



## OUR EVENTS

### MARKET SQUARE DAY FESTIVAL AND 10K ROAD RACE

Each year on the second Saturday in June, Pro Portsmouth draws more than **80,000** 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 **15,000** people into Portsmouth. With the support of local merchants, downtown Portsmouth becomes headquarters for children of all ages.

### SUMMER IN THE STREET

For six 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 for dining and shopping come upon Summer in the Street and enjoy local performances featuring everything from dance groups and puppeteers to theater troupes and musicians.



FIRST NIGHT® PORTSMOUTH

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

—Shari Young, VP/Managing Director,  
LodgeSys Inc./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



FIRST NIGHT® PORTSMOUTH



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

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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.

Guide Contributors:

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**Infinite Imaging**

Welcome to the digital age

Photographs by Suzanne Laurent

PHOTO ON THE COVER: MARKET SQUARE DAY, NORTH CHURCH



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## ARE YOU PRO PORTSMOUTH?

Be a part of the area's most prestigious outdoor community events! Market your business to over 125,000 people annually.





## WE ARE PRO PORTSMOUTH

Pro Portsmouth has supported the local arts, history, culture, and community for 37 years. Our event attendees stay at area hotels, dine at neighborhood restaurants, and shop downtown, generating **\$3.5 million\*** for our local economy. That's proof we don't just talk about supporting the community; we really make it happen.



FIRST NIGHT® PORTSMOUTH

## WHY PRO PORTSMOUTH

With few exceptions, our programming is free! From the ice sculptures and fireworks during First Night® Portsmouth 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.

\* 2011 Arts & Economic Prosperity Survey, Americans for the Arts



MARKET SQUARE DAY, 10K ROAD RACE

## BY THE NUMBERS

**37:** number of years we've been supporting our community with local events

**3,000:** number of Pro Portsmouth monthly newsletter recipients

**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

## BE PRO PORTSMOUTH

Market your business and capitalize on the thousands of attendees at our events. Engage in our community by sponsoring 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, Facebook, 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 Facebook initiatives, while supporting your favorite event.

### VOLUNTEER

We can always use fun and talented people. Sign up to assist in the execution of an event.



CHILDREN'S DAY