



CELEBRATE INDEPENDENCE DAY



2026 SPONSORSHIP OPPORTUNITIES

FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION

SATURDAY, JULY 4 • BAKER PARK
NOON - DUSK



BY THE NUMBERS

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1

LARGEST CELEBRATION

Frederick's 4th is the largest Independence Day Celebration in Frederick County.

40

YEARS IN FREDERICK

Frederick's 4th has been celebrating this quintessential American holiday in the heart of downtown Frederick for over 40 years.

75,000

ATTENDANCE

Guests enjoy two stages of live entertainment, three beer, wine & spirits gardens, a variety of children's activities, a corn hole tournament and more from Noon to dusk.

2000

FIREWORKS SHELLS SHOT

2,000 firework shells are shot from the grounds of Parkway Elementary School during the 30-minute show that serves as the grand finale to the day's festivities.

125,000

PAGE VIEWS

Frederick's 4th is the most viewed event on the Celebrate Frederick website with over 125,000 views annually across the various event pages and calendar listing.



2026 SPONSORSHIPS

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PRESENTING SPONSOR - \$5,000

Connect with over 75,000 visitors during one of Celebrate Frederick's most iconic events .

Partnership highlights include:

- Recognition as **Frederick's 4th - An Independence Day Celebration presented by Company Name** in all official event mentions and logo inclusion on banners hung at the Square Corners in downtown Frederick
- Over 120 radio mentions with a cumulative weekly listener audience of 484,500
- Company link and recognition in a social media campaign with total impressions of over 70,000
- Plus benefits listed below...



BAND SHELL STAGE SPONSOR - \$3,000

Engage with over 75,000 guests at your exhibit booth and with speaking opportunities prior to each stage performance.

Partnership highlights include:

- Company recognition in all official stage mentions
- Company link and recognition in an e-newsletter campaign with over 2,200 subscribers
- Opportunity to provide banner to be displayed at the stage
- Six VIP passes to the Beer/Wine/Spirits Gardens to use in promotional giveaways or for customer and/or staff appreciation





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FIREWORKS

BEER/WINE/SPIRITS GARDEN SPONSORS - \$3,000

PARTNER BENEFITS

Engage with over 75,000 guests at your exhibit booth.

Partnership highlights include:

- Company recognition in all official fireworks and/or Garden mentions
- Company link and recognition in an e-newsletter campaign with over 2,200 subscribers
- Six complimentary VIP passes to the Beer/Wine/Spirits Gardens to use in promotional giveaways or for customer and/or staff appreciation
- Speaking opportunity for a company representative



ACTIVITY SPONSOR - \$1,500

PARTNER BENEFITS

Market directly over 75,000 attendees representing a wide demographic landscape.

Partnership highlights include:

- Recognition in Official Event Map
- Exhibit space at event to display signage and distribute promotional material from 12:30 - 6 PM



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 2026



TO BECOME A SPONSOR CONTACT JEN MARTIN
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