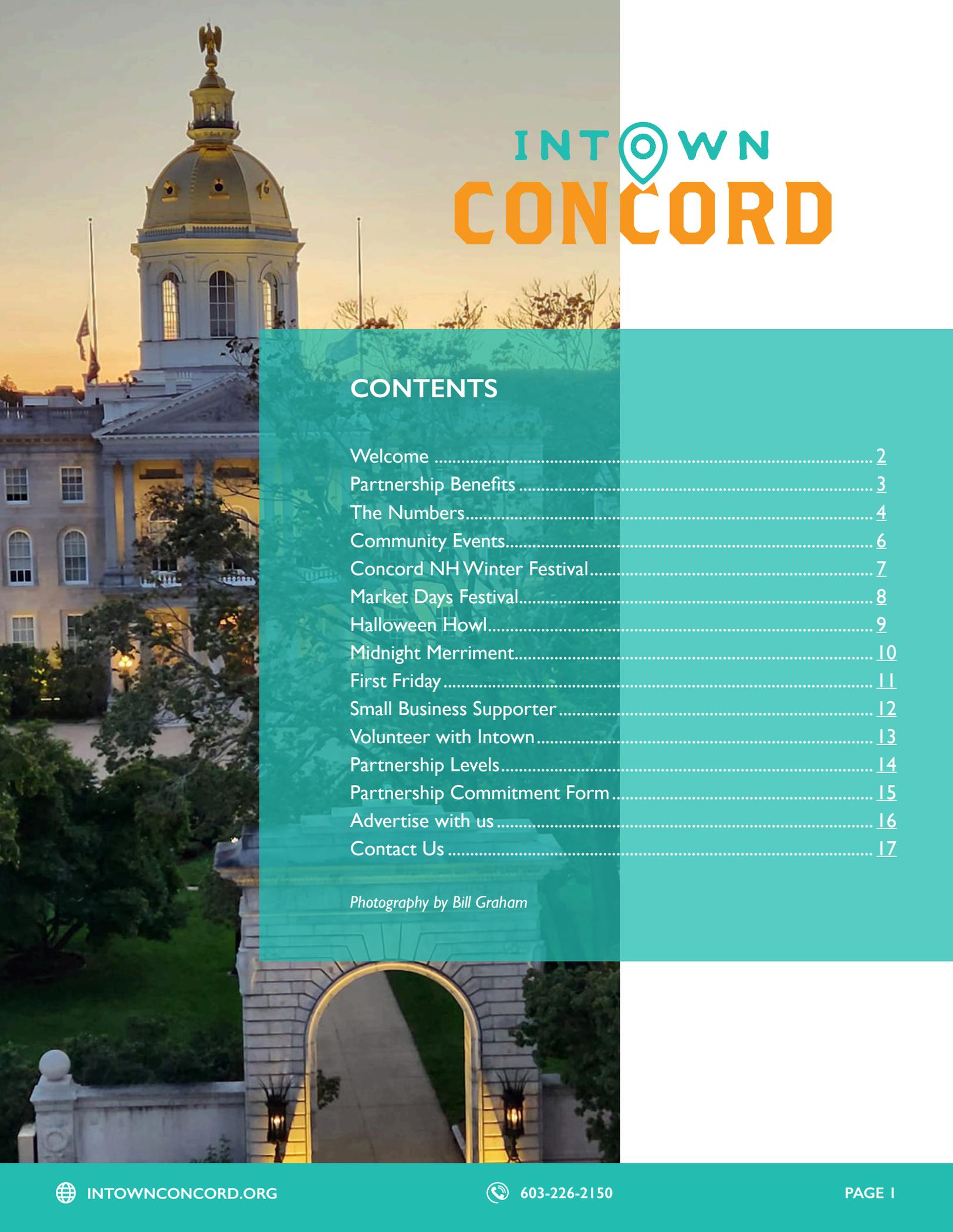




INTOWN CONCORD

2026 BUSINESS

PARTNERSHIP GUIDE



INTOWN CONCORD

CONTENTS

- Welcome 2
- Partnership Benefits 3
- The Numbers..... 4
- Community Events..... 6
- Concord NH Winter Festival..... 7
- Market Days Festival..... 8
- Halloween Howl..... 9
- Midnight Merriment..... 10
- First Friday 11
- Small Business Supporter 12
- Volunteer with Intown 13
- Partnership Levels..... 14
- Partnership Commitment Form 15
- Advertise with us 16
- Contact Us 17

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



Anticipated Attendance 4000+

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.	Ice Carving 5 Block	Ice Carving 4 Block	Ice Carving 3 Block	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. 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 _____

52nd Annual
**MARKET
 DAYS
 FESTIVAL**

MARKET DAYS FESTIVAL

Celebrating its 52nd 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 & 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 _____



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 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.

Website

Feature on two of the most visited Intown Concord web pages

- 12 months - \$550 (\$450 for members), 6 months - \$350 (\$300 for members), 1 month - \$100 (\$75 for members)

Social Media

Instagram and Facebook Company Spotlight Video

- \$150 per ad (\$125 for members)
- Onsite visit and interview included
- Custom script upon request
- Posting on Intown Concord's social media (combined following of 22.7k)
- Edited video provided for use on company pages

Digital Newsletter

Intown Concord's biweekly digital newsletter

- 1 month (4 newsletters) - \$150 (\$125 for members)
- 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
3.1%



Highly Engaged
With Content
33%



Avg Open Rate
31.4%

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



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 VISABILITY

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 or concordnhchamber.com



**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.