



# CELEBRATE INDEPENDENCE DAY



## **2024 SPONSORSHIP OPPORTUNITIES**

### **FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION**

THURSDAY, JULY 4 • BAKER PARK  
NOON - DUSK



## BY THE NUMBERS

### FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION

THURSDAY, JULY 4 • BAKER PARK  
NOON - DUSK

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 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.



# 2024 SPONSORSHIPS

## FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION

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### PRESENTING SPONSOR - \$5,000

SPONSORED BY **Wawa**

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 2024



TO BECOME A SPONSOR CONTACT JEN MARTIN  
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