



CELEBRATE MUSIC



SUMMER CONCERT SERIES

SUNDAYS IN JUNE, JULY & AUGUST
BAKER PARK BAND SHELL • 7 PM



BY THE NUMBERS

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12

WEEKLY CONCERTS

Free, high-quality musical entertainment on Sunday nights in June, July and August at the Baker Park Band Shell

30,000

CONCERT ATTENDANCE

Over the course of the summer, more than 30,000 guests enjoy a variety of entertainment ranging from swing and oldies, to soul and country.

24,000

UNIQUE PAGE VIEWS

The various Summer Concert Series pages on the Celebrate Frederick website received over 24,600 unique page views annually. Nearly half of those views were on the home page, with the remainder divided among the calendar listings and 50/50 raffle ticket page.

48

YEARS IN FREDERICK

Concerts have been filling the Baker Park Band Shell with music in Frederick for over 40 years.

3000

ITEMS DONATED ANNUALLY TO THE FREDERICK FOOD BANK

The Frederick Community Action Agency Food Bank Program serves between 600 & 800 Frederick households each month.



2025 SCHEDULE - COMING SOON!

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JUNE 8	THE SOUL TRUTH WITH BILLY MAYFIELD SOUL/FUNK/R&B
JUNE 15	THE PLATE SCRAPERS PROGRESSIVE BLUEGRASS
JUNE 22	I&I RIDDIM ROCKIN' REGGAE SPONSORED BY MINI OF MONTGOMERY COUNTY
JUNE 29	QUICK SHIFT VARITEY DANCE ROCK SPONSORED BY STROLL IJAMSVILLE
JULY 6	USAF FULL SPECTRUM POP/ROCK
JULY 13	URB - THE URBAN RHYTHM BAND GO-GO
JULY 20	NEW LEGACY BLUES HIGH ENERGY BLUES
JULY 27	U2TOPIA TRIBUTE TO U2 SPONSORED BY WOODSBORO BANK
AUGUST 3	GILLIAN SMITH COUNTRY SPONSORED BY RENEWAL BY ANDERSEN & ROTARY CLUB OF CARROLL CREEK
AUGUST 10	GRINGO JINGO TRIBUTE TO SANTANA SPONSORED BY RENEWAL BY ANDERSEN
AUGUST 17	SCOTT AMBUSH JAZZ SPONSORED BY FREDERICK JAZZ SOCIETY
AUGUST 24	IZIS LA ENFERMERA DE LA SALSA LATIN



2025 SPONSORSHIPS

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PRESENTING SPONSOR - \$10,000

Connect with 2,500 visitors each week for 12 weeks.

Partnership highlights include:

- Company recognition and logo on a banner hung from the Square Corners in downtown Frederick for the duration of June, July & August
- Over 600 radio mentions with a cumulative listening audience of over 300,000
(Value - \$37,500)
- Recognition in a social media schedule with a reach of over 115,000
- Company link and logo recognition in a minimum of three electronic newsletters with a subscriber base of over 2,200
- Company link and logo recognition on the Summer Concert Series landing page and event listings, with nearly 25,000 page views annually



PERFORMANCE SPONSOR - \$2,000

Pick your perfect audience with 12 unique genres to choose from.

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.
- Recognition as **Performance presented by Company Name** in a radio and online campaign on WFRE & WFMD the week prior to scheduled performance with a promotional value of **\$3,125!**
- Opportunity to provide a banner to be hung during the sponsored 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 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 2025



TO BECOME A SPONSOR CONTACT JEN MARTIN
JMARTIN@CITYOFFREDERICKMD.GOV | 301-600-2841