



# CELEBRATE COMMUNITY



## 2025 SPONSORSHIP OPPORTUNITIES

### IN THE STREETS

SATURDAY, SEPTEMBER 13 • DOWNTOWN FREDERICK

9 AM • MARKET STREET MILE

11 AM - 5 PM • IN THE STREETS

NOON - 5 PM • CRAFT BEVERAGE EXPERIENCE

5 - 9 PM • UP THE CREEK



# BY THE NUMBERS

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8

### THEMED BLOCKS

8 blocks of Market Street and much of Carroll Creek Linear Park is filled with non-profits, local businesses, music, food and entertainment representing a variety of themed blocks.

43

### YEARS IN FREDERICK

The first In The Streets was held in 1983 to celebrate the re-opening of Market Street after a long-term closure to lay underground wires.

75,000

### ATTENDEES

Visitors enjoy a full day of activities including the Market Street Mile, street festival, Craft Beverage Experience and the Up The Creek after party at the Carroll Creek Amphitheater.

240

### EXHIBITORS

Over 240 non-profits, local businesses and restaurants line Market Street and the Carroll Creek Linear Park during In The Streets, taking advantage of the tremendous marketing opportunity the event provides.

90,000

### PAGE VIEWS

The various In The Streets pages on the Celebrate Frederick website garnered over 90,000 page views last year.





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### PRESENTING SPONSOR - \$5,000

PENDING RENEWAL



Pella Mid-Atlantic  
Windows & Doors

Partnership highlights include:

- Recognition as **In The Streets presented by Company Name** in all official event mentions and logo inclusion on two (2) banners hung on the light poles at the corners of Market & Patrick Streets the first two weeks in September.
- Company logo and link on all In The Streets web pages with over 90,000 views annually.
- Name and logo recognition (hyperlinked) on a minimum of 2 e-newsletters with a subscriber list of over 2,200.
- Company link and recognition in a social media campaign with total impressions of over 100,000
- Exhibit space at the event to engage with 75,000 attendees



### STAGE SPONSOR - \$3,000

PENDING RENEWAL



Engage with over 75,000 guests at your exhibit booth and with speaking opportunities prior to each stage performance.

Partnership highlights include:

- Recognition as **Stage presented by Company Name** in all official mentions
- Opportunity to provide banner to be displayed at the stage
- Opportunity to announce each performer, capturing a live audience to market products and/or services
- Exhibit space at the event to engage with 75,000 attendees



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



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### CRAFT BEVERAGE EXPERIENCE SPONSOR - \$3,000

PENDING RENEWAL



Market to a targeted group of visitors with an interest in the craft beverage industry.



Partnership highlights include:

- Recognition as **Craft Beverage Experience presented by Company Name** in all official mentions
- Company link and recognition in a social media campaign with total impressions of over 29,000
- Opportunity to provide a banner to be displayed on the Suspension Bridge
- Six (6) complimentary passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation
- Exhibit space to engage directly with visitors

### UP THE CREEK SPONSOR - \$2,500

PENDING RENEWAL

#### PREMIUM DISTRIBUTORS OF MD

The official In The Streets after party features live entertainment, beer, wine and food at the Carroll Creek Amphitheater.

Partnership highlights include:

- Opportunity to announce performers, capturing a live audience to market products and/or services
- Opportunity to provide banner to be displayed at the stage
- Company link and recognition in a social media campaign with total impressions of over 29,000
- Four VIP passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation



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### BLOCK SPONSOR - \$2,500

### PARTNER BENEFITS

Pick your perfect audience with 8 unique themed blocks to pick from.

Partnership highlights include:

- Recognition as **Block presented by Company Name** in all promotions for the sponsored block including e-newsletters, social media posts and the Celebrate Frederick website.
- Opportunity to provide a banner to be displayed at the event
- Exhibit space in sponsored block to engage with attendees
- Two complimentary passes to the Craft Beverage Experience to use in promotional giveaways or for customer and/or staff appreciation



### IN THE STREET BLOCKS INCLUDE: PENDING RENEWAL

- **Sports Block** - S. Market Street, between Carroll Creek & Patrick Street sponsored by **Power Home Remodeling**
- **Art Block** - N. Market Street, between Patrick & Church Streets sponsored by **Northrop Realty**
- **History Block** - N. Market Street, between Church & 2nd Streets sponsored by **Family Heritage Trust Company**
- **Health & Wellness Block** - N. Market Street, between 2nd & 3rd Streets sponsored by **Soldierfit**
- **Artisan Block** - N. Market Street, between 3rd & 4th Streets sponsored by **Aspen Dental**
- **Going Green Block** - N. Market Street, between 4th & 5th Streets sponsored by **Atlas Home Energy Solutions**
- **Public Safety Block** - N. Market Street, between 5th & 6th Streets sponsored by **Renewal by Andersen**
- **Kids Block** - N. Market Street, between 6th & 7th Streets sponsored by **Dairy Maid Dairy**
- **Information Booths** - Art Block & Going Green Block sponsored by **MINI of Montgomery County**

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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**



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