



INTOWN CONCORD

2025 BUSINESS

PARTNERSHIP GUIDE



INTOWN CONCORD

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Photography by Bill Graham



Welcome to Intown Concord!

We greatly appreciate your unwavering support for Intown Concord's mission to celebrate and enhance the connections in and around downtown Concord. Your support is invaluable as we work towards achieving our goals.

An active Main Street organization plays a crucial role in nurturing a thriving and sustainable downtown. Our downtown is at the heart of our city, where people come together to experience a sense of togetherness and belonging.

We are proud of the significant milestones we have achieved, including forming impactful partnerships, providing building facade grants, and hosting exciting events and programs that showcase our community. These collective efforts attract locals and visitors from all over, inviting them to explore, shop, dine, and enjoy their time in downtown Concord.

Through our work, we connect directly with thousands each year. We're excited to offer you opportunities to engage with this vibrant community as well. By supporting our diverse range of events and programs, you can help enrich the tapestry we're creating.

Your involvement is vital for shaping and sustaining our dynamic downtown. We look forward to collaborating with you and deeply appreciate your support.

JESSICA MARTIN

Executive Director

MISSION

To amplify and celebrate connection in and around downtown Concord.

VALUES



WELCOMING

Fostering inclusivity and embracing diversity.



COLLABORATIVE

Cultivating community partnership.



FUN

Creating joyful experiences for all ages.



VISION

To sustain vibrance and promote the growth of the Concord community.



BENEFITS OF SPONSORSHIP

- The Intown Concord brand is energetic, friendly, and innovative. Be a part of creating an inclusive and welcoming downtown.
- Your brand will receive big exposure beyond the event through our partnerships with radio, tv, print and our website & social media pages
- A variety of events occur throughout the year, allowing you to choose the time & demographic audience that works best for your marketing strategy and budget
- Our events have been community favorites for years. On-site exposure and interaction with attendees is a great way to build your brand.

A Look At The Numbers...

\$2,534,458

Total Economic Impact
Intown Concord's events &
activities brought to down-
town Concord in 2023!

(Based on Americans for the Arts
Prosperity Calculator)

Events that draw an audi-
ence from the Concord area,
regionally from neighboring
states and all over the New
England region!



6
STATES

\$51,685.94

Value of Volunteer Hours

(2300 Hours x \$25.43 per Independent Sector)



10+

Annual Events

A variety of events occur
throughout the year, allow-
ing you to choose the time
& demographic audience
that works best for your
marketing strategy.



Quarterly E-blast for
2,500+ opt-in emails.

2.6% avg. click rate | 29% highly engaged w/content

38.7%+ open
rate

SOCIAL MEDIA
FOLLOWING



15,355



5,438

COMBINED FOLLOWING
20.8K



2025 Downtown Community EVENT CALENDAR

JAN
24 & 25



Concord NH Winter Festival

Celebrate Winter in all its glory! Enjoy ice carving demonstrations, food trucks, an ice bar and other winter activities!

JUN
26, 27 & 28



Market Days Festival

Summer merrymaking at its best during this three-day street festival filled with shopping, food, music & MORE!

OCT
24



Halloween Howl

Trick-or-treat downtown during an evening of costumed family-friendly camaraderie!

DEC
05



Midnight Merriment

Shop 'til midnight with festive vibes. Concord's ultimate holiday shopping experience with music, s'mores and more!

FIRST
FRIDAY
MONTHLY



First Friday

A monthly community event where businesses are encouraged to stay open late and add some excitement to the night by offering sales, giveaways, workshops and more.



CONCORD NH WINTER FESTIVAL

Continuing the festivities downtown, Concord NH Winter Festival celebrates WINTER! Enjoy the carving demonstrations, an ice bar, food trucks and more. Celebrate rather than hibernate after the holidays!



JAN 24-25
FRI-SAT, 2025



Anticipated Attendance 2000+

AUDIENCE

This event is geared towards hardy New Englanders that want to embrace the winter season.

	Presenting \$6,000	Ice Games \$3,000	Photo Op \$1,500	Icicle \$750
Branded Ice Carving Located outside of the highly trafficked State House for the weekend. Signage included.	Larger Than Life-sized Throne Ice Carving	Interactive Activity Ice Carving Options: checkers, cornhole or shuffle board	Interactive Ice Carving "Photo Op"	X
Brand Recognition On all marketing materials	Large Logo	Medium Logo	Small Logo	Small Logo
Company Marketing Intown Website & E-blast	Banner Ad	Banner Ad	Tile Ad	Tile Ad
Company Banner Displayed during event	√	√	√	√
Exhibitor booth space with opportunity to distribute product. One exterior heater provided. Tables, electricity and tents are not provided.	30'x15'	20'x15'	10'x15'	X
Exclusivity as Title/Presenting Sponsor	√	X	X	X
Verbal and Printed Acknowledgement (before, during, after)	√	√	√	√

Yes! We want to be a sponsor for the Concord NH Winter Festival!
Level \$ _____

Check attached Credit Card

Card # _____ Exp. _____ CVV# _____

Company _____ Contact _____

Billing Address _____

Phone _____ Email _____

51st Annual
**MARKET
 DAYS
 FESTIVAL**

MARKET DAYS FESTIVAL

Celebrating its 51st year, Market Days once began as a bargain basement sidewalk sale and has morphed into today's tremendous outdoor entertainment arena. This three-day festival has amazing entertainment, food, kids' activities, street performers, and more! Every year new activities are added to keep the event fresh and engaging!



JUN 26-28
 THURS-SAT, 2025



Anticipated
 Attendance
50,000+

AUDIENCE

This event is an annual destination for people from New Hampshire, surrounding states and the New England area.

	Presenting \$15,000	Specialty \$7,500	Gold \$5,000	Sustainability \$3,500	Silver \$2,500	Bronze \$1,000	Street Performance \$500
Exhibitor Booth <i>Includes distribution of products</i>	30'x15'	20'x15'	20'x15'	x	10'x15'	10'x15'	x
Brand Recognition <i>On all marketing materials</i>	Prominent Logo	Logo	Logo	Logo at recycling stations	Smaller Logo	Name	Name next to sponsored performance
Company Banner <i>Displayed during event</i>	Main Stage	Bicentennial Stage	Eagle Square	ITC Choice	ITC Choice	ITC Choice	x
Company Marketing <i>Market Days Website & E-blast</i>	Banner Ad 4 months	Tile Ad 2 months	Logo	Logo	Static Logo 1 month	x	x
Choice of Specialty <i>Entertainment, Beer Tent, Kids Zone, Doggy Splash Zone, Rock Wall</i>	√	√	Logo	Logo	x	x	x
Verbal and Printed Acknowledgment <i>(before, during, after)</i>	√	√	√	√	√	√	√
Complimentary Intown Concord one-year membership	√	√	√	√	√	√	√
Business Announced at Main Stage	√	√	√	√	√	√	x

Yes! We want to be a sponsor for the Market Days Festival! Level \$ _____

Check attached Credit Card

_____ Card # _____ Exp. _____ CVV# _____

Company _____ Contact _____

Billing Address _____

Phone _____ Email _____



MIDNIGHT MERRIMENT

Celebrating 32 years! Midnight Merriment is the quintessential New England Holiday Tradition! Marking the start of the holiday season, event-goers pack sidewalks, squares, shops, and restaurants spreading holiday cheer and good will! Enjoy carolers, trolley rides, s'mores, and hot cocoa!



DEC 5
FRIDAY, 2025

NEW last year is the Parade of Lights kicking off the festivities at 5:30 pm! All sponsors will be provided the opportunity to walk in the Parade of Lights.



Anticipated
Attendance
5000+

AUDIENCE

This event is geared toward holiday shoppers and families of Concord and surrounding communities.

Brand Recognition
On printed marketing materials

Digital Advertising
Intown Website, Social Media & E-blast

Trolley Sponsor

Santa Sponsor

Exclusive Santa meet and greet for 3 people and ride on trolley

Choice of Speciality Sponsor: S'mores, Hot Cocoa, Holiday Music on Main Street

Exhibitor booth space
Opportunity to distribute products

Verbal and Printed Acknowledgement (before, during, after)

Complimentary Intown Concord one-year membership

	Presenting \$5,000	Gold \$4,000	Silver Bells \$2,500	Reindeer \$1250	Elf \$625
Prominent Logo	✓	✓	✓	✓	✓
Banner Ad 2 months	✓	✓	✓	✓	✓
Banner Ad 1 month	✓	✓	✓	✓	✓
Logo Ad 1 month	✓	✓	✓	✓	✓
Name	✓	✓	✓	✓	✓
Name 1 month	✓	✓	✓	✓	✓
Name	✓	✓	✓	✓	✓
Name 1 month	✓	✓	✓	✓	✓
10' x 30'	✓	✓	✓	✓	✓
10' x 20'	✓	✓	✓	✓	✓
10' x 10'	✓	✓	✓	✓	✓
Verbal and Printed Acknowledgement (before, during, after)	✓	✓	✓	✓	✓
Complimentary Intown Concord one-year membership	✓	✓	✓	✓	✓

Yes! We want to be a sponsor for the Midnight Merriment!

Level \$ _____

Check attached Credit Card

Card # _____

Exp. _____

CVV# _____

Company _____ Contact _____

Billing Address _____

Phone _____ Email _____



Intown Concord Presents
FIRST FRIDAY
 DOWNTOWN CONCORD

FIRST FRIDAY

First Friday Annual Exclusive Sponsorship - \$10,000



MONTHLY
 FIRST FRIDAY



Anticipated
 Attendance
1000+

A monthly themed community event where businesses are encouraged to stay open late, with food trucks downtown and often free music or performances. Many businesses host giveaways, sales, workshops, and other special promotions. First Friday runs from April through November (excluding July), culminating in the annual Art Walk.

	Presenting \$10,000
<p>Monthly Brand Recognition <small>On printed marketing materials</small></p> <p>Digital Advertising <small>Intown Website, Social Media & E-blast</small></p> <p>Company Banner <small>Provided by Sponsor</small></p> <p>Exhibitor booth space <small>Opportunity to distribute products</small></p> <p>Complimentary Intown Concord one-year membership</p>	<p>Prominent Logo</p> <p>Banner Ad Every month</p> <p>√</p> <p>10' x 30'</p> <p>√</p>

Yes! We want to be a sponsor for the First Friday for 2025 Level \$ _____

Check attached Credit Card

Card # _____ Exp. _____ CVV# _____

Company _____ Contact _____

Billing Address _____

Phone _____ Email _____



VOLUNTEERS

Intown Concord has a wide variety of volunteer opportunities that can accommodate your interests, skills, and time available; whether you enjoy volunteering at special events or are interested in taking a volunteer leadership role in the organization. Volunteering with coworkers can be a significant way to team-build and serve your community at the same time.

Would you like to learn more about being a volunteer?

Let us know! Email events@intownconcord.org

PROUD MEMBERS of the following organizations



ANNUAL PARTNERSHIP LEVELS

The power of choice. Everyone loves it, but not everyone has it. Many businesses today are looking for partnerships that are unique to them. Not a cookie-cutter plan. Your support of Intown Concord is distinctive and unmatched. Our bundled partnerships allow you to prepare and budget for an entire year of community involvement. Choose what you value and how connected you want to be to the Intown Concord brand, mission, and vision.

	Eagle	Bicentennial	Phenix	Downtown
PARTNERSHIP BENEFITS	\$7,500	\$5,000	\$2,500	\$1,500
Choice of Sponsorship of Special Events	1 Title	1 Event (not Title)	1 Event (not Title)	X
Choice of Annual or Multi Year Investment	√	√	√	√
Complimentary Intown Concord one-year membership	√	√	√	√
Annual Supporter Decal	√	√	√	√
Listing in Annual Report	Logo	Name	Name	Name
Participation in Downtown Dollars	√	√	√	√
Discounts on business advertising and promotion partnerships	√	√	√	√
Company website linked on ITC website	Logo	Name	Name	Name
Company Marketing on ITC website and e-blast	Tile Ad 3 months	Tile Ad 2 months	Tile Ad 1 month	X
Complimentary tickets to Annual Celebration	6	6	4	2
Eblast from Intown Concord distributed to 2,800 opt in email contacts, open rate 37%+	1 annually	X	X	X
Complimentary vendor booth space at Market Days	20' x 15'	10' x 15'	10' x 15'	10' x 15'
Brand recognition on event marketing materials- electronic, printed and event signage	Logo	Name	Name	Name
Verbal and Printed Acknowledgement (before, during, after)	√	√	√	√



PARTNERSHIP COMMITMENT FORM

CHOOSE YOUR EVENT

Corporate Supporter

- Eagle Partner: \$7,500
- Bicentennial Partner: \$5,500
- Phenix Partner: \$2,500
- Downtown Partner: \$1,500

Concord NH Winterfest

- Presenting/Throne: \$6,000
- Ice-Games: \$3,000
- Photo Op: \$1,500
- Icycle: \$750

First Friday

- Exclusive: \$10,000

Halloween Howl

- Presenting: \$5,000
- Broomstick \$2,500
- Goblin: \$1,250
- Pumpkin \$625

Market Days Festival

- Presenting: \$15,000
- Specialty: \$7,500
- Gold: \$5,000
- Sustainability: \$5,000
- Silver: \$2,500
- Bronze: \$1,000
- Street Performance: \$500

Midnight Merriment

- Presenting (Santa): \$5,000
- Gold (Trolley): \$4,000
- Silver Bells: \$5,000
- Reindeer: \$1,250
- Elf \$625

Yes! We want to be a partner sponsor

Level _____ \$ _____

Check attached Credit Card

Card # _____ Exp. _____ CVV# _____

Company Name _____

Contact Name _____

Billing Address _____

Phone _____ Email _____

Authorized Signature _____ Title _____

Please make checks payable to Intown Concord. Checks can be mailed to 49 S Main Street, Suite 202, Concord, NH 03301



ADVERTISE With US

Join Us Now

Intown Concord is a great place to advertise the happenings of your business with friends, fans, and other supporters. The ITC brand is energetic, friendly, innovative, and successful. You can reach a highly engaged audience that has a passion for the downtown community.

Website

Feature on two of the most visited Intown Concord web pages

- \$550 - 12 months, \$350 - 6 months, \$100 - 1 month

Social Media

Instagram and Facebook Company Spotlight Video

- \$150 per ad
- Onsite visit and interview included
- Custom script upon request
- Posting on Intown Concord's social media (combined following of 20.7k)
- Edited video provided for use on company pages

Digital Newsletter

Intown Concord's biweekly digital newsletter

- \$100 per ad per month (equals two newsletters)
- Ad and copy must be sent to Intown Concord at least 1 week in advance prior to your selected newsletter distribution
- Images size should be 600px by 200px and less than 1 Mb

Register your ad with us today!

Email events@intownconcord.org



Total Reach
2500+



Avg Click Rate
2.6%



Highly Engaged
With Content
29%



Avg Open Rate
38.7%

Ad Criteria

DIGITAL	PRINT
72 dpi	300 dpi
RGB Profile	CYMK Profile

- File types: PNG, JPEG, GIF
- Businesses are responsible for their own ad creative and copy



INTOWN
CONCORD

Have a question? Contact us

603-226-2150

info@intownconcord.org

Intown Concord

49 South Main Street
Suite 202

Concord, New Hampshire 03301

OUR BEGININGS...

Our story has its seeds in the 1920s, when the Concord Chamber of Commerce established a Retail Trade Board, made up primarily of downtown retailers. The two organizations worked together to improve the vitality of the City and its downtown for the benefit of businesses and community members.

Throughout the 1970's and 80's, there was a great deal of development activity in downtown Concord, including the renovation of Eagle Square and Bicentennial Square and the building of the Firehouse (State Street) and Durgin (School Street) garages.

Many longtime Concordians will recall "Old Fashioned Bargain Days", an

event started in 1974 by the members of the Retail Trade Board. For many years, Bargain Days was a downtown-wide sidewalk sale designed to allow local retailers to sell out-of-season goods and make way for fall merchandise.

In the early 1980's, the merchants and volunteers who were most involved with "boosting" the downtown created a group called DCI. This group took responsibility for Old Fashioned Bargain Days, started the Downtown Dollars program, and served as the hub for downtown events and volunteer activities. After many years, DCI volunteers teamed up with City staff and Concord 2020 to prepare an application to the National Main Street Program. In 2001, the pro-

gram was accredited, and Main Street Concord was born. With generous financial support from the downtown community and the New Hampshire Main Street Center, the new board of directors of Main Street Concord hired its first full-time staff member, opened an office, and established committees, work plans, and goals based on the '4-point approach' of the national program.

In 2011, Main Street Concord changed its affiliation with the National Main Street program and became Intown Concord. The mission of Intown Concord remains the same and our focus is as clear as ever; making downtown Concord great for residents and guests every day of the year.