

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
- Create Facebook event and 3 social media posts reaching 16,000+ followers
- Write and distribute press release to local media outlets with invitation to ribbon cutting
- Feature business in monthly email newsletter reaching 4,000+ subscribers
- 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
- Create Facebook event and 3 social media posts reaching 16,000+ followers
- Distribute press release to local media outlets with invitation to ribbon cutting
- Feature business in monthly email newsletter reaching 4,000+ subscribers
- 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, in the Annual Report and in an ad
- Invited to the Downtown Friends Bash
- Provided with Partnership window cling
- 6 complimentary Alive @ Five tickets

DOWNTOWN FREDERICK ADVOCATE

- \$1,000 total investment
- Named as a Downtown Frederick Advocate on the Partnership website, in the Annual Report and in an ad
- Invited to the Downtown Friends Bash
- Provided with Partnership window cling
- 10 complimentary Alive @ Five tickets

DOWNTOWN FREDERICK PROMOTER

- Included with *Launch it! Professional* package
- Named as a Downtown Frederick Promoter on the Partnership website, in the Annual Report and in an ad
- Invited to the Downtown Friends Bash
- Provided with Partnership window cling
- 8 complimentary Alive @ Five tickets

LEADERSHIP CIRCLE

- \$2,500+ total investment
- Named as a member of the Leadership Circle on the Partnership website, in the Annual Report and in an ad
- Invited to the Downtown Friends Bash
- Provided with Partnership window cling
- 15 complimentary Alive @ Five tickets
- Corporate logo and link on the Investor's page of the Partnership website
- Provided with a logo in the Annual Report



We are very excited to help you start doing business in Downtown Frederick. For more information about investing in the Partnership, contact danielle@downtownfrederick.org or call 301.698.8118.