



Children's Day Community Initiative

Who says children aren't in charge? Each year on the first Sunday of May, Downtown Portsmouth becomes headquarters for children of all ages with the celebration of Children's Day. An estimated 10,000+ "children" visit Portsmouth to take part in an afternoon of fun on the Seacoast.

This Festival combines family-friendly activities, entertainment and usually, an ice cream sundae – all sponsored, hosted and supported by the Downtown Merchants, area companies, civic organizations and volunteers of the Seacoast. From a cruise aboard the M/V Thomas Loughton to a "photo – op" with a favorite friend from Character Island, the day is filled with something for everyone.

The Festival has been a part of Portsmouth's landscape for almost twenty years. Pro Portsmouth has been producing Children's Day since 2000 and in order to bring it back in 2010, we need everyone's support.

What is Pro Portsmouth proposing?

Each year, Children's Day attracts thousands of people to the City for a Sunday afternoon of family fun in Downtown Portsmouth. The event costs Pro Portsmouth approximately \$20.0K to produce; financially, its 'livelihood' depends on sponsorships and donations to pay for all related event costs from performers to rental trucks.

In addition to corporate sponsorships, this year we'd like to invite our small businesses and community members to add their names to the list of supporters for Children's Day. We believe that Children's Day has become a "destination event" drawing families, friends and neighbors from down the street and throughout the region to Portsmouth each May and as such, it is vital to the vibrancy of our Community.

We propose to offer shares in Children's Day. Each share would cost the investor \$100.

Our goal is to raise \$20,000 which means we need to "sell" 200 shares!

What are the benefits?

In 2009, due to a lack of funding Children's Day did not take place. We realize that in the "new normal" it is unlikely that we can count on a few folks to write large checks, so we're hoping that by having numerous parties contribute smaller amounts, the Community supports the event and we reach our goal.

You will be acknowledged as a Shareholder on our Children's Day webpage (listing company and/or individuals) and noted on the Children's Day map.

Multiple shares of 5+ purchased (\$2,000, \$1,000, \$500) would receive additional benefits such as event and web presence, logos on merchandise, etc.

Who can participate?

Businesses
Community Organizations
Downtown Merchants & Restaurants
Individual Donors

The Pro Portsmouth Mission

Pro Portsmouth, Inc. is a non-profit organization dedicated to celebrating and sustaining the vitality of Portsmouth's arts, culture and history through events and community collaboration.

Pro Portsmouth, Inc. is a non-profit classified as a 501c (3) by the Internal revenue Service. All sponsorships and donations directly benefit the efforts of Pro Portsmouth and its Mission to promote the Arts, Culture, History and Community of Portsmouth and the Seacoast.

Upon request, we're happy to provide contributors with proof of our IRS Tax Identification information.

Contact:
Barbara Massar, Executive Director
bmassar@proportsmouth.org
603.610.5521

Additional Opportunities, like our Annual Program Partnerships are available – contact Pro Portsmouth!

Arts, Culture, History & the Community