



# INTOWN CONCORD

**2026 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...

**\$2,364,142**

Total Economic Impact  
Intown Concord's events &  
activities brought to down-  
town Concord in 2024!

(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!



**\$58,489**

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.



Weekly newsletter for  
2,554+ opt-in emails.

3.5% avg. click rate | 29% highly engaged w/content

**42.3%+** open  
rate

SOCIAL MEDIA  
FOLLOWING



16,000



7,051



649



23,700



# 2026 Downtown Community EVENT CALENDAR

JAN  
24



## Concord NH Winter Festival

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

JUN  
25, 26 & 27



## Market Days Festival

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

OCT  
23



## Halloween Howl

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

DEC  
04



## 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.  
May, June, August, Sept, Oct, Nov



## 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**  
SATURDAY 2026

### AUDIENCE

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



**Anticipated Attendance 4000+**

	Presenting \$6,000	Ice Games \$3,000	Photo Op \$1,500	Icicle \$750
<b>Branded Ice Carving</b> Located outside of the highly trafficked State House for the weekend. Signage included.	Ice Carving 5 Block	Ice Carving 4 Block	Ice Carving 3 Block	X
<b>Brand Recognition</b> On all marketing materials	Large Logo	Medium Logo	Small Logo	Small Logo
<b>Company Marketing</b> Intown Website & E-blast	Banner Ad	Banner Ad	Tile Ad	Tile Ad
<b>Company Banner</b> Displayed during event	√	√	√	√
<b>Exhibitor booth space with opportunity to distribute product.</b> Tables, electricity and tents are not provided.	30'x15'	20'x15'	10'x15'	X
<b>Exclusivity as Title/Presenting Sponsor</b>	√	X	X	X
<b>Verbal and Printed Acknowledgement</b> (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 \_\_\_\_\_

52<sup>nd</sup> Annual  
**MARKET  
 DAYS  
 FESTIVAL**

## MARKET DAYS FESTIVAL

Celebrating its 52<sup>nd</sup> 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 25-27**  
 THURS-SAT, 2026



**Anticipated  
 Attendance  
 60,000+**

### 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	Silver \$2,500	Bronze \$1,000	Street Performance \$500
Exhibitor Booth <i>Includes distribution of products</i>	30'x15'	20'x15'	20'x15'	10'x15'	10'x15'	x
Brand Recognition <i>On all marketing materials</i>	Prominent Logo	Logo	Logo	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	x
Company Marketing <i>Market Days Website &amp; E-blast</i>	Banner Ad 4 months	Tile Ad 2 months	Logo	Static Logo 1 month	x	x
Choice of Specialty <i>Entertainment, Beer Tent, Kids Zone, Doggy Splash Zone, Rock Wall</i>	√	√	Logo	x	x	x
Verbal and Printed Acknowledgement <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 33 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 4**  
FRIDAY, 2026

### AUDIENCE

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



Anticipated  
Attendance  
**5000+**

Brand Recognition  
On printed marketing materials

Digital Advertising  
Intown Website, Social Media & E-blast

Santa Sponsor

Choice of Speciality Sponsor:  
S'mores, Hot Cocoa,  
Warming Station

Exhibitor booth space  
Opportunity to distribute products

Verbal and Printed Acknowledgement (before, during, after)

Complimentary Intown Concord one-year membership

	Presenting \$5,000	Silver Bells \$2,500	Reindeer \$1250	Elf \$625
Brand Recognition	Prominent Logo	Logo	Name	Name
Digital Advertising	Banner Ad 2 months	Logo Ad 1 month	Name 1 month	X
Santa Sponsor	X	X	X	X
Choice of Speciality Sponsor:	X	√	X	X
Exhibitor booth space	10' x 30'	10' x 20'	10' x 10'	X
Verbal and Printed Acknowledgement	√	√	√	√
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

### Why Sponsor?

First Friday is not just a date on the calendar. It is a celebration of art, music, and our downtown community. Enjoy local shopping, dining, and entertainment from 4 to 8 pm monthly.

- Support downtown businesses and community engagement
- Celebrate local creativity & talent
- Promote your brand locally on a monthly basis



### First Friday Highlight

- Regular monthly event
- Free admission, rotating food trucks, live entertainment, fun activities, & more!
- Seasoned themes keep every month fresh and fun:
  - May - Petals & Pedals
  - June - Beach Party
  - August - Dog Days of Summer
  - September - "Fall" in Love with Concord
  - October - Spooky Season
  - November - Concord Art Walk



### 2026 Sponsorship Opportunities

Sponsor Type	Cost	Table	Branding	Months
Presenting	\$6000	✓	✓	6
Music Series	\$4000	✓	✓	6
Art (incl. Trolley)	\$2000	✓	✓	6
Pop-Up Joy	\$500	✓	✓	(1, your choice)
Musical Performance	\$250	✗	✓	(1, your choice)

Pop Up Joy experiences are provided at no cost to attendees. Intown Concord partners with businesses for a joyful experience; for example, free ice cream for shoppers or flowers handed out. This can be an in-kind or monetary sponsorship.

Company Name: \_\_\_\_\_  
 Main Contact: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

Yes! We want to be a sponsor for First Friday

Total \$ \_\_\_\_\_

Online Payment       Check  
 Credit Card

By completing this form, I agree to allow Intown Concord to charge the amount indicated.

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

# SMALL BUSINESS MEMBERS

At Intown Concord, we are proud of our Members, and we like to show it. The downtown community is the heart and soul of Concord. Your support is an investment in the future of our downtown. A healthy heart creates a thriving community. Downtown Concord is home to government agencies, health care agencies, local financial institutions and professionals, art, music and theater groups, non-profit agencies, restaurants, and retail businesses. It is truly the core to our vibrant community economy. Your support is an investment in the future of Concord.

With help from organizations such as yours, Intown Concord can increase its capacity to keep growing, collaborating, and supporting those who live, shop and play Downtown Concord. We hope you will continue to invest in your community by making your tax-deductible contribution today!

## Small Business Membership

Contributions are based on the number of full-time employees (FTE).

- 1-5 FTE \$100
- 6-10 FTE \$200
- 11-20 FTE \$300
- 21+ FTE \$500
- Community Cash

## Food Truck Membership

- \$150
- Community Cash

## Intowner *(Individuals only)*

- Gold \$100
- Silver \$50
- Bronze \$25
- Other \$\_\_\_\_\_



**Yes! We want to be a small business member**      Level \_\_\_\_\_ \$ \_\_\_\_\_

Check attached     Credit Card      \_\_\_\_\_

Card # \_\_\_\_\_      Exp. \_\_\_\_\_      CVV# \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_      Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_      Title \_\_\_\_\_



## 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](mailto: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
<b>PARTNERSHIP BENEFITS</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>
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 Community Cash	√	√	√	√
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
Eblast from Intown Concord distributed to 2,800 opt in email contacts, open rate 41%+	1 annually	X	X	X
Complimentary vendor booth space at Market Days	30' x 15'	20' x 15'	10' x 15'	X
Brand recognition on event marketing materials- electronic, printed and event signage	Logo	Name	Name	Name
Verbal and Printed Acknowledgement (before, during, after)	√	√	√	√





## 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.

## Social Media

Instagram, Facebook, & Tiktok Company Spotlight Video in the Intown Concord style.

- \$250 per ad (\$150 for members)
- \$75 re-shoot fee
- Onsite visit and interview included
- Includes voiceover and captions
- Edited video provided for use on company page

## Digital Newsletter





Intown Concord's weekly digital newsletter on Wednesdays

- 1 ad - \$50 (\$25 for members)
- Ad graphic and link must be sent to Intown Concord by EOD on the Friday prior to your selected newsletter distribution
- Images size should be 600px by 200px
- File types should be PNG or JPEG
- Businesses are responsible for their own ad creative and copy

### Intown Concord Social Media Stats

- Followers;
  - Facebook: 17.6K
  - Instagram: 7.9K
  - TikTok: 1.3K
- Local Reach: 70% of followers in Concord
- Avg. Monthly Reach: 50k

### Intown Insider Weekly Newsletter

	Total Reach <b>2500+</b>
	Avg Click Rate <b>4.5%</b>
	Highly Engaged With Content <b>33%</b>
	Avg Open Rate <b>41%</b>

Start Advertising With Us Today!

Email Events and Marketing Manager, Berit Brown at [events@intownconcord.org](mailto:events@intownconcord.org)



# BECOME A COMMUNITY CASH MERCHANT TODAY!

Community Cash is a local digital gift certificate program for the Greater Concord Area that builds on the former Downtown Dollars program.

Presented by



## WHY COMMUNITY CASH?

### KEEP DOLLARS LOCAL

Community Cash is designed to keep spending local while attracting new customers to your business. When customers shop local, more money stays in our community.



### BUSINESS VISIBILITY

Gain exposure through marketing from the Greater Concord Chamber of Commerce, Intown Concord, and Visit Concord.

Reach thousands of engaged community members who want to shop local.



30,652



12,889



2,699



**6,025 Email Subscribers**



### GIFT CARD ALTERNATIVE

Don't have your own gift card program? No problem! Community Cash is an easy to use option offering shoppers another way to spend locally.

### EXPAND YOUR CUSTOMER BASE

Employers, parents, and community members are eager to buy Community Cash for employee incentives, teacher gifts, holiday presents, and more. Be on their go-to list by accepting these local dollars!



Register today at [intownconcord.org](http://intownconcord.org) or [concordnhchamber.com](http://concordnhchamber.com)



**INTOWN  
CONCORD**

Have a question? Contact us

603-226-2150

[info@intownconcord.org](mailto: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.