



Historic Federal Hill main street

Don't Miss the Opportunity Discover Historic Federal Hill

In a city known for its neighborhoods, there is perhaps none quite so delightful as Historic Federal Hill. Conveniently located just a short, pleasant walk south from the Inner Harbor, this neighborhood's blend of the old and the new is uniquely enchanting.

Now you have the opportunity to become a part of the exciting revitalization of an historic small business district in one of Baltimore's oldest neighborhoods by becoming a Federal Hill Main Street Festival Sponsor. Federal Hill Main Street is gearing up for our 2007 festivals to be held on the tree-lined streets of Federal Hill, and we respectfully invite you to be a sponsor of one or all of them.

The festivals have always been very well-attended due to our extensive advertising and publicity and our growing reputation for well-run festivals. For the second year in a row after several years of charging admission, we will offer **FREE ADMISSION to the two large festivals – Jazz & Blues and Street Beat – with the exciting potential for dramatically increasing attendance!** Don't miss your opportunity to be a part of it!

The Spring Block Party -- Sunday, April 29, 2007, 11am to 7pm. This is the street festival that kicks off the festival season in Baltimore. Over the last 17 years, the party has developed a loyal following, which continues to grow. And that's what it is, a party. Generally filling to capacity of approximately 5,000 people, the crowd is made up of affluent, twenty- and thirty-somethings, there to drink beer, listen to live music and check each other out. A \$5 admission will be charged to the Spring Block Party.



Jazz & Blues Festival -- Sunday, June 10, 2007, 11am to 7pm. In its seventh year, this festival features the cool sounds of Baltimore's best jazz and blues, drawing a high-end, sophisticated crowd in a wide range of ages – from twenty-somethings to empty-nesters and everyone in between. One section of the festival is devoted to Little Ones Lane, attracting young families from the surrounding neighborhoods, as well as from Towson and other areas outside the city. Last year's festival had the largest attendance yet with estimated crowds of at least 12,000 people. This year, **admission will be free** again, and we expect to see a continued impact on attendance as a result.

Street Beat Festival -- Sunday, September 30, 2007, 11am to 7pm. Always the biggest festival of the year, the last three years, we've estimated crowds of 12,000 to 15,000 people. With **free admission** again this year, we are very excited at the potential continued impact on attendance. The eclectic mix of bands draws a wide range of ages, and the music headliner draws the crowds. The number of young families in attendance has increased every year as the Little Ones Lane section grows in size and popularity. This event receives a lot of publicity.



Main Street continues to increase its advertising and PR efforts, and our festivals continue to grow in quality and popularity. **The exposure available at the various sponsorship levels is remarkable!** Drawing crowd primarily from Federal Hill, downtown, Canton and Towson, sponsorship opportunities are targeted to be the most beneficial to the sponsor and to the neighborhood.

Federal Hill Main Street, Inc., a 501(c)(3) nonprofit corporation, holds outdoor street festivals to bring tourists into the neighborhood to discover historic Federal Hill – thousands of tourists who come back to shop or dine or even open a business. Festivals are also our primary fundraisers, essential to Federal Hill Main Street's ongoing success and longevity. As a sponsor, you will be supporting a highly successful and highly visible program that benefits all of the small business owners and residents of this charming neighborhood.

For more information, please contact **Bonnie Crockett**, Executive Director at events@historicfederalhill.org, or call 410-727-4500.

© Federal Hill Main Street 2007

Federal Hill Main Street, Inc., 1105 Light Street, Baltimore, Maryland 21230
Phone: 410-727-4500 Fax: 410-727-7505 Email: events@historicfederalhill.org
www.historicfederalhill.org



spring block party

april 29, 2007
11 am to 7 pm
in historic federal hill



© Federal Hill Main Street 2007

Historic Federal Hill
main street



SPRING BLOCK PARTY

WHEN Sunday, April 29, 2007, 11am to 7pm

WHERE The unit block of E. Cross Street (between Charles and Light); this year, the party will take place along the north side of the Cross Street Market.

ATTENDEES Filled to capacity of an estimated est. 5,000 or more every year. This is a relatively affluent crowd of twenty- and early-thirty-somethings, there to drink beer, listen to live music and check each other out. This festival draws largely from Federal Hill and the surrounding neighborhoods, (where over 25% of the population has a household income of over \$100,000/year, and over 68% are college graduates), also from Canton and Towson.



VENDORS Generally 20-25 vendors, including food, beer, drinks and arts & crafts. Vendors geared to the hip, young, urban market tend to be the most successful at this festival.

MUSIC Ten or more bands play on two stages over the course of the day, with the emphasis on local talent. Past festivals have featured such bands as the Kelly Bell Band, The Waifs, Archaic Smile, The Greg Riordan Project, The Bridge, the Jarflys, Kustom Blend and more.

ADVERTISING AND PUBLICITY Being the opening festival of the year, the Spring Block Party has received a lot of attention. Articles appear in every Federal Hill and South Baltimore neighborhood association newsletter and neighbors receive email notification of the event. A professional team is hired to manage PR, as a result, feature articles have appeared in The City Paper, the Live section of The Sun, and on the front page of The Baltimore Guide. TV Channel 2, Channel 11, Channel 13 and Fox 45 all covered the event on their evening broadcasts. Live radio coverage was provided by 100.7 The Bay, and WTMD in addition to heavy radio advertising the week prior to the event. Banners are hung across Charles Street and Light Street in Federal Hill weeks in advance of the festival. Posters are hung throughout Federal Hill, Fells Point, Canton, Towson, college campuses and other select locations throughout Baltimore. Prominent ads have been placed in the City Paper, The Sun, The Baltimore Guide, the Towson Times, and more. Festival information is posted on our very popular website, www.historicfederalhill.org, which receives thousands of hits during the week leading up to the Spring Block Party.

ADMISSION A \$5 admission will be charged.

PREVIOUS SPONSORS Previous sponsors include Miller Beer, Budweiser, Heineken, The Mayor and the City Council of Baltimore and Comcast Cable, BELIEVE, Federal Hill Fitness, The Funk Box, WRNR, WTMD, Bacardi, Ten Cane Rum, Belvedere Vodka, and the Rusty Scupper.



jazz & blues festival

june 10, 2007
11 am to 7 pm
in historic federal hill



Historic Federal Hill
main street

JAZZ & BLUES FESTIVAL



WHEN Sunday, June 10, 2007, 11am to 7pm

WHERE The tree-lined blocks of 1000 and 1100 S. Charles Street in historic Federal Hill

ATTENDEES The biggest crowds to date in 2006 with approximately 12,000 attendees. (8,000-10,000 in 2004 and 2005, when a \$3 admission was charged.) Again this year, the festival will be held with **free admission, we expect a continuing dramatic increase in attendance!** It is a high-end, sophisticated crowd of all ages -- thirty-somethings, young families and empty-nesters. This festival draws from the upscale neighborhoods of Federal Hill and South Baltimore, (where over 25% of the population has a household income of over \$100,000/year, and over 68% are college graduates). It also draws from Canton, Towson and Owings Mills.

VENDORS Generally 75-100 vendors, including food, drinks, art, antiques and crafts, and featuring many of the best restaurants and galleries of Federal Hill. High-end, quality vendors tend to be the most successful at this festival.

MUSIC Baltimore's best in live jazz and blues. At least fifteen performers on three stages play over the course of the day. Past festivals have featured such performers as Marva Wright, James Cotton, Joanna Cotton and Mike Younger, The Rumba Club, Mofofunka, Old Man Brown, the Dunbar High School Jazz Ensemble, Blues Therapy, and many more.

SPECIAL FEATURES One section of the festival is designated **Little Ones Lane**, a special area for the kids, Little Ones Lane has become a destination in itself, featuring games and crafts from places such as the Walters Art Museum, the National Aquarium, the Maryland Science Center, the Baltimore Museum of Industry, the American Visionary Art Museum, Federal Hill Elementary School, the South Baltimore Recreation Center, Wild Life Adventures, and Music 4 Kids, plus storytelling, dress ups, live performances by the likes of Milkshake, Kinderman Kidsinger Jim and more. Last year the pony rides and petting zoo were wildly popular.

ADVERTISING AND PUBLICITY Articles appear in every Federal Hill and South Baltimore neighborhood association newsletter and neighbors receive direct email notification of events. A professional team is hired to manage broad-based PR. This festival has received live coverage on the WJZ TV morning show on the day of the event, in-studio live interview with Fox 45, feature coverage on Cable 25 and more. Feature articles have appeared in The City Paper, the Live section of The Sun, and on the front page of The Baltimore Guide. Banners are hung across Charles Street and Light Street in Federal Hill and in at least two prominent downtown rush hour locations weeks in advance of the festival. Event signage is prominently displayed at the new Baltimore Visitor Center in the Inner Harbor. Posters are hung throughout Federal Hill, Fells Point, Towson, other select locations throughout Baltimore. Prominent ads have been placed in the City Paper, The Sun, The Baltimore Guide, the Towson Times, and more. TV advertising has been placed on Comcast Cable. Festival information is posted on our website, which receives thousands of hits during the week leading up to the festival.

ADMISSION **Free Admission in 2007!**

PREVIOUS SPONSORS Previous sponsors include Mercy Hospital, Federal Hill Fitness, Otterbein Swim Club, Funk Box, Bacardi, Boordy Vineyards, Miller Beer, Budweiser, Heineken, Parrot Bay, Ron Zimmerman Realtor, Coldwell Banker, Long & Foster, Provident Bank, WHFS, WTMD and WYPR.



street beat festival

september 30, 2007
11 am to 7 pm
in historic federal hill



STREET BEAT FESTIVAL



STREET BEAT FESTIVAL



| | |
|--------------------------|---|
| WHEN | Sunday, September 30, 2007, 11am to 7pm |
| WHERE | The 1000 and 1100 blocks of S. Charles Street, (between West and Hamburg), and the unit block of E. Cross Street (between Charles and Light), on both sides of the Cross Street Market. |
| ATTENDEES | Approximately 12,000 to 15,000 when admission was charged. This year, with free admission, we expect a dramatic increase in attendance! It is a high-end, sophisticated crowd of all ages – twenty- and thirty-somethings, young families and empty-nesters. This festival draws from the upscale neighborhoods of Federal Hill and South Baltimore, (where over 25% of the population has a household income of over \$100,000/year, and over 68% are college graduates). It also draws from Canton, Towson and Owings Mills. |
| VENDORS | Generally 80-120 vendors, including food, drinks, art, antiques and crafts, featuring many of the best restaurants and galleries of Federal Hill. High-end, quality vendors tend to be the most successful at this festival. |
| MUSIC | An eclectic mix of over 15 bands -- jazz, blues, rock, salsa, reggae, and more -- playing on three stages over the course of the day draws a wide variety of ages. Each year, the quality of the music has gotten better and better attracting a bigger and bigger crowds. |
| SPECIAL FEATURES | One section of the festival is designated Little Ones Lane , a special area for the kids, Little Ones Lane has become a destination in itself, featuring games and crafts from places such as the Walters Art Museum, the National Aquarium, the Maryland Science Center, the Baltimore Museum of Industry, the American Visionary Art Museum, Federal Hill Elementary School, the South Baltimore Recreation Center, Wild Life Adventures, and Music 4 Kids, plus storytelling, dress ups, live performances by the likes of Milkshake, Kinderman Kidsinger Jim and more. Last year the pony rides and petting zoo were wildly popular. |
| PUBLICITY | With exciting, well-known bands and a professional PR team, the Street Beat Festival enjoys much publicity. This festival has been featured live on both the WJZ TV morning show and the WBAL TV morning show on the day of the event, with additional interviews and coverage by WMAR, Fox 45, and UPN 24. Feature articles have appeared in The City Paper, the Live section of The Sun, and The Baltimore Guide. In addition to heavy radio advertising, the musical headliners enjoyed live on-air interviews. Articles appear in every Federal Hill and South Baltimore neighborhood association newsletter and neighbors receive direct email notification of the event. Banners are hung across Light Street and Charles Street in Federal Hill and in at least two prominent downtown rush hour locations weeks in advance of the festival. Event signage is prominently displayed at the new Baltimore Visitor Center in the Inner Harbor. Posters are hung throughout Federal Hill, Fells Point, Towson, other select locations throughout Baltimore. Prominent ads were placed in the City Paper, The Sun, The Baltimore Guide, the Towson Times, and more. TV ads have been placed on UPN 24 and Comcast Cable. Festival information is posted on our website, which receives thousands of hits during the week leading up to the festival. |
| ADMISSION | Free admission in 2007! |
| PREVIOUS SPONSORS | Previous sponsors include Mercy Hospital, Federal Hill Fitness, Otterbein Swim Club, Funk Box, Bacardi, Boordy Vineyards, Ciroc Vodka, Jose Quervo, Miller Beer, Budweiser, Heineken, Ron Zimmerman Realtor, Coldwell Banker, Long & Foster, SunTrust Bank, M&T Bank, State Farm Insurance, WHFS, WTMD, WYPR and Nintendo. |

BASED ON THE DOLLAR VALUE OF YOUR DONATION,
SPONSORSHIP PACKAGES MAY INCLUDE...

- ❖ Exclusive advertising rights within your industry.
- ❖ Street Sponsor: 15'x 40' prime featured location on in the center of the festival (W. Cross Street) during the Jazz & Blues Festival and Street Beat Festival for product display and sales; prominent featured location on E. Cross Street during the Spring Block Party.
- ❖ Stage sponsor: display your company banner on or around one of the festival stages.
- ❖ Booth sponsor: Booth space for product display and sales.
- ❖ Bar Booth sponsor: Opportunity to operate bar booth and sell liquor (except for beer) at the festival.
- ❖ In-crowd sample & literature distribution throughout the festivals.
- ❖ Your logo included in all advertising & promotional materials, including print, radio, television, internet and email advertising.
- ❖ Your logo included on event poster, prominent Inner Harbor signage, and banners located in at least two prominent downtown rush hour intersections for the Jazz & Blues Festival and the Street Beat Festival.
- ❖ Your logo included on all event signage throughout the festivals.
- ❖ Possible live TV coverage prior to or on the day of the event.
- ❖ Press Release announcing your sponsorship sent to media and to local area newsletters.
- ❖ Feature article in the Main Street News, (widely distributed in Federal Hill and posted on our website).
- ❖ Free advertisement in the Main Street News.
- ❖ Announcement of your sponsorship on the front page of Federal Hill Main Street's popular website for three weeks before and one week following each festival, with link to your website.
- ❖ Free entrance passes to the Spring Block Party; free drink tickets at each festival.
- ❖ Wrap your company's banner around 60 trash cans.
- ❖ Hang your posters on the spot-o-pots.
- ❖ Sponsor the event program and advertise on the back cover or in the centerfold.
- ❖ Support a successful nonprofit business revitalization program and a charming historic Baltimore City neighborhood.

**THERE ARE LOTS OF CREATIVE WAYS TO BECOME A SPONSOR.
WE WILL WORK WITH YOU AND TAILOR YOUR SPONSORSHIP TO MEET
YOUR SPECIFIC MARKETING GOALS. WHAT WORKS FOR YOU?**

