

PITCHCRAFT

DOWNTOWN FREDERICK

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.

LEARN MORE: downtownfrederick.org/pitchcraft

RULES FOR ENTRY 2018

Who is the contest open to?

- Persons age 12 and above
- If a contestant is under 18, there must be a supervising adult 18 or older associated with the project
- All expertise levels are encouraged to enter, from total novice to design professional
- Groups may enter but no more than 2 people can present the idea on stage

Project Rules

- Must thematically support "connecting" the people and places of Frederick
- Must be aligned with the concept of "placemaking," as described on downtownfrederick.org/pitchcraft

- Authentically Frederick
- A scope that is implementable for about \$2,500
- Create a space that is safe for all ages
- Must function mostly unattended
- Project must be feasible to implement
- Must be within footprint of Downtown Frederick (map available on downtownfrederick.org)

Pitch Rules

- Presentation must be no more than 4 minutes long when presenting on stage
- A digital presentation format is recommended; IF a contestant does not have easy access to this format, the Technical Advisory Committee is happy to help
- Presentation will be on stage in front of a crowd of about 200 people
- Must be willing to use a microphone on stage
- No more than 2 people will be allowed to present, preferably 1
- Should your entry make it to the four semi-finalists, entrant must be open to pitch coaching prior to event
- Presenters will not be required to answer questions from the audience, but will be required to respond to questions prepared by the judges

Winner Requirements

- Winner must be flexible and open to working with advisory committee
- Winner must commit to an implementation partnership
- The prize winnings are intended for project implementation; They will not be dispersed to the person(s) who win; The prize money will be held by the Downtown Frederick Partnership to pay for the cost of implementation
- If an audience member wants to contribute additional money to the winning idea, they may do this directly through Downtown Frederick Partnership
- In the event that the winner is unable to implement their project, Downtown Frederick Partnership will transfer the award to the second place team (i.e. the pitch which received the second-most votes during the October 25 Pitchcraft event)