrections. It involves the rerouting of air traffic to Louisville international Airport, closing the Ohio River to commercial traffic, closing a state bridge, distributing sound by microwave to over 27 locations, a live television broadcast and providing food and restrooms for an estimated 700,000 people attending Thunder.
Communication is important to a production of this magnitude. The controllers for every aspect of the show are housed in this central location and communicate with their people on "Ground Zero" (the event area) via cell phone, landline, radio or microwave. The hardware includes microwave links with 2 miles of wire on both sides of the river. Commands are coming and going from air, land, bridge, and water.
COMMAND
SPECS
AT A GLANCE
27 locations in communication
475 road and rail
200 cell phones
2000 workers
700,000 people served
4 miles of wire
50 hard-wire lines
7 hours of Thunder


FIREWORKS
FIREWORKS
Now in its 30th year, Thunder Over Louisville continues to deliver a pyrotechnics spectacular like no other. Created as the Opening Ceremonies of the Kentucky Derby Festival, it offers an explosive kick-off to three entire weeks of celebration in Louisville, Kentucky and Southern Indiana. With an estimated average attendance of half a million people, it has become the largest annual event in its region. The show continues to be the largest annual pyrotechnics display in North America thanks to the artistry of Zambelli Internationale and the production of Visual Presentations.
"It's the kind of show you have to see to believe," says Matt Gibson, Derby Festival Sr. Vice President of Events. "We have great television coverage of the event, but unless you are there in person, you can't FEEL the fireworks pounding in your chest and the concrete vibrate underneath your feet. Thunder is the kind of show that needs to be felt and not just seen and heard."
Staging the pyrotechnic spectacular of Thunder each year for the Derby Festival is the First Family of Fireworks. Zambelli Fireworks internationale first became involved with Thunder Over Louisville in 1991. The annual show is larger than the opening and closing ceremonies of the Atlanta and Barcelona Olympics combined. According to the Zambelis, it is unchallenged as the largest annual pyrotechnic production in North America.
The magic of Thunder is in the formula of the show, says Wayne Hettinger, Show Producer and owner of Visual Presentations. "Each year, people think we make the show longer to be the largest show and that's just not the case. The secret with Thunder has been to pack as much firepower into 28 minutes as possible and produce a series of "finales.'" Hettinger has it down to a science, working with the team from Zambelli to create a heart-stopping, eye-popping show.
"It all starts with the music," continues Hettinger. "We work to lay out a soundtrack that most everyone will be able to relate to a couple of songs. This enables people to bring their own experience with these songs and project them into the show they're watching. It's very gratifying to see people start to move and react to their favorite cuts of the soundtrack, and it gives Zambelli the foundation on which to build the show."
FIREWORKS


CREDITS
The Festival relies on the professional services of many vendors and the efforts of nearly 2000 volunteers to help produce its Opening Ceremonies. With the financial support of generous sponsors the stage is set.
PRODUCTION CREDITS
Show Producer
Wayne Hettinger
Senior Show Director
Tim Creed
Show Tech Director
Mandie Creed-Click
Zambelli Fireworks
Ralph Pacquadio
Derby Festival Theater Event Manager
Anna Miller
Derby Festival Sr. VP of Events/Thunder Operations
Matt Gibson
Derby Festival President & CEO
Michael E. Berry
Derby Festival Chair
Marcia Wilkie
Derby Festival Executive Board
Louis Waterman
Event Chairman
Nancy Jo Trotton
Event Assistant Chairs
Kathy Bingham
Paul Carroll
Barry Denton
Bill Fisher
Mike Gandolfo
Barbara Fiorker
Michael Sudofsky
Erin Rasineni
Ken Selvaggi
John Waggoner
Administrative Operations
Pamela Hettinger
Tresa Brockman
Audio Engineering
Brad Hammond
Air Boss
Mike Rositzke
Air Boss Assistant
Matt Creed
Air Traffic Controller
Roger Moore
Bridge Operations
Alex Freeman
Crowd Services
Tricia Dagwood, KDF Director of Event Production
Event Support
Ward Robinson
Eric Maddox
Mike Montgomery
Jackie Floyd
Tiffany Sims
Mary Jane Robinson
Federal Aviation Administration
Jackie Paigne
Event Operations Assistant
Mike Tully
Hospitality
Suzy Kaplaul
Interactive Area
Mike Gandolfo
Erin Rasineni
Nancy Jo Trotton
LMPD Operations, Event Operations
Maj. Andrea Abram
Lt. Brent Mattingly
Lt. Jill Hahn
LMPD Traffic
Maj. Micah Schau
Sgt. Billy Patterson
Lost Child Operations
Cindy Petrous
Martha Reese
Dave Grau
River Safety Operations
Sgt. Matt Shutes
Officer Chad Crick
Marine Barge Operations Liaison
Bob Hare
CGB Mitch Whelan
Marine Safety Operations
MSO2 Josh Miller
Media & Public Information
Aimee Boyd, KDF VP of Communications
Military Air Operations
Maj. Josh Kellner
Capt. Nick Reinke
Capt. Chad Applegate
Pyro Tech Safety
Joe Codispoti
Radio Communications
Mike Conichoe
Overall Area Captain
Louis Waterman
Area Captains
Paul Carroll
Dan Hickel
Ralph Henshaw
Mike Noland
Barbara Fiorker
Michael Sudofsky
Mike Sawyer
Dan Wassmuth
Sponsorship/Corp. Sales
April Ott, KDF Director of Sponsorship Sales
PRODUCTION CREDITS


SPECIAL THANKS...
The Festival does not receive tax dollars or monetary funding from local government, but the services of many public agencies ensure that Thunder happens each year. You would not see the show without their support.
Alcohol Tobacco and Firearms
American Red Cross
Bowman Field
City of Jeffersonville
Clarksville Police
Coast Guard Auxiliary
Elumina Charities, Inc.
Emergency Services (EMA/MetroSafe)
Federal Bureau of Investigation
Flight Standards IWA Louisville
Indiana Department of Transportation
Indiana State Police
Indiana Water Patrol
Inspections Permits & Licenses
Jefferson County Sheriff's Office
Jeffersonville Fire Department
Jeffersonville Police
Kentucky Army National Guard
Kentucky Air National Guard
Kentucky Department of Transportation
Kentucky State Police
Kentucky Transportation Cabinet
Louisville Fire and Rescue
Louisville & Indiana Railroad
Louisville Muhammad Ali International Airport
Louisville Metro EMS
Louisville Metro Police
Louisville Metro Police Dive Team
Louisville Metro Police Traffic
Metro Louisville Electrical Maintenance Department
Metro Louisville Public Works
Metro Louisville Solid Waste Management
National Weather Service
Rush Aerial Advertising
Township of Clarksville
US Coast Guard
Waterfront Development Co.
Vendors donating some of their services to support the show:
Cox Communications
The Galt House
Ground Grooomers
Cunningham Golf Carts
Fastpitch Inc.
Professional Fence Company
Radio Communication Systems Kumpke
Steinberg Truck Rental
Tru Service Landscaping
America Commercial Barge
If interested in becoming a vendor at Thunder Over Louisville, contact Concessions Op Cox at ohio@cityvox.com or (614) 297-0725.
CREDITS

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Louisville
info@kdf.org
1001 S Third St
Louisville, KY 40203
(502) 584-2378
@KYDerbyFestival
/ThunderOverLouisville
thunderoverlouisville.org





final: poster







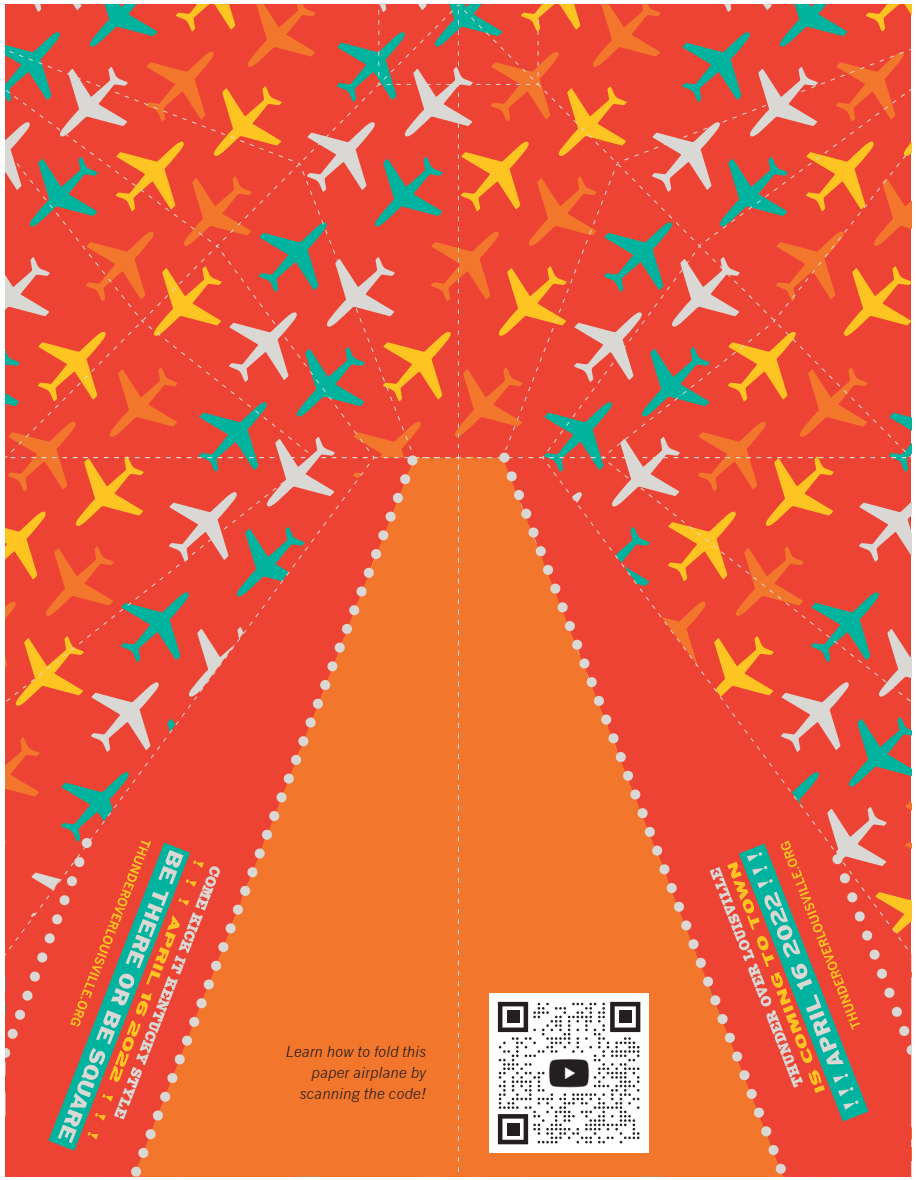
final: tickets

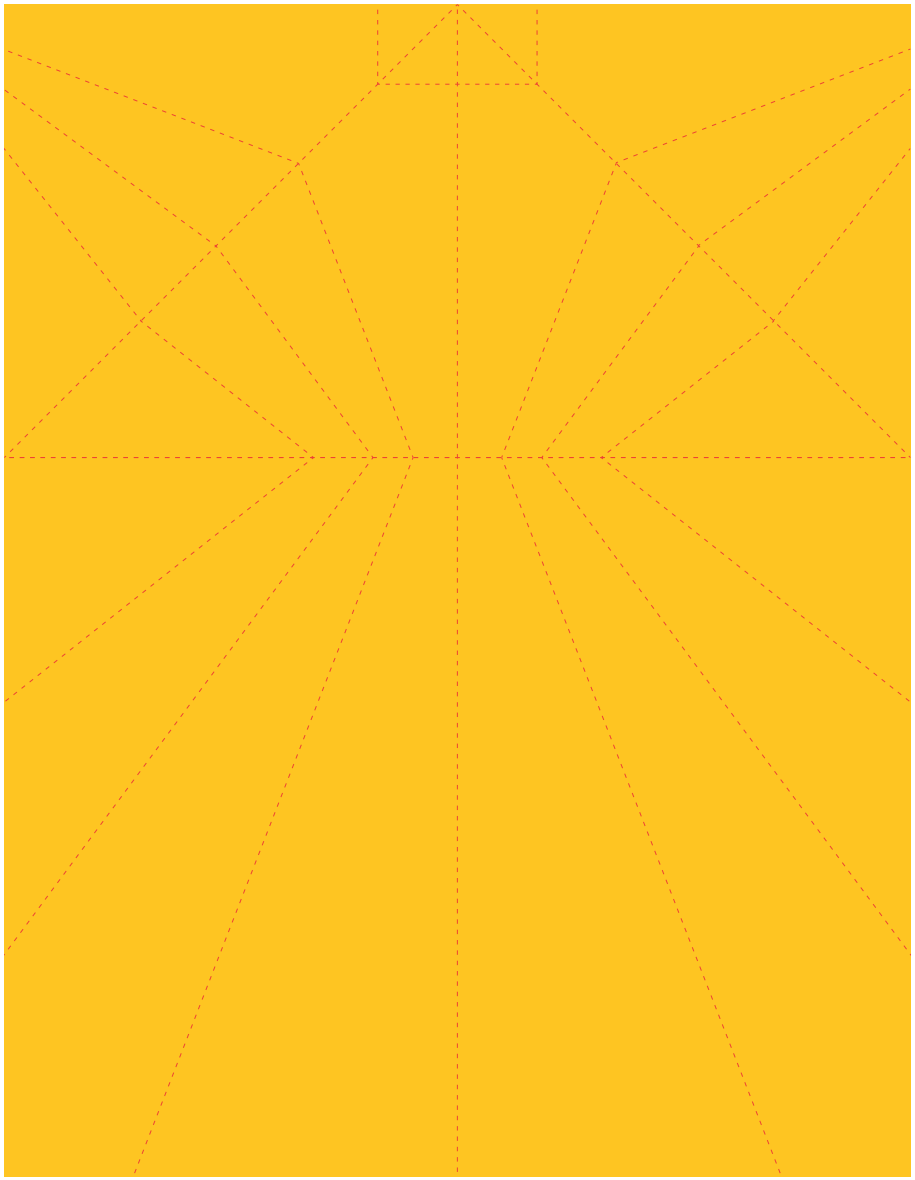






final: tickets





final: paper airplane


THUNDER
OVER
LOUISVILLE
PROGRAM 2022


WELCOME
IT'S A KICKOFF,
KENTUCKY STYLE!
Thunder Over Louisville is the nation's largest fireworks event and one of the country's top five air shows, kicking off the annual Kentucky Derby Festival. What originated as a Derby opening ceremony in 1988 with balloons and daytime fireworks at a local food truck on the river has become many Greater Louisvillians' favorite holiday. Take over Waterfront Park with us as we celebrate the start of the Derby Festival!
SCHEDULE OF EVENTS
APRIL 16, 2022
9A LAWN OPENS
11A FOODFEST OPENS
12P PRE SHOW (LIVE MUSIC)
3P AIR SHOW
9:30P FIREWORK SHOW
11P CLOSE
THUNDER OVER Louisville
2
A NOTE FROM THE KENTUCKY DERBY FESTIVAL
The years leading up to this festival have been tough for everyone. Finally, we are back together again. See the planes soar overhead in formation, hear the live music, gather as family and friends to eat and play on the park lawn, and watch the famous fireworks light up the river. We cannot express how happy we are to have everyone back for Thunder Over Louisville and the Kentucky Derby, and we hope you feel the same way. Congratulations for making it through and we hope to see you back next year too!
MIKE BERRY
Kentucky Derby Festival
President and CEO


AIR SHOW
AIR SHOW DETAILS
The air show will be held for two hours on Thunder day with a Category 3 air box. This will allow for fly-bys, as well as some aerobatics!
Air acts at this time include:
The Kentucky Air National Guard and their C-130
Tuskegee Airman P-51
UPS and their Boeing 767
2019 Air Show performer of the year Matt Younkin performing both a day and nighttime show
T-38s
Air Force tankers
Army helicopters
4
5


COMMAND
A DAY IN THE COMMAND CENTER!
High atop the Galt House on Thunder Day, you can hear the activity as you step off the elevator. "This is command to Ground Zero, I have a location on the downed microwave link." "Aviation control to Standiford field, do we have clearance?" "This is broadcast operations, you have 5 seconds to a live shot." Louisville's answer to mission control and the Starship Enterprise, it's the single point where Thunder Over Louisville is controlled. It is the Thunder Command Center.
Don't think about dropping by unannounced—you will be met be armed gatekeepers, Louisville Police just doing their jobs. Even media is invited for a quick interview and escorted on their way. Sound like serious business for a day of fireworks fun? The crew in the command center take their responsibility seriously!
This is the nerve center for the entire show, from air operations to fireworks and sound to the central command for police, fire and emergency medical services. Four hotel rooms are converted in one week to house better technology than was used by NASA for the 1st lunar landing.
The Thunder Command Center controls the largest annual production in Kentucky. It relies on the service of every possible public agency from the Coast Guard to the Department of Corrections. It involves the rerouting of air traffic to Louisville International Airport, closing the Ohio River to commercial traffic, closing a state bridge, distributing sound by microwave to over 27 locations, a live television broadcast and providing food and restrooms for an estimated 700,000 people attending Thunder.
Communication is important to a production of this magnitude. The controllers for every aspect of the show are housed in this central location and communicate with their people on "Ground Zero" (the event area) via cell phone, landline, radio or microwave. The hardware includes microwave links with 2 miles of wire on both sides of the river. Commands are coming and going from air, land, bridge, and water.
Click-based computer technology is used to distribute information and run the show at the hands of our producer. Linked with the U.S. Naval Observatory's atomic clock, the computer verbally alerts Thunder operations personnel of their duties at the appropriate time. Several computers store the thousands of information cues that download out of 12 months of ideas and dreams. This hi-tech information is relayed throughout the day at a mind-boggling rate.
Humans still play a vital role in the day. The air show is controlled by an air boss and staff (listed directly to Standiford and Bowman Field).
Police and EMS dispatchers relay information to ground forces from this satellite location. Information on lost children, media requests, and even hotel prayer updates are communicated to the show's operators.
More than 2000 people will be working on Thunder Over Louisville to ensure a safe and crowd-pleasing show. They will be directed from Thunder's Command Center on a stage that includes Ground Zero, the Ohio River and the airspace above. They will present a 7 hour performance unequaled anywhere, without any dress rehearsal or single practice run.
SPECS AT A GLANCE
27 locations in 4.7 communities
700,000 people served
475 handheld radios
4 miles of wire
200 cell phones
50 hard-wire lines
2000 workers
7 hours of Thunder
7


FIREWORKS
FIREWORKS ! ! !
Now in its 30th year, Thunder Over Louisville continues to deliver a pyrotechnics spectacular like no other. Created as the Opening Ceremonies of the Kentucky Derby Festival, it offers an explosive kick-off to three entire weeks of celebration in Louisville, Kentucky and Southern Indiana. With an estimated average attendance of half a million people, it has become the largest annual event in its region. The show continues to be the largest annual pyrotechnics display in North America thanks to the artistry of Zambelli Internationale and the production of Visual Presentations.
"It's the kind of show you have to see to believe," says Matt Gibson, Derby Festival Sr. Vice President of Events. "We have great television coverage of the event, but unless you are there in person, you can't FEEL the fireworks pounding in your chest and the concrete vibrate underneath your feet. Thunder is the kind of show that needs to be felt and not just seen and heard."
Staging the pyrotechnic spectacular of Thunder each year for the Derby Festival is the First Family of Fireworks, Zambelli Fireworks Internationale first became involved with Thunder Over Louisville in 1991. The annual show is larger than the opening and closing ceremonies of the Atlanta and Barcelona Olympics combined. According to the Zambellis, it is unchallenged as the largest annual pyrotechnic production in North America.
The magic of Thunder is in the formula
of the show, says Wayne Hettinger, Show Producer and owner of Visual Presentations. "Each year, people think we make the show longer to be the largest show and that's just not the case. The secret with Thunder has been to pack as much firepower into 28 minutes as possible and produce a series of "finales."" Hettinger has it down to a science, working with the team from Zambelli to create a heart-stopping, eye-popping show.
"It all starts with the music," continues Hettinger. "We work to lay out a soundtrack that most everyone will be able to relate to a couple of songs. This enables people to bring their own experience with these songs and project them into the show they're watching. It's very gratifying to see people start to move and react to their favorite cuts of the soundtrack, and it gives Zambelli the foundation on which to build the show."
8
9


CREDITS
The Festival relies on the professional services of many vendors and the efforts of nearly 2000 volunteers to help produce its Opening Ceremonies. With the financial support of generous sponsors the stage is set.
PRODUCTION CREDITS
Show Producer
Wayne Hettinger
Senior Show Director
Tim Creed
Show Tech Director
Mandie Creed-Clark
Zambelli Fireworks:
Ralph Pierpaolo
Derby Festival Thunder Event Manager
Anne Miller
Derby Festival Sr. VP of Events/Thunder Operations
Matt Gibson
Derby Festival President & CEO
Michael E. Berry
Derby Festival Chair
Marsha Willis
Derby Festival Executive Board
Louis Waterman
Event Chairman
Nancy Jo Trafton
Event Assistant Chairs
Kathy Bingham
Paul Carroll
Barry Denton
Bill Fisher
Mike Gandolfo
Barbara Porter
Michael Sadofsky
Erin Rassinen
Kim Selvaggi
John Waggoner
Administrative Operations
Pamela Hettinger
Treva Brockman
Audio Engineering
Brad Hammond
Air Boss
Mike Riordan
Air Boss Assistant
Matt Creed
Air Traffic Controller
Roger Marsh
Bridge Operations
Alex Freeman
Crowd Services
Tricia Dragwidyk, KDF Director of Event Production
Event Support
Ward Robinson
Eric Maddox
Mike Montgomery
Jackie Floyd
Tiffany Sims
Mary Jane Robinson
Federal Aviation Administration
Jamie Poppe
Event Operations
Mike Tully
Hospitality
Suzy Kaynor
Interactive Area
Mike Gandolfo
Erin Rassinen
Nancy Jo Trafton
LMPD Operations, Event Operations
Maj. Andrea Brown
Lt. Brent Mattingly
Lt. Jill Hume
LMPD Traffic
Maj. Micah Schou
Sgt. Billy Patterson
Lost Child Operations
Cindy Pelfrey
Martha Reeser
Dave Grau
River Safety Operations
Sgt. Matt Staples
Officer Chad Cook
Marine Barge Operations Liaison
Bob Heine
CGB Mitch Whelan
Marine Safety Operations
MSSGT Josh Miles
Media & Public Information
Aimee Boyd, KDF VP of Communications
Military Air Operations
Maj. Josh Rahlwes
Capt. Nick Reinke
Capt. Chad Applegate
Pyro Tech Safety
Joe Codispoti
Radio Communications
Mike Crenshaw
Overall Area Captain
Louis Waterman
Area Captains
Paul Carroll
Dan Habel
Ralph Henshaw
Mike Noland
Barbara Porter
Michael Sadofsky
Mike Sawyer
Dan Wasserzug
Sponsorship/Corp. Sales
April Zik, KDF Director of Sponsorship Sales
10
SPECIAL THANKS...
The Festival does not receive tax dollars or monetary funding from local government, but the services of many public agencies ensure that Thunder happens each year. You would not see the show without their support.
Alcohol Tobacco and Firearms
American Red Cross
Bowman Field
City of Jeffersonville
Clarksville Police
Coast Guard Auxiliary
Clarkes Charities, Inc.
Emergency Services (EMA/MetroSafe)
Federal Bureau of Investigation
Flight Standards FAA Louisville
Indiana Department of Transportation
Indiana State Police
Indiana Water Patrol
Inspections Permits & Licenses
Jefferson County Sheriff's Office
Jeffersonville Fire Department
Jeffersonville Police
Kentucky Army National Guard
Kentucky Air National Guard
Kentucky Department of Transportation
Kentucky State Police
Kentucky Transportation Cabinet
Louisville Fire and Rescue
Louisville & Indiana Railroad
Louisville Muhammad Ali International Airport
Louisville Metro EMS
Louisville Metro Police
Louisville Metro Police Dive Team
Louisville Metro Police Traffic
Metro Louisville Electrical Maintenance Department
Metro Louisville Public Works
Metro Louisville Solid Waste Management
National Weather Service
Rush Aerial Advertising
Township of Clarksville
US Coast Guard
Waterfront Development Co.
Vendors donating some of their services to support the show:
Cox Concessions
The Galt House
Ground Groomers
Cunningham Golf Carts
Padgett Inc.
Professional Fence Company
Radio Communication Systems
Rumpke
Sternberg Truck Rental
Tru Service Landscaping
America Commercial Barge
If interested in becoming a vendor at Thunder Over Louisville, contact Concessions by Cox at ohio@bycox.com or (614) 287-0725
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thunderoverlouisville.org











posters and tickets


THUNDER OVER LOUISVILLE
PROGRAM 2022
THUNDER OVER Louisville


A DAY IN THE COMMAND CENTER!
SPECS AT A GLANCE
27 locations in communication
700,000 people served
475 handheld radios
4 miles of wire
200 cell phones
50 hard-wire lines
2000 workers
7 hours of Thunder


THUNDER OVER LOUISVILLE
PROGRAM 2022


IT'S A KICKOFF, KENTUCKY STYLE!
THUNDER OVER Louisville
A NOTE FROM THE KENTUCKY DERBY FESTIVAL

booklet













airplane and supporting items