



INTOWN CONCORD

2023 BUSINESS PARTNERSHIP GUIDE



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Photography by Bill Graham





Welcome to Intown Concord!

We want to start by first thanking you for your continued support of Intown Concord's mission to promote, elevate, and celebrate the City of Concord. We believe our mission is vital to the community, especially now as we continue to recover from the impact of COVID-19.

An active revitalization non-profit is critical to having a healthy, and sustainable downtown. The downtown is the heart of the community where people will come together to start to feel "normal" again. This is where employers take prospective employees and students take their families. With our partners we have created a destination downtown that has continued to thrive despite the recent challenges.

We are proud to build partnerships, provide small business grants, and produce events and programming that market the downtown so locals and people throughout New England will shop, dine, and spend time here.

Our work directly connects us to thousands of people every year, and we would like to create opportunities for you to connect with them as well. We offer a variety of events and programs that you can support, and we invite you to join us in building a vibrant community together! We look forward to working with you and 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 our culture.
- Your brand will receive big exposure beyond the event through our partnerships with radio, tv, print and our web site & 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)

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



\$51,685.94

Value of Volunteer Hours

(2300 Hours x \$25.43 per Independent Sector)



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



13,397



3,846



1,450



128



2023 Downtown Community EVENT CALENDAR

JAN
27 & 28



Concord NH Winter Festival

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

MAR
16



St. Patrick's Day Annual Celebration

Come shake your shamrock and celebrate St. Patrick's Day with Intown Concord and our new board members!

JUN
22, 23, 24



Market Days Festival

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

SEP
14



Upstairs/Downtown Walking Tour

The ultimate tour of Concord! Absorb the history of this great city while on foot!

OCT
27



Halloween Howl

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

NOV
25



Shop Small Saturday

A counterpart to Black Friday and Cyber Monday to encourage shoppers to visit small and local shops.

DEC
01



Midnight Merriment

There's no place like downtown Concord for holiday shopping!



CONCORD NH WINTER FESTIVAL

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



JAN 27-28
FRI-SAT, 2023

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.



Anticipated Attendance 2000+

	SOLD Presenting \$6,000	Ice Games \$3,000	Photo Op \$1,500	Icicle \$750	Snowman \$500
Branded Ice Carving Located outside of the highly trafficked State House for the week following. 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	X
Brand Recognition On all marketing materials	Large Logo	Medium Logo	Small Logo	Small Logo	Name
Company Marketing Intown Website & E-blast	Banner Ad	Banner Ad	Tile 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	X
Exclusivity as Title/Presenting Sponsor	√	X	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 _____

49th Annual
**MARKET
 DAYS
 FESTIVAL**

 **JUN 22-24**
 THURS-SAT, 2023

 **Anticipated
 Attendance
 50,000+**



MARKET DAYS FESTIVAL

Celebrating its 49th 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!

AUDIENCE

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

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

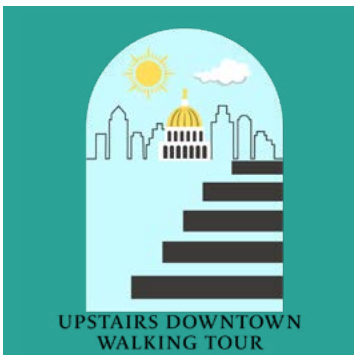
Yes! We want to be a sponsor for the 2023 Market Days Festival! Level \$ _____

Check attached Credit Card _____
 Card # _____ Exp. _____ CVV# _____

Company _____ Contact _____

Billing Address _____

Phone _____ Email _____



UPSTAIRS/DOWNTOWN TOUR

Bringing back a community favorite for the 14th year! This event is a walking tour of historic downtown Concord. Learn the history behind seldom seen downtown locations. Put on your walking shoes and be prepared for a night of awe!

The proceeds from this event go to funding Intown Concord's Façade Grant Improvement Program.

Since inception 36 new and existing businesses in the downtown have received grants providing funds to secure signs, awnings, windows, ADA compliance, new lighting and more for their businesses and buildings.



SEP 14
THUR, 2023



Anticipated Attendance
200+

AUDIENCE

This event is geared toward an inquisitive crowd interested in the history of downtown Concord and its buildings.

	Presenting \$2,500	Capitol View \$1,000	Rooftop \$500	Storefront \$250
Exclusivity as Title/Presenting Sponsor	√	x	x	x
Brand Recognition <i>On all marketing materials</i>	Prominent Logo	Logo	Logo	Smaller Logo
Company Marketing <i>Intown Website & E-blast</i>	Banner Ad 2 months	Tile Ad 2 months	Tile Ad 1 month	x
Complimentary Walking Tour Tickets	6	4	2	1
Business Introduction at Reception	√	x	x	x
Company Banner <i>Displayed during event</i>	√	√	x	x
Exhibitor booth space with opportunity to distribute product	√	√	x	x
Verbal and Printed Acknowledgement <i>(before, during, after)</i>	√	√	√	√
Complimentary Intown Concord one-year membership	√	√	√	√

Yes! We want to be a sponsor for the Upstairs Downtown Tour!

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'more, and hot cocoa!



DEC 1
FRIDAY, 2023

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 Acknowledgement (before, during, after)

Complimentary Intown Concord one-year membership

	Presenting \$5,000	Gold \$4,000	Silver Bells \$2,500	Reindeer \$1000	Elf \$500
Brand Recognition	Prominent Logo	Logo	Logo	Name	Name
Digital Advertising	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	10' x 30'	10' x 20'	10' x 10'	X	X
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 _____

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

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.

	Community Cornerstone	Capitol	Eagle	Bicentennial	Phenix	Downtown
PARTNERSHIP BENEFITS						
	\$25,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Choice of Sponsorship of Special Events	1 Title & 4 Other	1 Title & 1 Other	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	Prominent Logo	Logo	Logo	Name	Name	Name
Participation in Downtown Dollars	√	√	√	√	√	√
Discounts on business advertising and promotion partnerships	√	√	√	√	√	√
Company website linked on ITC website	Prominent Logo	Logo	Logo	Name	Name	Name
Company Marketing on ITC website and e-blast	Banner Ad 6 months	Banner Ad 3 months	Tile Ad 3 months	Tile Ad 2 months	Tile Ad 1 month	X
Complimentary tickets to Annual Celebration	10	8	6	6	4	2
Eblast from Intown Concord distributed to 2,800 opt in email contacts, open rate 37%+	1 per quarter	2 annually	1 annually	X	X	X
Complimentary vendor booth space at Market Days	30' x 15'	20' x 15'	20' x 15'	10' x 15'	10' x 15'	10' x 15'
Brand recognition on event marketing materials- electronic, printed and event signage	Prominent Logo	Logo	Logo	Name	Name	Name
Verbal and Printed Acknowledgement (before, during, after)	√	√	√	√	√	√



PARTNERSHIP COMMITMENT FORM

CHOOSE YOUR EVENT

Corporate Supporter

- Community Cornerstone: \$25,000
- Capitol Partner: \$10,000
- Eagle Partner: \$7,500
- Bicentennial Partner: \$5,500
- Phenix Partner: \$2,500
- Downtown Partner: \$1,500

Market Days Festival

- Presenting: \$10,000
- Specialty: \$7,500
- Gold: \$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: \$1,000
- Elf \$500

Upstairs/Downtown Tour

- Presenting: \$2,500
- Capitol View: \$1,000
- Rooftop: \$500
- Storefront: \$250

Halloween Howl

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

Corporate Supporter

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

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



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.