



"CITY LIGHTS" BY REBECCA PEARL
2022 HOLIDAY ART COMPETITION WINNER

CELEBRATE THE HOLIDAYS



2023 SPONSORSHIP OPPORTUNITIES

THE HOLIDAYS IN HISTORIC FREDERICK

DOWNTOWN FREDERICK



BY THE NUMBERS

THE HOLIDAYS IN HISTORIC FREDERICK

DOWNTOWN FREDERICK

5

SIGNATURE HOLIDAY EVENTS

From an old-fashioned parade through the holiday lit streets of downtown Frederick to a festive tour of historic homes, Celebrate Frederick presents five events that engage a wide demographic.

9500

AVERAGE OVERALL ATTENDANCE

With a variety of events that are family-friendly and appealing to adults, audiences are drawn from the City, County and region.

17,500

CELEBRATE FREDERICK FANS

Each week, 17,500 fans of the Holiday series actively gather event details by visiting the Celebrate Frederick website, following posts on social media and receiving an e-newsletter.

36

YEARS IN FREDERICK

The Holidays in Historic Frederick events have been capturing the charm and ambience of downtown Frederick during the Holiday season for over 30 years.

\$2,500

FUNDS RAISED FOR BEAUTIFICATION PROJECTS

Partial proceeds from the Candlelight House Tour support local projects and groups that keep Frederick beautiful throughout the year. Past recipients include the Men's Garden Club of Frederick, Green-walled Garden Club and Color on the Creek.



2023 SPONSORSHIPS

THE HOLIDAYS IN HISTORIC FREDERICK

DOWNTOWN FREDERICK

HOLIDAY ART COMPETITION - PRESENTING SPONSOR - \$1,500

The Holiday Art Competition entries comprise an annual exhibit housed in the Delaplaine Visual Arts Center's Gardiner Gallery for the entire month of December.

Partnership highlights include:

- Opportunity to connect with an audience that is largely local, upper middle class and over the age of 35. Attendance: 350
- Name recognition and hyperlink in minimum of one e-newsletter with a 2.2K subscribers
- Name recognition, hyperlink and logo on event landing page and all references on CelebrateFrederick.com (*6K+ views annually*)
- Logo and name recognition in Facebook Event and a minimum of 1 post on Facebook (*12.5K followers*) and Instagram (*4.1K followers*)
- Opportunity for a company representative to speak at the Competition reception to capture a live audience to communicate information about services, specials, etc.



NOVEMBER 29

SCENTS & SWEETS COMPETITION - PRESENTING SPONSOR \$1,500

The Scents & Sweets Competition provides an opportunity for professionals and amateurs to create festive gingerbread houses and holiday wreaths that compete for Judges' and Peoples' Choice awards!

- Opportunity to connect with an audience that is largely local, family-focused and over the age of 35. Attendance: 350
- Name recognition and hyperlink in minimum of one e-newsletter with a 2.2K subscribers
- Name recognition, hyperlink and logo on event landing page and all references on CelebrateFrederick.com (*6K+ views annually*)
- Logo and name recognition in Facebook Event and a minimum of 1 post on Facebook (*12.5K followers*) and Instagram (*4.1K followers*)
- Opportunity for a company representative to speak at the Competition reception to capture a live audience to communicate information about services, specials, etc.



NOVEMBER 30



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DOWNTOWN FREDERICK

CANDLELIGHT HOUSE TOUR SPONSORED BY

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

PRESENTING SPONSORSHIP

- Opportunity to market your business to an attendance of up to 2,500 on site and with advertising space in the official tour booklet and ticket.
- Opportunity to provide attendees with a special promotion delivered electronically with ticket purchase confirmation
- Company link and recognition in a social media campaign with total impressions of at least 20,000.
- Ten (10) complimentary tour tickets to be used in customer and/or employee appreciation - *Value \$250*

HOSPITALITY CENTER SPONSOR - \$2,000

- Opportunity to market your business to an attendance of up to 2,500 with advertising space in the official tour booklet and ticket.
- Opportunity to provide signage to display at the Hospitality Center.
- Company link and recognition in a social media campaign with total impressions of at least 10,000
- Four (4) complimentary tour tickets to be used for customer and/or employee appreciation - *Value \$100*



DECEMBER 2 & 3

KRIS KRINGLE PROCESSION SPONSORED BY

5,000 attendees gather at dusk to watch over 2,000 participants march in this annual event that culminates with the iconic lighting of the City Christmas tree. Partnership highlights include:

- Opportunity for company representatives to march in the procession
- Name recognition in official event program and in remarks at Closing Ceremony
- Company link and recognition in a social media campaign with total impressions of at least 10,000



DECEMBER 9

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

OUR MISSION IS "TO PLAN AND IMPLEMENT SPECIAL EVENTS AND ACTIVITIES TO OFFER THE FREDERICK COMMUNITY A SHARED CULTURAL EXPERIENCE."

CELEBRATE WITH US IN 2023



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