

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

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.



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.

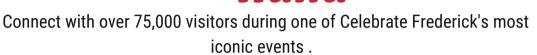


2024 SPONSORSHIPS

FREDERICK'S 4TH - AN INDEPENDENCE DAY CELEBRATION THURSDAY, JULY 4 · BAKER PARK NOON - DUSK

PRESENTING SPONSOR - \$5,000

SPONSORED BY



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

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



2024 SPONSORSHIPS

FREDERICK'S 4TH - AN INDEPENDENCE DAY CI thursday, july 4 • baker park noon - dusk

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

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Drees

CELEBRATE WITH US IN 2024

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."

TO BECOME A SPONSOR CONTACT JEN MARTIN JMARTIN@CITYOFFREDERICK.COM | 301-600-2841