

# LAUNCH IT! DOWNTOWN

Downtown Frederick Partnership offers a vast array of resources and programs to help your vision become a reality. One exciting program is our *Launch it! Downtown* business marketing package.

*Launch it!* was created by Downtown Frederick Partnership to help establish momentum for your business — whether you're just starting out, changing ownership, moving to a new location, or celebrating an anniversary. We're here to help you get the ball rolling with your marketing efforts so that your business can be up and running before you know it.

To meet the needs of businesses throughout Downtown Frederick, we offer both a retail and a professional *Launch it!* package. The cost of each package is credited toward an annual Partnership investment (details on back).

## RETAIL — \$300

- Organize ribbon cutting or anniversary celebration, including coordination with City of Frederick VIPs
- Promote business by sharing photos on social media, reaching 28,000+ followers
- Help write and distribute press release to local media outlets with invitation to ribbon cutting
- Announce event to Promotion Committee reaching 250+ merchants and business community members

## PROFESSIONAL — \$500

- Invite City of Frederick VIPs to your celebration on behalf of business and provide ribbon cutting supplies
- Promote business by sharing photos on social media, reaching 28,000+ followers
- Distribute press release to local media outlets with invitation to ribbon cutting
- Announce event to Promotion Committee reaching 250+ merchants and business community members

# INVEST IN DOWNTOWN FREDERICK

As part of your *Launch it! Downtown* package, you will receive credit for an annual investment in the Partnership at our Downtown Frederick Fan level. If you are interested in increasing your investment level, the cost of your *Launch it!* package will be credited toward your total investment.

## DOWNTOWN FREDERICK FAN

- Included with *Launch it! Retail* package
- Named as a Downtown Frederick Fan on the Partnership website, Annual Report and in a year-end thank you ad
- Invited to the Downtown Friends Bash
- 6 complimentary Alive @ Five tickets

## DOWNTOWN FREDERICK ADVOCATE

- \$1,000 total investment
- Named as a Downtown Frederick Advocate on the Partnership website, Annual Report and in a year-end thank you ad
- Invited to the Downtown Friends Bash
- May be eligible for CITC program
- 10 complimentary Alive @ Five tickets

## DOWNTOWN FREDERICK PROMOTER

- Included with *Launch it! Professional* package (\$500 total investment)
- Named as a Downtown Frederick Promoter on the Partnership website, Annual Report and in a year-end thank you ad
- Invited to the Downtown Friends Bash
- May be eligible for CITC program (State tax credit equal to 50% of your donation)
- 8 complimentary Alive @ Five tickets

## PARTNERSHIP CLUB

- \$2,000 annual pledge for five years (\$10,000 total investment)
- Recognized as a member of the Partnership Club with corporate logo (or name listing) on the Partnership website, Annual Report and in year-end thank you ad
- Invited to State of Downtown and Downtown Friends Bash
- May be eligible for CITC program
- 15 complimentary Alive @ Five tickets



We are very excited to help you start doing business in Downtown Frederick. For more information about investing in the Partnership, contact [leann@downtownfrederick.org](mailto:leann@downtownfrederick.org) or call 301.698.8118.