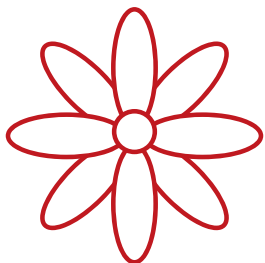




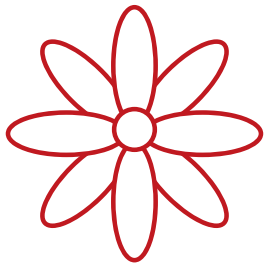
# CELEBRATE SPRING



**2021 SPONSORSHIP OPPORTUNITIES**

**BEYOND THE GARDEN GATES TOUR**

SATURDAY, MAY 21 & SUNDAY, MAY 22, 1 - 5 PM



## BY THE NUMBERS

# BEYOND THE GARDEN GATES TOUR

SATURDAY, MAY 21 & SUNDAY, MAY 22, 1 - 5 PM

10

### FREDERICK GARDENS

A combination of private and public gardens are featured each year, representing a variety of styles from formal to whimsical.

800

### TOUR-GOERS

Over 800 avid gardeners and casual backyard hobbyists attend the tour annually, excited to discover new specimens, methods and ideas to inspire their own green thumbs.

34,000

### SOCIAL MEDIA IMPRESSIONS

A paid social media campaign targeting garden enthusiasts with over 220,000 impressions markets the tour to new visitors. This campaign complements organic posts immediately available to the more than 12,000 Celebrate Frederick Facebook followers and 4,200 Instagram followers.

30

### YEARS IN FREDERICK

The Beyond the Garden Gates Tour has been ushering spring in to downtown Frederick for more than 30 years. The longevity of the tour is possible thanks to a partnership with four local garden clubs: The Garden Club of Frederick, Green-walled Garden Club, the Men's Garden Club and Tasker's Chance Garden Club.

\$2,500

### DONATED TO BEAUTIFICATION PROJECTS

Up to \$2,500 is donated annually to support beautification projects in the City of Frederick each year, with funds coming directly from ticket sales.





## 2021 SPONSORSHIP OPPORTUNITIES

# BEYOND THE GARDEN GATES TOUR

SATURDAY, MAY 21 & SUNDAY, MAY 22, 1 - 5 PM

## PRESENTING SPONSOR - \$3,000

### PARTNER BENEFITS

Connect with over 800 visitors during the tour weekend.

Partnership highlights include:

- Recognition as **Beyond the Garden Gates Tour presented by Company Name** in all official tour mentions and logo recognition on banners hung in downtown Frederick
- Over 140 radio mentions with a cumulative listening audience of over 484,500
- Ten complimentary tour tickets to use in promotional giveaways or customer and/or staff appreciation
- Plus benefits listed below



## HOSPITALITY SPONSOR - \$1,500

### PARTNER BENEFITS

Market to a targeted audience of enthusiastic tour goers that represent both local & regional visitors.

Partnership highlights include:

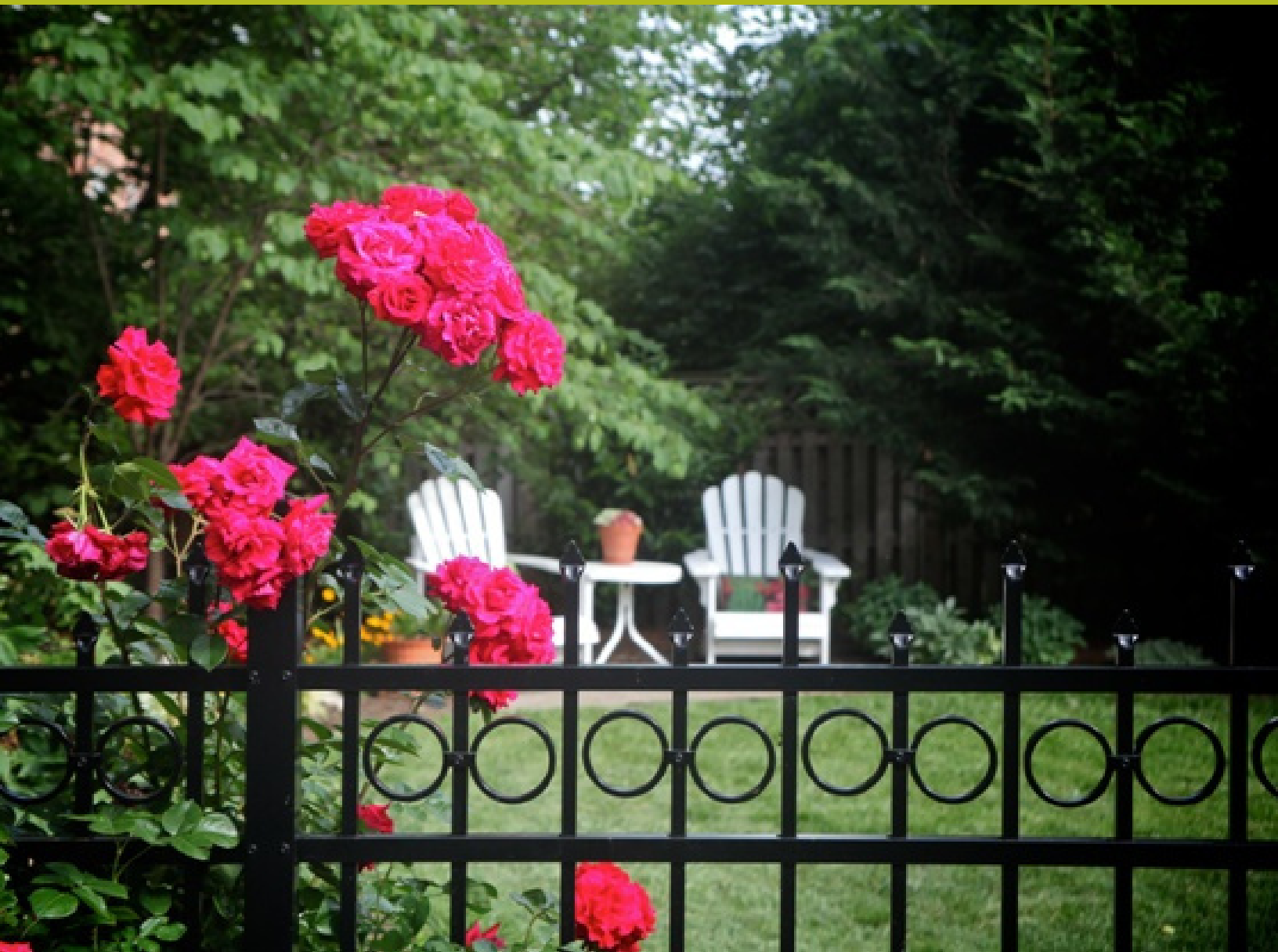
- Opportunity to engage directly with an audience of more than 800 with an on-site presence during the event and advertising space in the official tour booklet
- Company recognition and hyperlink on Celebrate Frederick web pages with over 16,500 views annually.
- Four complimentary tour tickets to use in promotional giveaways or customer and/or staff appreciation efforts



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 2021



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