

An aerial photograph of a bustling downtown street, likely in Concord, New Hampshire. The street is lined with historic brick buildings on the left and a modern building with a curved glass facade on the right. Numerous white and blue tents are set up along the sidewalks, and a large crowd of people is walking down the street. A vintage train car is visible on the left side of the street. The scene is captured from a high angle, looking down the length of the street.

# INTOWN CONCORD

**2024 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...

**\$3,217,645**

Total Economic Impact  
Intown Concord's events &  
activities brought to down-  
town Concord in 2022!

(Based on Americans for the Arts  
Prosperity Calculator)

**\$51,685.94**

Value of Volunteer Hours

(2300 Hours x \$25.43 per Independent Sector)



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



**6**  
STATES

**7+**

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  
2,800+ opt-in emails.

**37%+** open rate

SOCIAL MEDIA  
FOLLOWING



13,977



4,416



1,415



142







# 2024 Downtown Community EVENT CALENDAR

JAN  
26, 27 & 28



## Concord NH Winter Festival

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

JUN  
20, 21 & 22



## Market Days Festival

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

OCT  
25



## Halloween Howl

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

DEC  
06



## 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, vendors, foot trucks and more. Celebrate rather than hibernate after the holidays!



**JAN 26-27**  
FRI-SAT, 2024



**Anticipated  
Attendance  
2000+**

### AUDIENCE

This event is geared towards hardy New Englanders that want to embrace the winter season. It takes place during the Black Ice Hockey Tournament in an effort to encourage tournament visitors to travel downtown.

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

✓ **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 \_\_\_\_\_





50th anniversary

# MARKET DAYS FESTIVAL

# 50 Years celebrating MARKET DAYS FESTIVAL



**JUN 20-22**  
THURS-SAT, 2024

Celebrating its 50th 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!



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 \$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'	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 &amp; 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 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 \_\_\_\_\_



**OCT 25**  
FRIDAY, 2024



Anticipated  
Attendance  
**6000+**

## HALLOWEEN HOWL

Get spooky and silly with downtown friends at Halloween Howl! Festivities include trick-or-treating at downtown businesses, spookey buses, costume contests, live music and more! Families from across the region eagerly anticipate the safe and celebratory atmosphere of this night!

## AUDIENCE

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

Brand Recognition  
On all marketing materials

Trunk-or-Treat Exhibitor Tent  
Deluxe (10x10 pop-up and vehicle included) Standard (vehicle only)

Company Marketing  
Intown Website & E-blast

Exclusivity as Title/Presenting Sponsor

Stage and Sound Sponsor

Costume Contest Sponsor

Complimentary Intown Concord one-year membership

Company Banner  
Displayed during event

Verbal and Printed Acknowledgement (before, during, after)

	Presenting \$5,000	Gargoyle \$2,500	Goblin \$1,250	Pumpkin \$625
Prominent Logo		Logo	Logo	Smaller Logo
Deluxe Space		Deluxe Space	Standard Space	Standard Space
Banner Ad 2 months		Tile Ad 1 months	Logo Ad 1 month	Name
Exclusivity as Title/Presenting Sponsor	√	x	x	x
Stage and Sound Sponsor	√	x	x	x
Costume Contest Sponsor	x	√	x	x
Complimentary Intown Concord one-year membership	√	√	√	√
Company Banner Displayed during event	√	√	√	√
Verbal and Printed Acknowledgement (before, during, after)	√	√	√	√

✓ **Yes! We want to be a sponsor for the Halloween Howl!**

Level \$ \_\_\_\_\_

☐ Check attached ☐ Credit Card

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

CVV# \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

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

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





## MIDNIGHT MERRIMENT

Celebrating 30 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 6**  
FRIDAY, 2024

## 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*

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 Acknowledge-  
ment *(before, during, after)*

Complimentary Intown Concord  
one-year membership

	Presenting \$5,000	Gold \$4,000	Silver Bells \$2,500	Reindeer \$1250	Elf \$625
Brand Recognition <i>On printed marketing materials</i>	Prominent Logo	Logo	Logo	Name	Name
Digital Advertising <i>Intown Website, Social Media &amp; E-blast</i>	Banner Ad 2 months	Banner Ad 1 month	Logo Ad 1 month	Name 1 month	X
Trolley Sponsor	√	X	X	X	X
Santa Sponsor	X	√	X	X	X
Exclusive Santa meet and greet for 3 people and ride on trolley	√	√	X	X	X
Choice of Speciality Sponsor: S'mores, Hot Cocoa, Holiday Music on Main Street	X	X	√	X	X
Exhibitor booth space <i>Opportunity to distribute products</i>	10' x 30'	10' x 20'	10' x 10'	X	X
Verbal and Printed Acknowledge- ment <i>(before, during, after)</i>	√	√	√	√	√
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 \_\_\_\_\_



## FIRST FRIDAY

### First Friday Annual Exclusive Sponsorship - \$10,000

First Friday is a monthly community event that brings together the people of downtown Concord for a fun-filled evening. On the first Friday of every month downtown businesses are encouraged to stay open late and add some excitement to the night by offering sales, giveaways, workshops, and other activities that are sure to draw in customers. The business that underwrites this monthly event will be included on all First Friday promotions and have the opportunity to have a pop-up tent every month at the event. This sponsorship promotes local business while providing regular visibility and marketing exposure.



### MONTHLY FIRST FRIDAY



Anticipated  
Attendance  
**1000+**

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

✓ **Yes! We want to be a sponsor for the First Friday for 2024**

Level \$ \_\_\_\_\_

☐ Check attached ☐ Credit Card

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

CVV# \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

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

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



## SMALL BUSINESS SUPPORTERS

At Intown Concord, we are proud of our Supporters, 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 Supporter

*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

### Intowner *(Individuals only)*

☐ Gold \$100

☐ Silver \$50

☐ Bronze \$25

☐ Other \$ \_\_\_\_\_



☒ **Yes! We want to be a small business supporter**

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 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
- ☐ Icicle: \$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*





## 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

- \$75 per ad
- Onsite visit and interview included
- Custom script upon request
- Posting on Intown Concord's social media (combined following of 18.5k)
- 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](mailto:events@intownconcord.org)



Total Reach  
**2400+**



Avg Click Rate  
**3.1%**



Highly Engaged  
With Content  
**33%**



Avg Open Rate  
**31.4%**

#### Ad Criteria

##### DIGITAL

72 dpi

RGB Profile

##### PRINT

300 dpi

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](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.