

# PITCHCRAFT

## DOWNTOWN FREDERICK

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Pitchcraft, Downtown Frederick's first-ever placemaking competition, invites creative people from every background, profession and city to pitch an idea that, if physically implemented in Downtown Frederick, will better connect the people and places of our community.

**Pitches must be received by September 21, 2018.** A panel of judges will review all submissions and narrow it down to the final four, who will pitch their ideas in front of a live audience on Thursday, October 25.

Every audience member will vote for their favorite pitch and a winner will be announced that evening. The cost of each ticket goes directly toward funding the winning idea.

In addition to an award of funds, the winning idea will receive guidance from Downtown Frederick Partnership and volunteer advisers to help implement their idea. **LEARN MORE:** [downtownfrederick.org/pitchcraft](http://downtownfrederick.org/pitchcraft)

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### **SUBMITTING AN IDEA**

All expertise levels are encouraged to enter, from total novice to professional. Entries are due September 21, 2018.

Your idea must thematically support the idea of CONNECTING the people and places of Downtown Frederick.

Your idea should have a scope that can be implemented for approximately \$2,500 and finished by October 2019. The finished product should be something that is safe for all ages, functions mostly unattended, exists within the footprint of Downtown Frederick and is feasible to implement.

Submissions will be narrowed down by a panel of judges to four finalists. All finalists will pitch their ideas in front of a live audience on Thursday, October 25. The winner will be selected by audience vote and announced that night.

Please go ahead and buy a ticket! If you are one of the four finalists, the cost of your ticket will be returned to you.

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## **PITCHCRAFT 2018 ENTRY FORM**

All entries must be received by September 21, 2018. Paper entries should be submitted either via mail (Pitchcraft Selection Committee, 19 E Church St, Frederick, MD 21701) or email ([mainstreet@downtownfrederick.org](mailto:mainstreet@downtownfrederick.org)).

**Online entry form available at [downtownfrederick.org/pitchcraft](http://downtownfrederick.org/pitchcraft).**

### **1. Contestant Name**

*Provide the name of the person who will be the primary representative of the project.*

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### **2. Contestant Email**

*The email provided will be our primary form of communication.*

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### **3. Contestant Phone**

*The phone number provided will be our secondary form of communication.*

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**4. Contestant Age** (if under 18)

*If you are over 18 and do not wish to list your age, you may skip this question.*

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**5. Is at least one member of your group 18 years of age or older?**

*(circle one)*

Yes      No

**6. How many people are on your team?**

*(circle one)*

1                      2                      3                      4                      5+

**7. If you are representing a team, please describe your group.**

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*(continue on additional paper if needed)*

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**8. Primary City of Residence**

*Where do the majority of your team members live?*

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**9. Name your idea.**

*Your project name should be concise and descriptive.*

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**10. Describe your idea and how it connects the people and / or places of Downtown Frederick. Is your idea location specific? If so, where?**

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*(continue on additional paper if needed)*

**11. With roughly \$2,500 available, what are the big parts of your project that would need investment?**

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**12. What are the stakes of not implementing your idea?**

*Why is your idea important to the community?*

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**13. Imagine a day / evening when you walk up to your idea fully and successfully implemented. Who is there? What is happening? What is the feeling?**

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**14. Provide any other documents that further describe your idea.** Visuals are encouraged, though not required. Additional documents may be attached at the end of this form. If you prefer to provide documents digitally, please email [mainstreet@downtownfrederick.org](mailto:mainstreet@downtownfrederick.org).

**15. Do you require an American Sign Language interpreter to assist you to share your presentation?**

*(circle one)*

Yes      No

**16. If you are selected as one of the four finalists, are you open to working with a Pitchcraft coach to create / refine a digital presentation to present at the event on October 25?**

*(circle one)*

Yes      No

**17. If you have any other questions or needs we can follow up on, please provide them here.**

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*(continue on additional paper if needed)*