

PITCHCRAFT

DOWNTOWN FREDERICK

Pitchcraft, Downtown Frederick's second annual 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 August 25, 2019. 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 24.

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

SUBMITTING AN IDEA

All expertise levels are encouraged to enter, from total novice to professional. Entries are due August 25, 2019.

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 \$3,500 and finished by October 2020. The finished product should be something that is safe for all ages, functions unattended, exists within the footprint of Downtown Frederick ([map here](#)) and is feasible to implement.

Any necessary permits must be applied for by the winner and approved by the City prior to project implementation.

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 24. 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.

PITCHCRAFT 2019 ENTRY FORM

All entries must be received by August 25, 2019. Paper entries should be submitted either via mail (Pitchcraft Selection Committee, 19 E Church St, Frederick, MD 21701) or email (mainstreet@downtownfrederick.org).

Online entry form available at downtownfrederick.org/pitchcraft.

1. Name your idea.

Your project name should be concise and descriptive.

2. Contestant Name

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

3. Contestant Email

The email provided will be our primary form of communication.

4. Contestant Phone

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

5. Contestant Age (if under 18)

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

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

(circle one)

Yes No

7. How many people are on your team?

(circle one)

1 2 3 4 5+

**8. Describe your idea and how it connects to Downtown Frederick.
Although not a requirement, is your idea location specific? If so, where?**

(continue on additional paper if needed)

9. What target audience does your idea serve?

(continue on additional paper if needed)

10. 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?

(continue on additional paper if needed)

- 11. With roughly \$3,500 available and one year to complete the project, provide a list of all estimated costs for materials/services required and a rough outline of your anticipated project schedule. Describe your Plan B (project scaled back by 50% in cost and in time) in case the estimated costs or anticipated schedule exceed the allocated budget/timeline.**

(continue on additional paper if needed)

- 12. 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.

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

(circle one)

Yes No

- 14. 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 24?**

(circle one)

Yes No

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

(continue on additional paper if needed)