

# OUR EVENTS



## MARKET SQUARE DAY FESTIVAL AND 10K ROAD RACE

Each year on the second Saturday in June, Pro Portsmouth draws more than 60,000 people to “the Square” and surrounding streets. Market Square Day is a street festival, a road race, and a concert all rolled up into one great event.

## FIRST NIGHT® PORTSMOUTH

On the last day of each year, Pro Portsmouth says farewell to the old and rings in the new along with 15,000 visitors from near and far. Celebrated since 1986, First Night® Portsmouth features music, dance, theater, ice sculptures, and fireworks, all amid the backdrop of our historic downtown.

## CHILDREN'S DAY

The first Sunday of May brings 10,000 people into Portsmouth. With the support of local merchants, downtown Portsmouth becomes headquarters for children of all ages.

## SUMMER IN THE STREET

For five Saturday evenings in the summer, the series enhances the downtown experience to the delight of locals and visitors alike. The setting: Pleasant Street at Market Square. People making their way ‘round town come upon performances featuring everything from dance groups and puppeteers to theater troupes and musicians.



MARKET SQUARE DAY  
10K ROAD RACE

Produced by Pro Portsmouth.

FIRST NIGHT® PORTSMOUTH

“Pro Portsmouth has created and sustained landmark events for more than four decades that foster the public’s interest, patronage, and affection for the community; they keep people coming back, again and again throughout all seasons.”

—Shari Young, Chief Operating Officer,  
Northern Hospitality/Sheraton Portsmouth Harborside

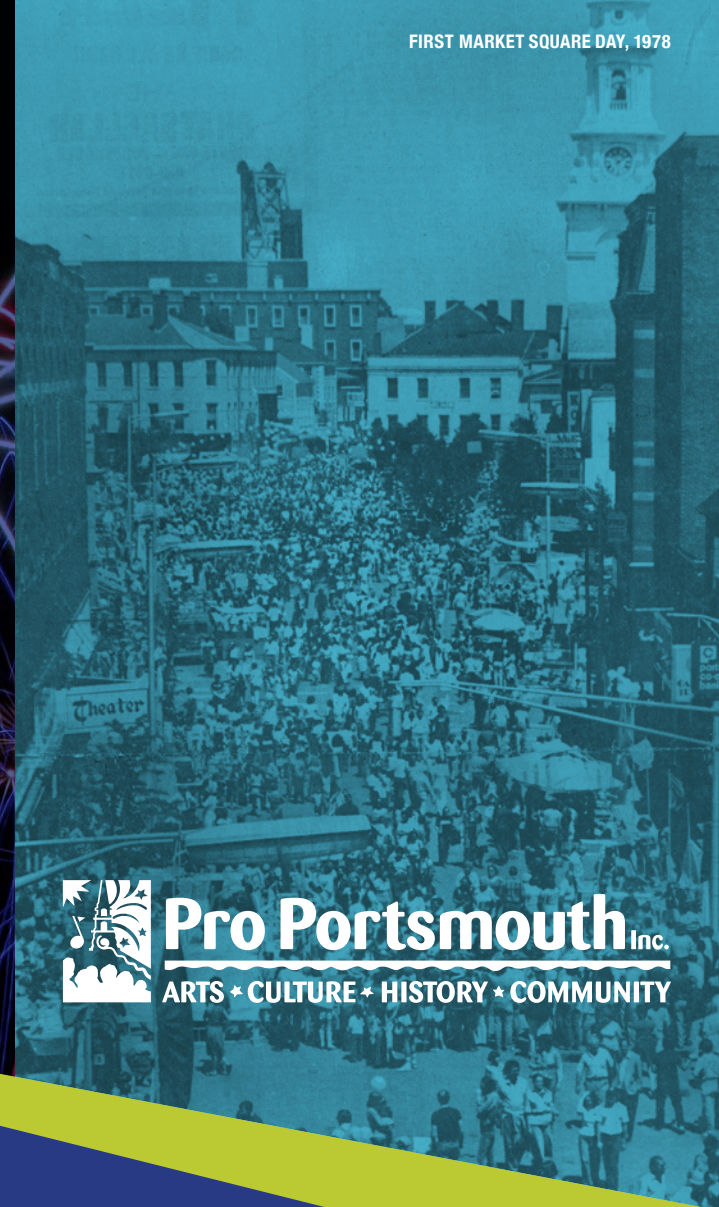
“Pro Portsmouth embodies the spirit of Portsmouth. Their vibrant energy and dedication creates for all of us a sense of place and community pride.”

—Bill Hurley, Owner,  
Infinite Imaging & West End Creative



**Pro Portsmouth Inc.**  
ARTS • CULTURE • HISTORY • COMMUNITY

FIRST MARKET SQUARE DAY, 1978



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We're a 501c(3) nonprofit organization dedicated to celebrating and sustaining the vitality of Portsmouth's arts, culture, and history through events and community collaboration.

This Brochure Is Brought To You By:



# ARE YOU PRO PORTSMOUTH?

# WE ARE PRO PORTSMOUTH

Pro Portsmouth has supported the local arts, history, culture, and community for over 40 years. Our events generate \$3.5 million\* for our local economy. That's proof we don't just talk about supporting the community; we really make it happen!



# BE PRO PORTSMOUTH

Engage in our community by supporting one, two, or all of our destination events.

## PROGRAM PARTNER

**One-stop shopping:** For businesses that want to take full advantage of our program portfolio, the Program Partner enjoys a year of visibility across all four major events, as well as on the Pro Portsmouth website, social media, and eNewsletters.

## EVENT SPONSOR

**Prefer à la carte?** Support the event that meets your marketing needs and focus on the various "events within the event" that are the most meaningful to you.

## SHAREHOLDER

Take advantage of our general marketing opportunities, including website and social media initiatives, while supporting your favorite event.

## VOLUNTEER

We're always looking for talented people who want to make a difference. Sign up to assist with the production of our destination events.

# WHY PRO PORTSMOUTH

With few exceptions, our programming is free! From the ice sculptures and fireworks during First Night®, to activities offered during Children's Day, the downtown festival on Market Square Day, and the musical performances enjoyed by all during Summer in the Street, we charge no admission and require no membership. This presents us with a challenge: Without the support of local businesses and community members like you, the events don't take place.

\*2016 Arts & Economic Prosperity Survey, Americans for the Arts

# BY THE NUMBERS

**1978** | year we began supporting our community with the production of local events

**125,000** | number of people who attend our events annually

**\$125,000** | payments made to local musicians and artists over the past five years for event performances

**\$3.5 MILLION** | amount put back annually into the Portsmouth economy due to the events produced by Pro Portsmouth

**1** | number of Portsmouth organizations with a sole mission to create destination events for the community: Pro Portsmouth

