



CELEBRATE FREDERICK



2022 SPONSORSHIP OPPORTUNITIES

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK



BY THE NUMBERS

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK

30

EVENT DATES

Celebrate Frederick presents 30 event dates annually including: the Beyond the Garden Gates Garden Tour, the Summer Concert Series, Summerfest Family Theatre, Frederick's 4th - An Independence Day Celebration, In The Streets and the Holidays in Historic Frederick event series.

250,000

ATTENDANCE

Each year over 250,000 visitors gather in The City of Frederick to attend a Celebrate Frederick event.

353,000

PAGE VIEWS

The Celebrate Frederick website logged over 353,000 page views in 2019. The most viewed event on the site is Frederick's 4th - An Independence Day Celebration, followed by the Summer Concert Series and In The Streets.

46

YEARS IN FREDERICK

The Summer Concert Series is Celebrate Frederick's longest running event, celebrating 46 years of bringing free, high-quality entertainment to the Baker Park Band Shell. Most other events in the Celebrate Frederick portfolio have been a part of the community for more than 25 years.

2,000

VOLUNTEER HOURS

Celebrate Frederick volunteers donated more than 2,000 hours of service in the planning and execution of events in 2019.



EVENTS CALENDAR

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK



BEYOND THE GARDEN GATES TOUR

DOWNTOWN FREDERICK | SATURDAY, MAY 21 & SUNDAY, MAY 22, 1 - 5 PM

For the past twenty years, hundreds of garden enthusiasts have descended upon downtown Frederick for the chance to explore the elegant, whimsical and inventive gardens nestled behind the gates of private Frederick homes each spring. A favorite of residents and visitors alike, the tour has raised thousands of dollars for local garden clubs and multiple beautification projects around Frederick.

DEMOGRAPHICS

The Beyond the Garden Gates Tour attracts a primarily female middle to upper class audience 35 and over. Geographically, the tour draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE TOUR ATTENDANCE

800



SUMMER CONCERT SERIES

BAKER PARK BAND SHELL | SUNDAYS IN JUNE, JULY & AUGUST, 7 - 8:30 PM

A Sunday night tradition in Frederick for 43 years, these free concerts are held Sunday evenings at 7:00 pm in June, July and August. Performances feature local, regional and national acts in a variety of musical genres. Visitors are encouraged to bring a canned food item, in lieu of admission, to benefit the Frederick County Food Bank.

DEMOGRAPHICS

The Summer Concert Series attracts an audience largely between the ages of the 25 and 54. The zero to minimal concert cost and performance variety attracts concert goers of all income levels. Geographically, the performances draw largely from the city and county of Frederick.

AVERAGE CONCERT ATTENDANCE

2,000 to 3,000 (30,000 per season)



EVENTS CALENDAR

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK



SUMMERFEST FAMILY THEATRE

BAKER PARK BAND SHELL | THURSDAYS IN JUNE, JULY & AUGUST, 10 - 10:45 AM

This free event is held on Thursday mornings at 10 am in June, July and August. Summerfest celebrates 25 years featuring local, regional and national performers showcasing live music, magic and story-telling in the Bandshell.

DEMOGRAPHICS

The Summerfest Family Theatre focuses on the entertainment of children between pre-school to early elementary. The audience consists primarily of Frederick city and county-based camp, daycare programs and moms groups. The timing of the performances and low investment cater perfectly to this demographic.

AVERAGE PERFORMANCE ATTENDANCE

750 (5,250 per season)



FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION

BAKER PARK | MONDAY, JULY 4, NOON - DUSK

Frederick's 4th has served as the premier 4th of July event locally and regionally for 35 years. Families from the surrounding region enjoy a day packed with rides, activities and entertainment. Dunk a Frederick celebrity, compete in a volleyball tournament or take a dip in the municipal swimming pool – there is a little something for everyone. The celebration begins at noon and is capped off by an award-winning fireworks display at dusk.

DEMOGRAPHICS

Frederick's 4th Celebration attracts family-oriented audiences and young adults. Due to the great variety of activities and entertainment, age groups of attendees vary throughout the event day. Geographically, the celebration draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE CELEBRATION ATTENDANCE

75,000



EVENTS CALENDAR

CELEBRATE FREDERICK

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IN THE STREETS

DOWNTOWN FREDERICK | SATURDAY, SEPTEMBER 10, 11 AM - 5 PM

For 36 years In the Streets has been regarded as one of Frederick's best annual events! This outstanding outdoor street festival features numerous blocks of continuous entertainment and activities, multiple stages of live music, children's activities, fabulous food, strolling entertainment and more. This free event is held in Historic Downtown Frederick along Carroll Creek Linear Park and Market Street from Carroll Creek to 7th Street. The festival day also features the Annual Market Street Mile and the Up the Creek Party.

DEMOGRAPHICS

In the Street attracts family-oriented audiences and young adults. Geographically, the festival draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE FESTIVAL ATTENDANCE

75,000



HOLIDAYS IN HISTORIC FREDERICK

DOWNTOWN FREDERICK

From an old-fashioned parade through the holiday lit streets of downtown Frederick to a charming tour of historic homes decked in festive décor, Celebrate Frederick presents five events sure to put you in the holiday spirit. Designed to appeal to all ages, these events capture the charm and ambience of downtown Frederick during the Holiday season.

DEMOGRAPHICS

The Holidays in Historic Frederick attracts family-oriented to adult audiences. Geographically, the series of events draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE OVERALL EVENT ATTENDANCE

9,500

For a complete listing of holiday events contact Jen Martin at jmartin@cityoffrederickmd.gov or at 301-600-2841.



2022 SPONSORSHIPS

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK

SPIRES SPONSOR - \$22,000

PARTNER BENEFITS

The premiere Celebrate Frederick sponsorship level includes a full, calendar year of marketing benefits, opportunity for community engagement and exclusive, naming rights to one of the Celebrate Frederick events listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*353K pageviews annually*)
- Company logo on a banner hung from the Baker Park Band Shell for the duration of the summer. Celebrate Frederick events alone bring over 110,000 visitors to the Band Shell in June, July & August.
- Exhibit space opportunities at the Summer Concert Series (*minimum of 3 | Value \$6,000*), Summerfest Family Theatre (*minimum of 3 | Value \$1,500*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to the Beyond the Garden Gates Garden Tour (10), Frederick's 4th Beer/Wine/Spirits Garden (10), the In The Streets Craft Beverage Experience (10) and the Candlelight House Tour (10) to be used in promotional giveaways and/or employee appreciation (*Value \$650*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition, the presenting sponsor benefits associated with one of the following events:



SUMMER
CONCERT SERIES -
VALUE \$10,000

12 Concerts | 30,000 Attendees | 3 Months



HOLIDAYS IN HISTORIC
FREDERICK -
VALUE \$10,000

5 Events | 10,000 Attendees | 3 Weeks

CELEBRATE FREDERICK IS HAPPY TO CUSTOMIZE A PROPOSAL BASED ON
YOUR COMPANY'S PHILANTHROPIC VISION AND GOALS.



2022 SPONSORSHIPS

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK

CARILLON SPONSOR - \$14,500

PARTNER BENEFITS

The Carillon level sponsorship includes a variety of marketing benefits, opportunities to engage with a wide audience and presenting sponsor benefits associated with one of the Celebrate Frederick events listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*353K pageviews annually*)
- Exhibit space opportunities at the Summer Concert Series (*minimum of 2 | Value \$4,000*), Summerfest Family Theatre (*minimum of 2 | Value \$1,000*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to the Beyond the Garden Gates Garden Tour (6), Frederick's 4th Beer/Wine/Spirits Garden (6), the In The Streets Craft Beverage Experience (6) and Candlelight House Tour (6) to be used in promotional giveaways and/or employee appreciation (*Value \$390*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition to presenting sponsor benefits associated with one of the following events:



SUMMERFEST FAMILY
THEATRE - VALUE \$5,000

8 Concerts | 5,000 Attendees



FREDERICK'S 4TH -
VALUE \$5,000

75,000 Attendees



IN THE STREETS -
VALUE \$5,000

75,000 Attendees



CANDLELIGHT HOUSE
TOUR - VALUE \$5,000

2 Days | 2,000 Attendees

CELEBRATE FREDERICK IS HAPPY TO CUSTOMIZE A PROPOSAL BASED ON
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2022 SPONSORSHIPS

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK

BAND SHELL SPONSOR - \$9,500

PARTNER BENEFITS

The Band Shell level sponsorship includes marketing benefits, opportunities for engagement and the sponsor benefits associated with one of the Celebrate Frederick event elements listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*353K pageviews annually*)
- Exhibit space opportunities at the Summer Concert Series (*minimum of 1 | Value \$2,000*), Summerfest Family Theatre (*minimum of 1 | Value \$500*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to the Beyond the Garden Gates Garden Tour (4), Frederick's 4th Beer/Wine/Spirits Garden (4), the In The Streets Craft Beverage Experience (4) and Candlelight House Tour (4) to be used in promotional giveaways and/or employee appreciation (*Value \$260*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition to the sponsorship benefits associated with one of the following events:



BEYOND THE GARDEN GATES TOUR -
VALUE \$3,000

2 Days | 850 Attendees



FREDERICK'S 4TH FIREWORKS -
VALUE \$3,000

Speaking Opportunity | 75,000 Attendees



IN THE STREETS STAGE SPONSOR -
VALUE \$3,000

Speaking Opportunity | 75,000 Attendees

CELEBRATE FREDERICK IS HAPPY TO CUSTOMIZE A PROPOSAL BASED ON
YOUR COMPANY'S PHILANTHROPIC VISION AND GOALS.

CELEBRATE FREDERICK IS A PRIVATE, NON-PROFIT CORPORATION [501(C)(3)] WORKING IN PARTNERSHIP WITH THE CITY OF FREDERICK.

OUR MISSION IS "TO NURTURE A STRONG SENSE OF COMMUNITY THROUGH THE COORDINATION OF SPECIAL EVENTS IN THE CITY OF FREDERICK."

CELEBRATE WITH US IN 2022!



TO BECOME A SPONSOR CONTACT JEN MARTIN
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