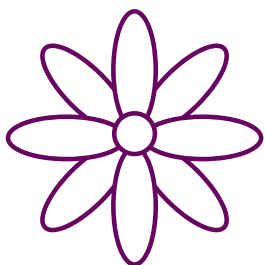




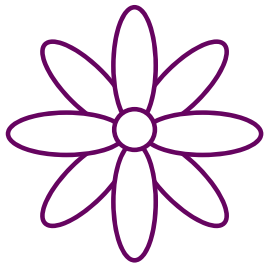
# CELEBRATE SPRING



**2024 SPONSORSHIP OPPORTUNITIES**

**BEYOND THE GARDEN GATES TOUR**

SATURDAY, MAY 18 & SUNDAY, MAY 19, 1 - 5 PM



## BY THE NUMBERS

# BEYOND THE GARDEN GATES TOUR

SATURDAY, MAY 18 & SUNDAY, MAY 19, 1 - 5 PM

12

### FREDERICK GARDENS

A combination of private and public gardens are featured each year, representing a variety of styles from formal to whimsical.

800

### TOUR-GOERS

Over 800 avid gardeners and casual backyard hobbyists attend the tour annually, excited to discover new specimens, methods and ideas to inspire their own green thumbs.

50,000

### SOCIAL MEDIA REACH

A social media campaign targeting garden enthusiasts with a reach of over 50,000 markets the tour to visitors. This campaign is immediately available to the more than 14,500 Celebrate Frederick Facebook followers and 5,400 Instagram followers.

40

### YEARS IN FREDERICK

The Beyond the Garden Gates Tour has been ushering spring in to downtown Frederick for more than 40 years. The longevity of the tour is possible thanks to a partnership with four local garden clubs: The Garden Club of Frederick, Green-walled Garden Club, the Men's Garden Club and Tasker's Chance Garden Club.

\$2,500

### DONATED TO BEAUTIFICATION PROJECTS

Up to \$2,500 is donated annually to support beautification projects in the City of Frederick each year, with funds coming directly from ticket sales.



## 2024 SPONSORSHIP OPPORTUNITIES

# BEYOND THE GARDEN GATES TOUR

SATURDAY, MAY 18 & SUNDAY, MAY 19, 1 - 5 PM

## PRESENTING SPONSOR - \$3,000

### PARTNER BENEFITS

Connect with over 800 visitors during the tour weekend.

Partnership highlights include:

- Recognition as **Beyond the Garden Gates Tour presented by Company Name** in all official tour mentions and logo recognition on banners hung in downtown Frederick
- Opportunity to engage directly with an audience of more than 800 with an on-site presence during the event and advertising space in the official tour booklet
- Ten complimentary tour tickets to use in promotional giveaways or customer and/or staff appreciation
- Plus benefits listed below



## HOSPITALITY CENTER SPONSOR - \$1,500

SPONSORED BY 

Market to a targeted audience of enthusiastic tour goers that represent both local & regional visitors.

Partnership highlights include:

- Opportunity to place a full page ad in the tour booklet distributed to 800+ tour attendees.
- Company recognition and hyperlink on Celebrate Frederick web pages with over 16,500 views annually.
- Six complimentary tour tickets to use in promotional giveaways or customer and/or staff appreciation efforts





## 2024 SPONSORSHIP OPPORTUNITIES

# BEYOND THE GARDEN GATES TOUR

SATURDAY, MAY 18 & SUNDAY, MAY 19, 1 - 5 PM

## TICKET SPONSOR - \$1,000

### PARTNER BENEFITS



Market to a targeted audience of enthusiastic tour goers that represent both local & regional visitors.

Partnership highlights include:

- Opportunity to place a half page ad in the tour booklet distributed to 800+ tour attendees.
- Name recognition and hyperlink in a minimum of two e-newsletters with over 3.9K subscribers.
- Four complimentary tour tickets to use in promotional giveaways or customer and/or staff appreciation efforts

## GARDEN SPONSOR - \$500

### PARTNER BENEFITS

Position your businesses as a strong supporter of the local community.

Partnership highlights include:

- Opportunity to market your business to an attendance of 800+ with logo and website link/QR Code on a yard sign displayed at assigned garden
- Company logo recognition on Tour Supporter Page in official Tour Booklet
- Two complimentary tour tickets to be used for customer and/or employee appreciation



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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