



CELEBRATE FAMILIES



2026 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 social media campaign with over 21,000 impressions markets directly to families during the series. This campaign is immediately available to the more than 14,500 Celebrate Frederick Facebook followers and 5,400 Instagram followers.

30

YEARS IN FREDERICK

The Summerfest Family Theatre program has been exposing children in Frederick to the performing arts for 30 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.



2026 SCHEDULE
SUMMERFEST FAMILY THEATRE

THURSDAYS IN JUNE, JULY & AUGUST, 10 AM

MARK YOUR CALENDARS

JUNE 18	RAINBOW ROCK BAND CHILDREN'S MUSIC
JUNE 25	MR. JON & FRIENDS CHILDREN'S MUSIC
JULY 9	KING BULLFRONG CHILDREN'S MUSIC
JULY 16	MARYLAND SYMPHONY ORCHESTRA BRASS QUINTET PRESENTS, "BIG BRASS BARNYARD" CHILDREN'S MUSIC
JULY 23	MS. NIKI MUSIC EDU-TAINERS
JULY 30	GUAVA JELLY CHILDREN'S MUSIC
AUGUST 6	THEATRICKS CIRCUS EXPERIENCE! CIRCUS COMEDY
AUGUST 13	FYUTCH & AURA V CHILDREN'S MUSIC



2026 SPONSORSHIP OPPORTUNITIES

SUMMERFEST FAMILY THEATRE

THURSDAYS IN JUNE, JULY & AUGUST, 10 AM

PRESENTING SPONSOR - \$3,000

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
- Logo inclusion on a banner hung on the Baker Park Band Shell during the months of June, July & August
- Logo recognition and hyperlink on all Summerfest Family Theatre web pages on CelebrateFrederick.com 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 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@CITYOFFREDERICKMD.GOV | 301-600-2841