



CELEBRATE COMMUNITY



2026 SPONSORSHIP OPPORTUNITIES

IN THE STREETS

SATURDAY, SEPTEMBER 12 • DOWNTOWN FREDERICK

9 AM • MARKET STREET MILE

11 AM - 5 PM • IN THE STREETS

NOON - 5 PM • CRAFT BEVERAGE EXPERIENCE

5 - 9 PM • UP THE CREEK



BY THE NUMBERS

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9

THEMED AREAS

8 blocks of Market Street and much of Carroll Creek Linear Park is filled with non-profits, local businesses, music, food and entertainment representing a variety of themed blocks.

43

YEARS IN FREDERICK

The first In The Streets was held in 1983 to celebrate the re-opening of Market Street after a long-term closure to lay underground wires.

75,000

ATTENDEES

Visitors enjoy a full day of activities including the Market Street Mile, street festival, Craft Beverage Experience and the Up The Creek after party at the Carroll Creek Amphitheater.

240

EXHIBITORS

Over 240 non-profits, local businesses and restaurants line Market Street and the Carroll Creek Linear Park during In The Streets, taking advantage of the tremendous marketing opportunity the event provides.

90,000

PAGE VIEWS

The various In The Streets pages on the Celebrate Frederick website garnered over 90,000 page views last year.



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PRESENTING SPONSOR - \$5,000



Partnership highlights include:

- Recognition as **In The Streets presented by Company Name** in all official event mentions and logo inclusion on two (2) banners hung on the light poles at the corners of Market & Patrick Streets the first two weeks in September.
- Company logo and link on all In The Streets web pages with over 90,000 views annually.
- Name and logo recognition (hyperlinked) on a minimum of 2 e-newsletters with a subscriber list of over 2,200.
- Company link and recognition in a social media campaign with total impressions of over 100,000
- Exhibit space at the event to engage with 75,000 attendees

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:

- Recognition as **Stage presented by Company Name** in all official mentions
- Opportunity to provide banner to be displayed at the stage
- Opportunity to announce each performer, capturing a live audience to market products and/or services
- Exhibit space at the event to engage with 75,000 attendees



CELEBRATE FREDERICK IS HAPPY TO CUSTOMIZE A PROPOSAL BASED ON YOUR COMPANY'S PHILANTHROPIC VISION AND GOALS.



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CRAFT BEVERAGE EXPERIENCE SPONSOR - \$3,000

Market to a targeted group of visitors with an interest in the craft beverage industry.

Partnership highlights include:

- Recognition as **Craft Beverage Experience presented by Company Name** in all official mentions
- Company link and recognition in a social media campaign with total impressions of over 29,000
- Opportunity to provide a banner to be displayed on the Suspension Bridge
- Six (6) complimentary passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation
- Exhibit space to engage directly with visitors



UP THE CREEK SPONSOR - \$2,500

The official In The Streets after party features live entertainment, beer, wine and food at the Carroll Creek Amphitheater.

Partnership highlights include:

- Opportunity to announce performers, capturing a live audience to market products and/or services
- Opportunity to provide banner to be displayed at the stage
- Company link and recognition in a social media campaign with total impressions of over 29,000
- Four VIP passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation

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BLOCK SPONSOR - \$2,500

PARTNER BENEFITS

Pick your perfect audience with 8 unique themed blocks to pick from.

Partnership highlights include:

- Recognition as **Block presented by Company Name** in all promotions for the sponsored block including e-newsletters, social media posts and the Celebrate Frederick website.
- Opportunity to provide a banner to be displayed at the event
- Exhibit space in sponsored block to engage with attendees
- Two complimentary passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation



IN THE STREET BLOCKS INCLUDE:

- **Sports Block** - S. Market Street, between Carroll Creek & Patrick Street
- **Art Block** - N. Market Street, between Patrick & Church Streets
- **History Block** - N. Market Street, between Church & 2nd Streets
- **Health & Wellness Block** - N. Market Street, between 2nd & 3rd Streets
- **Artisan Block** - N. Market Street, between 3rd & 4th Streets
- **Going Green Block** - N. Market Street, between 4th & 5th Streets
- **Public Safety Block** - N. Market Street, between 5th & 6th Streets
- **Kids Block** - N. Market Street, between 6th & 7th Streets

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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
JMARTIN@CITYOFFREDERICK.COM | 301-600-2841