



CELEBRATE MUSIC



SUMMER CONCERT SERIES

SUNDAYS IN JUNE, JULY & AUGUST
BAKER PARK BAND SHELL • 7 PM



BY THE NUMBERS

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12

WEEKLY CONCERTS

Free, high-quality musical entertainment on Sunday nights in June, July and August at the Baker Park Band Shell

30,000

CONCERT ATTENDANCE

Over the course of the summer, more than 30,000 guests enjoy a variety of entertainment ranging from swing and oldies, to soul and country.

24,000

UNIQUE PAGE VIEWS

The various Summer Concert Series pages on the Celebrate Frederick website received over 24,600 unique page views annually. Nearly half of those views were on the home page, with the remainder divided among the calendar listings and 50/50 raffle ticket page.

48

YEARS IN FREDERICK

Concerts have been filling the Baker Park Band Shell with music in Frederick for over 40 years.

3000

ITEMS DONATED ANNUALLY TO THE FREDERICK FOOD BANK

The Frederick Community Action Agency Food Bank Program serves between 600 & 800 Frederick households each month.



2024 SCHEDULE - COMING SOON!

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- JUNE 9** MAX ROSADO & THE 7TH STREET BAND | LATIN
- JUNE 16** STARLIGHT ANTHEM | HIGH-ENERGY ROCK
SPONSORED BY STROLL IJAMSVILLE
- JUNE 23** LANA SPENCE BAND | FUNK/SOUL/R&B
- JUNE 30** RAYS OF VIOLET | THE GRATEFUL DEAD TRIBUTE
SPONSORED BY WOODSBORO BANK
- JULY 7** ELIKEH | AFROFUNK
- JULY 14** AHZAY | HIP-HOP
- JULY 21** DUPONT BRASS | R&B SUPPORTED BY
MARYLAND STATE ARTS COUNCIL
- JULY 28** SAGAMORE BAND | CLASSIC ROCK
SPONSORED BY ROTARY CLUB OF CARROLL
CREEK
- AUGUST 4** SIX ON FIVE COLLECTIVE | COUNTRY
SPONSORED BY ROY ROGERS RESTAURANTS
- AUGUST 11** THE WHISKEY TREATY ROADSHOW |
FOLK/AMERICANA
- AUGUST 18** DALE & THE ZDUBS | SKA
- AUGUST 25** THE FREDERICK SYMPHONY ORCHESTRA, FT.
PRIZM | ROCK

SCHEDULE SUBJECT TO CHANGE



2024 SPONSORSHIPS

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PRESENTING SPONSOR - \$10,000

SPONSORED BY **Ryan Homes**

Connect with 2,500 visitors each week for 12 weeks.

Partnership highlights include:



- Company recognition and logo on a banner hung from the Square Corners in downtown Frederick for the duration of June, July & August
- Over 600 radio mentions with a cumulative listening audience of over 300,000 (**Value - \$37,500**)
- Recognition in a social media schedule with a reach of over 115,000
- Company link and logo recognition in a minimum of three electronic newsletters with a subscriber base of over 2,200
- Company link and logo recognition on the Summer Concert Series landing page and event listings, with nearly 25,000 page views annually

PERFORMANCE SPONSOR - \$2,000

Pick your perfect audience with 12 unique genres to choose from.

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.
- Recognition as **Performance presented by Company Name** in a radio and online campaign on WFRE & WFMD the week prior to scheduled performance with a promotional value of **\$3,125!**
- Opportunity to provide a banner to be hung during the sponsored 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 2024



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