



CELEBRATE FREDERICK

2025 SPONSORSHIP OPPORTUNITIES

CELEBRATE FREDERICK

FEBRUARY THROUGH DECEMBER
DOWNTOWN FREDERICK





BY THE NUMBERS

CELEBRATE FREDERICK

FEBRUARY THROUGH DECEMBER
DOWNTOWN FREDERICK

31

EVENT DATES

Celebrate Frederick presents 31 event dates annually including: Bootleggers' Ball, the Beyond the Garden Gates Garden Tour, the Summer Concert Series, Summerfest Family Theatre, Frederick's 4th - An Independence Day Celebration, In The Streets and the Holidays in Historic Frederick event series.

250,000

ATTENDANCE

Each year over 250,000 visitors gather in The City of Frederick to attend a Celebrate Frederick event.

288,000

PAGE VIEWS

The Celebrate Frederick website logged over 288,000 page views in 2024. The most viewed event on the site is Frederick's 4th - An Independence Day Celebration, followed by the Summer Concert Series and In The Streets.

48

YEARS IN FREDERICK

The Summer Concert Series is Celebrate Frederick's longest running event, celebrating 47 years of bringing free, high-quality entertainment to the Baker Park Band Shell. Most other events in the Celebrate Frederick portfolio have been a part of the community for more than 25 years.

2,000

VOLUNTEER HOURS

Celebrate Frederick volunteers donated more than 2,000 hours of service in the planning and execution of events in 2023.

EVENTS CALENDAR

CELEBRATE FREDERICK

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BOOTLEGGERS' BALL

UNION MILLS PUBLIC HOUSE | SATURDAY, FEBRUARY 8 | VIP (6 - 8 PM), GA (8 - 11 PM)

The Bootleggers Ball returns as a signature Celebrate Frederick fundraiser for the second year in 2025. The 21 and over costumed affair includes live entertainment, games of chance, appetizers and specialty cocktails...speakeasy style! A VIP Experience is being added in 2025, with a custom Escape Room event and food and spirits pairings! General admission tickets are \$80 and VIP tickets are \$150.

DEMOGRAPHICS

Bootleggers Ball attracts a primarily middle to upper class audience 35 and over. Geographically, the event draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE TOUR ATTENDANCE

200



BEYOND THE GARDEN GATES TOUR

DOWNTOWN FREDERICK | SATURDAY, MAY 17 & SUNDAY, MAY 18, 1 - 5 PM

For over twenty years, hundreds of garden enthusiasts have descended upon downtown Frederick for the chance to explore the elegant, whimsical and inventive gardens nestled behind the gates of private Frederick homes each spring. A favorite of residents and visitors alike, the tour has raised thousands of dollars for local garden clubs and multiple beautification projects around Frederick.

DEMOGRAPHICS

The Beyond the Garden Gates Tour attracts a primarily female middle to upper class audience 35 and over. Geographically, the tour draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE TOUR ATTENDANCE

800

EVENTS CALENDAR

CELEBRATE FREDERICK

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DOWNTOWN FREDERICK



SUMMER CONCERT SERIES

BAKER PARK BAND SHELL | SUNDAYS IN JUNE, JULY & AUGUST, 7 - 8:30 PM

A Sunday night tradition in Frederick for 48 years, these free concerts are held Sunday evenings at 7:00 pm in June, July and August. Performances feature local, regional and national acts in a variety of musical genres. Visitors are encouraged to bring a canned food item, in lieu of admission, to benefit the Frederick County Food Bank.

DEMOGRAPHICS

The Summer Concert Series attracts an audience largely between the ages of the 25 and 54. The zero to minimal concert cost and performance variety attracts concert goers of all income levels. Geographically, the performances draw largely from the city and county of Frederick.

AVERAGE CONCERT ATTENDANCE

2,000 to 3,000 (30,000 per season)



SUMMERFEST FAMILY THEATRE

BAKER PARK BAND SHELL | THURSDAYS IN JUNE, JULY & AUGUST, 10 - 10:45 AM

This free event is held on Thursday mornings at 10 am in June, July and August. Summerfest celebrates over 25 years featuring local, regional and national performers showcasing live music, magic and story-telling in the Bandshell.

DEMOGRAPHICS

The Summerfest Family Theatre focuses on the entertainment of children between pre-school to early elementary. The audience consists primarily of Frederick city and county-based camps, daycare programs and moms groups. The timing of the performances and low investment cater perfectly to this demographic.

AVERAGE PERFORMANCE ATTENDANCE

750 (5,250 per season)

EVENTS CALENDAR

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK



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

Frederick's 4th has served as the premier 4th of July event locally and regionally for over 35 years. Families from the surrounding region enjoy a day packed with rides, activities and entertainment. Compete in a cornhole tournament, enjoy free entertainment or take a dip in the municipal swimming pool – there is a little something for everyone. The celebration begins at noon and is capped off by an award-winning fireworks display at dusk.

DEMOGRAPHICS

Frederick's 4th Celebration attracts family-oriented audiences and young adults. Due to the great variety of activities and entertainment, age groups of attendees vary throughout the event day. Geographically, the celebration draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE CELEBRATION ATTENDANCE
75,000



IN THE STREETS DOWNTOWN FREDERICK | SATURDAY, SEPTEMBER 13, 11 AM - 5 PM

For over 40 years In the Streets has been regarded as one of Frederick's best annual events! This outstanding outdoor street festival features numerous blocks of continuous entertainment and activities, multiple stages of live music, children's activities, fabulous food, strolling entertainment and more. This free event is held in Historic Downtown Frederick along Carroll Creek Linear Park and Market Street from Carroll Creek to 7th Street. The festival day also features the Annual Market Street Mile and the Up the Creek Party.

DEMOGRAPHICS

In the Street attracts family-oriented audiences and young adults. Geographically, the festival draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

AVERAGE FESTIVAL ATTENDANCE
75,000



EVENTS CALENDAR

CELEBRATE FREDERICK

MAY THROUGH DECEMBER
DOWNTOWN FREDERICK



HOLIDAYS IN HISTORIC FREDERICK DOWNTOWN FREDERICK

From an old-fashioned parade through the holiday lit streets of downtown Frederick to a charming tour of historic homes decked in festive décor, Celebrate Frederick presents five events sure to put you in the holiday spirit. Designed to appeal to all ages, these events capture the charm and ambiance of downtown Frederick during the Holiday season.

DEMOGRAPHICS

The Holidays in Historic Frederick attracts family-oriented to adult audiences. Geographically, the series of events draws an audience from the local City and County, as well as the region including Washington D.C., Northern Virginia, Washington County, Montgomery County, Carroll County and southern Pennsylvania.

HOLIDAYS IN HISTORIC FREDERICK EVENTS

- **HOLIDAY ART COMPETITION**
DELAPLAINE ARTS CENTER | WEDNESDAY, DECEMBER 4, 5:30 PM
This juried art exhibit displays "Frederick During the Holidays." The winning work of art is featured in the 2026 Holiday marketing campaign and merchandise. Attendance 500.
- **SCENTS & SWEETS COMPETITION AND AUCTION**
NEW SPIRE ARTS | THURSDAY, DECEMBER 5, 5:30 PM
A treat for the senses, this competition includes gingerbread structures and floral arrangements in categories ranging from amateur to professional. Attendance 500.
- **CANDLELIGHT HOUSE TOUR**
**DOWNTOWN FREDERICK | SATURDAY, DECEMBER 6, 5 - 9 PM &
SUNDAY, DECEMBER 7, NOON - 4 PM**
The self-guided walking tour highlights six private homes elaborately adorned for the Holiday season. Tickets are \$25. Attendance 1,800.
- **FESTIVAL OF LIGHTS**
CITY HALL COURTYARD | WEDNESDAY, DECEMBER 11, 6:30PM
Holiday greetings, carols, an inspirational message and A candle-lighting ceremony are part of this event that highlights the true meaning of the holiday season. Attendance 500.
- **KRIS KRINGLE PROCESSION**
DOWNTOWN FREDERICK & BAKER PARK BANDSHELL | FRIDAY, DECEMBER 13, 6:30 PM
The annual parade mirrors the small town charm that makes Frederick so special during the Holidays. Local organizations, youth clubs and musical groups accompanying costumed characters through the tree-lit streets of downtown. Attendance 5,000.



2025 SPONSORSHIPS

CELEBRATE FREDERICK

FEBRUARY THROUGH DECEMBER
DOWNTOWN FREDERICK

SPIRES SPONSOR - \$22,000

PARTNER BENEFITS

The premiere Celebrate Frederick sponsorship level includes a full, calendar year of marketing benefits, opportunity for community engagement and exclusive, naming rights to one of the Celebrate Frederick events listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*288K pageviews annually*)
- Company logo on a banner hung from the Baker Park Band Shell for the duration of the summer. Celebrate Frederick events alone bring over 110,000 visitors to the Band Shell in June, July & August.
- Exhibit space opportunities at the Summer Concert Series (*minimum of 3 | Value \$6,000*), Summerfest Family Theatre (*minimum of 3 | Value \$1,500*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to the Bootleggers Ball (2 VIP & 2 GA), Beyond the Garden Gates Garden Tour (10), Frederick's 4th Beer/Wine/Spirits Garden (10), the In The Streets Craft Beverage Experience (10) and the Candlelight House Tour (10) to be used in promotional giveaways and/or employee appreciation (*Value \$1,060*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition, the presenting sponsor benefits associated with one of the following events:



**SUMMER
CONCERT SERIES -
VALUE \$10,000**

Pending renewal by Ryan Homes.

12 Concerts | 30,000 Attendees | 3 Months



**HOLIDAYS IN HISTORIC
FREDERICK -
VALUE \$10,000**

5 Events | 10,000 Attendees | 3 Weeks

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



2025 SPONSORSHIPS

CELEBRATE FREDERICK

FEBRUARY THROUGH DECEMBER
DOWNTOWN FREDERICK

CARILLON SPONSOR - \$14,500

PARTNER BENEFITS

The Carillon level sponsorship includes a variety of marketing benefits, opportunities to engage with a wide audience and presenting sponsor benefits associated with one of the Celebrate Frederick events listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*288K pageviews annually*)
- Exhibit space opportunities at the Summer Concert Series (*minimum of 2 | Value \$4,000*), Summerfest Family Theatre (*minimum of 2 | Value \$1,000*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to Bootleggers Ball (4 General Admission), the Beyond the Garden Gates Garden Tour (6), Frederick's 4th Beer/Wine/Spirits Garden (6), the In The Streets Craft Beverage Experience (6) and Candlelight House Tour (6) to be used in promotional giveaways and/or employee appreciation (*Value \$710*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition to presenting sponsor benefits associated with one of the following events:



**SUMMERFEST FAMILY
THEATRE - VALUE \$5,000**

8 Concerts | 5,200 Attendees



**FREDERICK'S 4TH -
VALUE \$5,000**

Pending renewal by Wawa.

75,000 Attendees



**IN THE STREETS -
VALUE \$5,000**

Pending renewal by Pella.

75,000 Attendees



**CANDLELIGHT HOUSE
TOUR - VALUE \$5,000**

Pending renewal by Visit Frederick.

2 Days | 1,800 Attendees

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YOUR COMPANY'S PHILANTHROPIC VISION AND GOALS.



2025 SPONSORSHIPS

CELEBRATE FREDERICK

FEBRUARY THROUGH DECEMBER
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BAND SHELL SPONSOR - \$9,500

PARTNER BENEFITS

The Band Shell level sponsorship includes marketing benefits, opportunities for engagement and the sponsor benefits associated with one of the Celebrate Frederick event elements listed below.

Partnership highlights include:

- Company logo on all marketing pieces produced by Celebrate Frederick including rack cards, flyers, tour booklets and postcards (*total minimum distribution 10K*)
- Company logo in a minimum of 12 e-newsletters (*2.2 K subscribers*)
- Company logo and hyperlink on every event landing page on the Celebrate Frederick website, and on a rolling sponsor scroll found on every page of the site (*288K pageviews annually*)
- Exhibit space opportunities at the Summer Concert Series (*minimum of 1 | Value \$2,000*), Summerfest Family Theatre (*minimum of 1 | Value \$500*), Frederick's 4th - An Independence Day Celebration (*Value \$2,500*) and In The Streets (*Value \$2,500*) to engage with event attendees.
- Complimentary admission to Bootleggers Ball (2 GA) the Beyond the Garden Gates Garden Tour (4), Frederick's 4th Beer/Wine/Spirits Garden (4), the In The Streets Craft Beverage Experience (4) and Candlelight House Tour (4) to be used in promotional giveaways and/or employee appreciation (*Value \$420*)
- Opportunity to distinguish your organization from your peers by showcasing your strong commitment to the Frederick community!

In addition to the sponsorship benefits associated with one of the following events:



BEYOND THE GARDEN GATES TOUR -
VALUE \$3,000

2 Days | 800 Attendees



FREDERICK'S 4TH FIREWORKS -
VALUE \$3,000

Speaking Opportunity | 75,000 Attendees



IN THE STREETS STAGE SPONSOR -
VALUE \$3,000

Speaking Opportunity | 75,000 Attendees

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

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 2025!



TO BECOME A SPONSOR CONTACT JEN MARTIN
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