



Excerpt from the Historic Federal Hill Main Street News, Jan/Feb 2005:

THE BENEFITS OF SPONSORSHIP

Sponsorship of Federal Hill Main Street – both corporate sponsorship and festival sponsorship – benefits the sponsor as much as it does Main Street. And as Main Street increases its advertising and PR efforts, and the festivals grow in quality and popularity, the exposure available at the various sponsorship levels is remarkable.

A festival sponsor's logo may appear on large banners that hang on the four corners of the Cross Street Market, as well as in strategic intersections downtown, (like Pratt and President Streets, and Lee and Light Streets, next to the Science Center). Thousands, even tens of thousands of commuters drive under those banners – or sit at the red light staring at them for a few minutes – during the two weeks they are in place. Logos may appear on event signage prominently displayed at the new Baltimore Visitor Center in the Inner Harbor, which is seeing record numbers of tourists – over 30,000 last October when we held the Street Beat Festival, and well over 60,000 last June when we held the Jazz & Blues Festival.

Sponsor logos may appear in large, color ads in The Sun's Live section, the City Paper, the Baltimore Guide, the Towson Times, and more. Logos appear on event posters, plastered all over the neighborhood and beyond; the festival program, handed out to the thousands of attendees; and festival signage, displayed prominently on every admission booth, ticket booth and beer booth. A sponsorship booth at the festival provides the opportunity to make face-to-face contact with thousands of potential customers. And sponsor logos, articles, links to websites, and more may be displayed on Federal Hill Main Street's website, which received over 28,000 hits in the 10 days leading up to the last festival alone.

Working with a professional public relations firm last year, Federal Hill Main Street was able to attract Channel 13, Channel 11, Channel 2, Fox 45, and UPN 24 to the neighborhood for news shots or live interviews for some or all of the festivals. For the last two years, the Street Beat Festival has been the featured live event on Channel 11's Sunday morning show – cutting to a shot of Federal Hill at every commercial break, mentioning the festival during the weather reports, and conducting live interviews on the street – live TV time that may be made available to one or more sponsors.

Perhaps most importantly is the market Federal Hill Main Street is reaching. There is no question that residents of the surrounding neighborhoods are well aware of Federal Hill events, (nearly 200 of those neighbors volunteer to work the festival booths each year). And over the last four years, Main Street has been steadily improving the quality of the festivals – with pricier musicians, higher-end vendors, family activities, etc. – to target the high-end market that is revitalizing Federal Hill. The market that will come back to shop in the area's stores and eat and drink in the area's restaurants and bars. Drawing primarily from Federal Hill/downtown and Towson, sponsorship opportunities are targeted to be the most beneficial to the sponsor and to the neighborhood.

For Federal Hill Main Street, the benefit is not only in sponsorship dollars, it is also an opportunity to work together with other businesses to improve and promote Federal Hill. Our sponsors enjoy remarkable exposure opportunities, while their charitable donations to Federal Hill Main Street, an IRS 501(c)(3) company, are generally tax deductible. (Check with your tax advisor.)

Finally, sponsorships help support Federal Hill Main Street, Inc., which continues to pursue projects, solve problems and take advantage of opportunities to stimulate revitalization in historic Federal Hill – from capital public space improvements to beautification efforts to business development projects to promotional campaigns. Hundreds of business and neighborhood volunteers have invested thousands of hours to make the Main Street program work. The community believes in itself. Don't miss your opportunity to help your neighborhood during its amazing renaissance.