



CELEBRATE FAMILIES



2023 SPONSORSHIP OPPORTUNITIES

SUMMERFEST FAMILY THEATRE

THURSDAYS IN JUNE, JULY & AUGUST, 10 AM



BY THE NUMBERS

SUMMERFEST FAMILY THEATRE

THURSDAYS IN JUNE, JULY & AUGUST, 10 AM

8

WEEKLY PERFORMANCES

Free, high-quality entertainment on Thursday mornings at the Baker Park Band Shell aimed at toddlers through early elementary aged children.

5,000

SERIES ATTENDANCE

Over the course the summer, more than 5,000 happy children attend the Summerfest Family Theatre and are exposed to professional performers from across the region.

21,000

SOCIAL MEDIA IMPRESSIONS

A paid social media campaign with over 21,000 impressions markets directly to families during the series. This campaign complements organic posts immediately available to the more than 12,000 Celebrate Frederick Facebook followers and 4,200 Instagram followers.

29

YEARS IN FREDERICK

The Summerfest Family Theatre program has been exposing children in Frederick to the performing arts for 29 years.

14,000

ITEMS DONATED TO THE FREDERICK FOOD BANK

During the lifetime of the Summerfest Family Theatre, over 14,000 non-perishable food items have been donated to the Frederick Food Bank as a result of the annual food drive hosted at each performance.



2023 SCHEDULE

SUMMERFEST FAMILY THEATRE

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MARK YOUR CALENDARS

JUNE 22

GUAVA JELLY

CHILDREN'S ISLAND MUSIC

JUNE 29

MR. JON & FRIENDS

CHILDREN'S MUSIC

JULY 6

KING BULLFROG

ROOTS-ROCK FOR CHILDREN

JULY 13

THE UNCLE DEVIN SHOW

CHILDREN'S MUSIC

JULY 20

ROCKNOCEROS

TOT ROCK

JULY 27

123 ANDRES

FAMILY FRIENDLY POP

AUGUST 3

**CAN DANNY COME OUT
AND PLAY?**

CHILDREN'S MUSIC

AUGUST 10

RAINBOW ROCK BAND

CHILDREN'S MUSIC



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PRESENTING SPONSOR - \$3,000

PARTNER BENEFITS

SPONSORED BY



Connect with over 500 children and their families each week for 8 weeks.

Partnership highlights include:

- Recognition as **Summerfest Family Theatre presented by Company Name** in all official series mentions and logo inclusion on banners hung in downtown Frederick in June, July & August
- Over 140 radio mentions with a cumulative listening audience of over 484,500
- Logo recognition and hyperlink on Celebrate Frederick web pages with more than 6.7K views annually
- Plus benefits listed below



PERFORMANCE SPONSOR - \$500

PARTNER BENEFITS

Market to a targeted audience of families with young children.

Partnership highlights include:

- Recognition as **Performance presented by Company Name** in all promotions for the sponsored performance including e-newsletters, social media posts, online calendar of events and the Celebrate Frederick website
- Opportunity to display a promotional banner at sponsor performance
- Opportunity to announce the performer, capturing a live audience to market company products and/or services
- Exhibit space at sponsored performance to engage with 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 2023



**TO BECOME A SPONSOR CONTACT JEN MARTIN
JMARTIN@CITYOFFREDERICK.COM | 301-600-2841**