



## Downtown Cambridge

Cambridge Main Street

437 Race Street

Cambridge, MD 21613

443-477-0843 | [office@downtowncambridge.org](mailto:office@downtowncambridge.org)

April 30<sup>th</sup> 2019

Downtown Cambridge works tirelessly to provide support to small business owners, supporting and encouraging a climate for downtown business and living, and making downtown a place where the community wants to spend time.

We have created unique sponsorship opportunities to help support THREE MAJOR FESTIVALS including TASTE OF CAMBRIDGE, GROOVE CITY CULTURE FEST, and GROOVEFEST. These events help to support Downtown Cambridge, and PROMOTE your business to a broad audience.

Known as the flagship event for Cambridge and a “key ingredient” for our blossoming downtown culinary scene, **Taste of Cambridge Crab Cook-Off** now attracts more than 2,000 visitors and locals to the heart of our downtown district. The event remains a free community street festival, as well as a restaurant qualifier for the World Food Championships.



**Groove City Culture Fest** was a BRAND NEW festival in 2018! The event was the first of its kind hosted on Pine Street, and boasted the highest number of vendor participation for a downtown event yet. The festival recognizes and highlights the African American culture in Cambridge, and is drawing attention from across the state. The event hosted approximately 2,000 attendees in its first year and we anticipate that number will grow in 2019.



**GrooveFEST: Downtown Music Festival** has been a tremendous success, drawing residents and visitors alike to enjoy great music in downtown Cambridge. We are bringing many new faces to our downtown from across the Delmarva region. This year we are already well on our way to completing final performances and imagining new opportunities for the festival.

As sponsors for these events, we provide you a number of benefits. Details are attached in the SPONSOR FORM. Our priority is your company’s visibility through social media, presence on our website & event page, various promotional & advertising efforts, and event signage.

We invite you to join us as a sponsor in 2019. Please contact one of us with questions or comments at your convenience. As a follow up, our Sponsorship Co-ordinator will be reaching out to you personally.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Katie Clendaniel".

Katie Clendaniel  
Executive Director

[katie@downtowncambridge.org](mailto:katie@downtowncambridge.org)



2019 EVENT SPONSORSHIP FORM
Taste of Cambridge
Groove City Culture Fest
GrooveFEST: Downtown Music Festival

Sponsorship can:

- Foster relationships with your customers and other business leaders
Bring awareness of your business and help build your brand
Develop goodwill through a positive contribution to the community
Provide opportunity for volunteerism and team-building activities
Be an easy way to support social responsibility initiatives

Contact Person: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

If your sponsorship includes displaying your logo on our promotions please send high resolution copy of your logo as soon as possible to KATIE CLENDANIEL office@downtowncambridge.org.

I/my company would like to sponsor the following:

Table with 3 columns: Taste of Cambridge (7/13), Groove City Culture Fest (8/17), GrooveFEST: Music Festival (9/21). Rows include Platinum Sponsor (\$2500), Gold Sponsor (\$1000), Silver Sponsor (\$500), and Bronze Sponsor (\$250).

PAYMENT:

- I gave a check to \_\_\_\_\_ (please name the event contact person)
I will mail check to : Downtown Cambridge, 437 Race Street, Cambridge, Maryland 21613 (Make Checks payable to "Cambridge Main Street")
Please invoice my company using the address above.

VENDOR SPACE:

- Please RESERVE MY VENDOR SPACE # \_\_\_\_\_ (← indicate how many spaces 0, 1 or 2)

For confirmation / questions / comments / compliments, please contact Sponsorship Coordinator:

Or alternatively feel free to contact Katie Clendaniel, Executive Director, Downtown Cambridge at office@downtowncambridge.org or 443-477-0843.

Thank you for your support!



## 2019 SPONSORSHIP OPPORTUNITIES

Taste of Cambridge

Groove City Culture Fest

GrooveFEST: Blues, Brews & BBQs

### OUR PROMOTIONAL REACH:

- Social Media outlets: Facebook (over 9,000 page followers, 1100+ group page followers, 25,000+ individual impressions/promoted reach with Taste promotions), Instagram (over 1100 followers and growing), and Twitter.
- Email Distribution: to 2,700 regular email subscribers, Distribution to Chamber of Commerce Membership
- Downtown Cambridge Website: website presentation and promotion of ticketing and event information, Visitation to event pages are between 5,000+ viewers per month for each event page.

Typical Promotions & Placement for Taste of Cambridge Crab Cook-Off & GrooveFEST:

- Delmarva TV: WMDT, and WBOC / Delmarva Life
- Delmarva Magazines: Attraction Magazine, Edible Delmarva, What's Up Eastern Shore
- Mid-Shore Newspapers: Star Democrat / Dorchester Star / Dorchester Banner
- Mid-Shore Radio outlets MTS & WINX FM
- Facebook & Instagram Social Media paid promotion
- Printed Posters, event programs
- Event Banners – Maryland Ave / Rt. 50; Race Street; Other TBD

TASTE OF CAMBRIDGE: 800 - 900 crab cook-off tasting tickets sold – SOLD OUT EACH YEAR

STREET FESTIVALS includes a Kid's Zone or Kid's activities, community performances at each event

LIVE MUSIC – OVER 2000 attendees at each festival and GROWING each year. Attendees come from across MD, and Delmarva region.

COMMUNITY VOLUNTEERS: Each event utilizes 60 – 100 community & corporate volunteers

### **PLATINUM Sponsorship                      \$2500**

- Banner Recognition as a prominent sponsor of music / contest stages
- Logo/Company Name/Individual Name included in all event advertisements
- Logo on event Tee shirts
- Recognition as Platinum Sponsor in the printed festival program
- Recognition as Platinum Sponsor in press releases, email, radio, print, social media advertising and promotions
- Recognition during event / award announcements during the event
- For commercial vendors, complimentary vending or product space at festival (approximate 12 x 12 spaces available) (\$75 value)
- Linkable logo inclusion on Downtown Cambridge website and recognition in email communications ahead of the event
- Recognition on Print Sponsor Boards at the event
- Festival Tickets (4 tickets corresponding to the related festival will be made available / issued)

### ***GOLD Sponsorship***                      **\$1000**

- Logo/Company Name/Individual Name included in print advertisements in local newspaper/print advertising
- Logo on event Tee Shirt
- Linkable logo inclusion on Downtown Cambridge website.
- Recognition in event email communication and social media posts leading up to the festival.
- Recognition as GOLD Sponsor in the printed festival program.
- Recognition in press release materials.
- Recognition during event / award announcements.
- Recognition as GOLD Sponsor on printed Sponsor Boards at the event.
- For commercial vendors, complimentary vending or product space at festival (approximate 10 x 10 spaces available) (\$75 value).
- Festival Tickets (2 tickets corresponding to the related festival will be made available / issued)

### ***SILVER Sponsorship***                      **\$500**

- Recognition in Social Media posts.
- Name printed on event tee shirts
- Linkable logo on Downtown Cambridge website.
- Recognition in festival email communications.
- Recognition in select media communications.
- Recognition as SILVER Sponsor in the printed festival program.
- Recognition as SILVER Sponsor on printed Sponsor Boards at the event.
- Festival Tickets (2 tickets corresponding to the related festival will be made available / issued)

### ***BRONZE Sponsorship***                      **\$250**

- Recognition in Social Media posts.
- Recognition on Downtown Cambridge website.
- Recognition in email communications before the festival.
- Recognition as a BRONZE Sponsor in the printed festival program.
- For commercial vendors, complimentary vending or product space at festival (approximate 12 x 12 spaces available) (\$75 value).
- Festival Tickets (1 tickets corresponding to the related festival will be made available / issued)