

THE EVENTS



MARKET SQUARE DAY FESTIVAL AND 10K ROAD RACE

Each year on the second Saturday in June, Pro Portsmouth draws more than 50,000 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. Celebrated since 1986, First Night Portsmouth features ice sculptures and fireworks, all amid the backdrop of our historic downtown.

CHILDREN'S DAY

The first Sunday of May brings 5,000 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 musical performances.



MARKET SQUARE DAY
10K ROAD RACE

Produced by Pro Portsmouth.



Pro Portsmouth Inc.

ARTS • CULTURE • HISTORY • COMMUNITY



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603.433.4398

info@proportsmouth.org

www.proportsmouth.org

3 Greenleaf Woods Dr, Unit 101 • Portsmouth, NH 03801

Mail: PO Box 967 • Portsmouth, NH 03802

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.

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alphagraphics

**WEST END
CREATIVE**

ARE YOU PRO PORTSMOUTH?

FIRST MARKET SQUARE DAY, 1978

WE ARE PRO PORTSMOUTH

For nearly 50 years, our events have been constructed on a foundation of four pillars: Arts, History, Culture & Community. Combined, our events generate \$3.9 million* for the local economy. Simply put, we don't just talk about supporting the community, we make it happen, and that's why we need you to support us...

WHY PRO PORTSMOUTH

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.

*2022 Arts & Economic Prosperity Survey, Americans for the Arts



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.

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

\$3.9 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

