

# PITCHCRAFT

## DOWNTOWN FREDERICK

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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 September 20, 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.

**LEARN MORE:** [downtownfrederick.org/pitchcraft](http://downtownfrederick.org/pitchcraft)

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## RULES FOR ENTRY 2019

### Who is the contest open to?

- Persons age 12 and above from Frederick County
- 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 Downtown Frederick

- Must be aligned with the concept of “placemaking,” as described on [downtownfrederick.org/pitchcraft](http://downtownfrederick.org/pitchcraft)
- Design and target location selected in advance
- Authentically Frederick
- A scope that is implementable for approximately \$3,500
- The space that is created is safe for all ages
- Must function mostly unattended (i.e. no event type installation)
- Project must be feasible to implement
- Must be within expressed footprint of Downtown Frederick (map available on [downtownfrederick.org](http://downtownfrederick.org))

### **Pitch Rules**

- Presentation must be no more than 4-6 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 live audience
- Accompany presentation with speech via microphone
- 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, implementing idea within 11 months of the event
- 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
- If the event proceeds exceed \$4,000 the additional collected contributions would still route the winning idea