



WHAT IS BEYOND THE GARDEN GATES?

For the past twenty years, several hundred garden enthusiasts descend upon downtown Frederick for the chance to explore the elegant, whimsical and inventive gardens nestled behind the gates of private Frederick homes each spring.

Our annual ticketed tour has grown to draw over 800 visitors annually, raised thousands of dollars for local garden clubs and multiple beautification projects around Frederick.

And now, in 2010, Celebrate Frederick and the Downtown Frederick Partnership will introduce the Inaugural Garden Marketplace. Located at the Official Garden Tour Hospitality Center, the marketplace will fill the City Hall Courtyard and surrounding streets with music, food and garden related wares.

A favorite of residents and visitors alike, the Beyond the Garden Gates Garden Tour continues to grow in size and attendance. Our valuable partnerships with local businesses and organizations are important to our continuing success.

We offer a variety of display and advertising options for every budget. We hope you can be a part of the tour in 2010!

Sincerely,

Amy Riley, Special Events Manager

CELEBRATE
Frederick
Inc. (c)(3)

Celebrate Frederick is a private, non-profit corporation [501 (c)(3)] working in partnership with the City of Frederick to plan and implement special events and activities to offer the community a shared cultural experience. Fourteen events are conducted each year by well over 300 volunteers who serve to enhance the quality of life experienced in the City of Frederick and have become an integral part of the community.

www.celebratefrederick.com

121 N. Bentz Street

Frederick, MD 21701

301-600-CITY



DOWNTOWN
FREDERICK
Partnership

Since 2001, the Downtown Frederick Partnership has worked to enhance, promote and preserve the vitality of Downtown Frederick by implementing the national Main Street program for the benefit of Frederick businesses, residents and visitors. Winner of the 2005 Great American Main Street Award, the DFP celebrates 20 years in Frederick this year.

www.downtownfrederick.org

Federated Charities Building

22 S. Market Street, Site 2A

Frederick, MD 21701

301-698-8118

BEYOND THE GARDEN GATES GARDEN TOUR & MARKETPLACE

Saturday, May 15 & Sunday, May 16



2010
SPONSORSHIP
ADVERTISING
&
MARKETPLACE
DISPLAY
OPPORTUNITIES



SPONSORSHIP

Event sponsorship offers the most exclusive and inclusive event exposure. Title and Program sponsors receive recognition and/or logo placement in all promotional materials, print and electronic advertising placed for the tour and marketplace. In addition your investment includes booklet advertising and space in the Inaugural Garden Marketplace.



MARKETPLACE DISPLAY

The marketplace is an opportunity for Frederick City & County merchants to market and sell to the garden tour guest. The marketplace will be open from 11:00 am to 6:00 pm on both Saturday, May 15 and Sunday, May 16 to coincide with the tour in the City Hall Courtyard.

Marketplace 10' x 10' exhibits are asked to emphasize landscaping, gardening and outdoor living. Your products or service must encourage or facilitate the use of gardens horticulture or leisure outdoor living at home.



BOOKLET ADVERTISING

Tour booklets are an essential aspect of the garden tour experience. All information regarding the tour, including garden descriptions, marketplace layout and tour walking directions can only be found in the official Beyond the Garden Gates Tour Booklet.

Each guest on the tour will receive a booklet upon purchasing their ticket.

2010 PRICING

SPONSORSHIP

Program Sponsors **\$1,000**

Sponsor Benefits include:

- Recognition in all tour press releases and newspaper advertisements
- Recognition on www.celebratefrederick.com with company link
- Inclusion in pre-event publicity photo with sponsor identification and cut line submitted to the local newspaper
- 1/2 Page B/W Tour Booklet Ad
- Two (2) Complimentary Tour Tickets

Marketplace Title Sponsor **\$2,000**

Sponsor Benefits include:

- Exclusive recognition in all tour press releases and newspaper advertisements
- Recognition on www.celebratefrederick.com with company link
- Inclusion in pre-event publicity photo with sponsor identification and cut line submitted to the local newspaper
- 10x10 Marketplace Display Space
- Two (2) Quarter Page Display Ads on Marketplace Map in Tour Booklet
- Four (4) Complimentary Tour Tickets

Tour Title Sponsor **\$5,000**

Sponsor Benefits include:

- Exclusive status as presenting sponsor
- Recognition in all tour press releases, radio and newspaper advertisements
- Recognition on www.celebratefrederick.com with company link
- Inclusion in pre-event publicity photo with sponsor identification and cut line submitted to the local newspaper
- 10x10 Marketplace Display Space
- One (1) Full Page B/W Tour Booklet Ad
- Premiere Recognition on Tour Booklet Cover & Ticket
- Ten (10) Complimentary Tour Tickets

2010 PRICING (cont)

MARKETPLACE DISPLAY

Downtown Business **\$100**

10 x 10 Space

Frederick City Business **\$125**

10 x 10 Space

Frederick County Business **\$150**

10 x 10 Space

BOOKLET ADVERTISING

Back Cover Ad **\$250**

Full Page, Color
5" x 8"

Inside Back Cover Ad **\$200**

Full Page, B/W
5" x 8"

Inside Front Cover Ad **\$200**

Full Page, B/W
5" x 8"

Full Page Ad **\$150**

B/W
5" x 8"

Half Page Ad **\$75**

B/W
5" x 4"

10% OFF

**Purchase a Marketplace Display Space
and receive 10% off any
Full or Half Page Booklet Ad**

**For additional information or to become a
Beyond the Garden Gates Sponsor contact**

Amy Riley today at

301-600-2845 or

ariley@cityoffrederick.com