

**PARTNERSHIPS  
& POSSIBILITIES**

**RIVERFRONT  
RECAPTURE**







We are always seeking creative ways to partner with businesses, foundations, performance groups, and non-profits to introduce and engage more people with our parks, events, and programs.

Opportunities for partnerships and possibilities within our parks are endless and can be customized to meet your organization's interests.

Our mission is to connect people with the Connecticut River. Our goal is to enhance quality of life for all those who live, work, and play in the MetroHartford region.

**For questions about sponsorship, please contact Deborah Baker, Director of Development, at (860) 713-3131 x326 or [dbaker@riverfront.org](mailto:dbaker@riverfront.org).**







# RIVERFRONT FOOD TRUCK FESTIVAL

More than 5,000 attendees come for the food and stay for the live entertainment and sweeping views of the Connecticut River during this three-day festival.

## **THE OPPORTUNITY**

Be a Presenting, Gold or Silver Sponsor of the Riverfront Food Truck Festival

## **INVESTMENT**

\$25,000	Presenting Sponsor
\$10,000	Gold Sponsor
\$5,000	Silver Sponsor

## **WHAT YOU'LL GET**

### Presenting Sponsor

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Recognition at the event on signage and enhanced PA announcements
- Season-long recognition on a pole banner (May - October)
- Create your own brand experience with a tented marketing space (optional)

### Gold Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website
- Season-long recognition on a pole banner (May - October)
- Recognition at the event on signage and enhanced PA announcements

### Silver Sponsor

- Recognition on website and social media
- Recognition at the event on signage and PA announcements



# RIVERFRONT FIREWORKS

Fifteen thousand people come to our parks every year for Connecticut's largest display of Independence Day fireworks for a classic red, white, and blue celebration.

## **THE OPPORTUNITY**

Be a Presenting, Fireworks or Stage Sponsor of the Riverfront Fireworks

## **INVESTMENT**

\$75,000	Presenting Sponsor
\$35,000	Fireworks Sponsor
\$15,000	Stage Sponsor

## **WHAT YOU'LL GET**

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### Presenting Sponsor

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Signage and announcements at event
- Season-long recognition on a pole banner (May - October)
- Create your own brand experience with a tented marketing space (optional)
- VIP seating during the fireworks

### Fireworks Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website
- Signage and announcements at event
- Create your own brand experience with a tented marketing space (optional)
- VIP seating during the fireworks

### Stage Sponsor

- Recognition on website and social media
- Signage and announcements at event
- VIP seating during the fireworks



# RIVERFRONT DRAGON BOAT & ASIAN FESTIVAL

Celebrate Asian culture on the water with a full day of competitive dragon boat racing and on land with food, dance, music, and more. More than 4,500 people visit Mortensen Riverfront Plaza for this annual event.

## **THE OPPORTUNITY**

Be a Presenting, Gold or Silver Sponsor of the Dragon Boat & Asian Festival

## **INVESTMENT**

\$25,000	Presenting Sponsor
\$10,000	Gold Sponsor
\$5,000	Silver Sponsor

## **WHAT YOU'LL GET**

### Presenting Sponsor

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Two team entries, four team practices, a team tent, and reserved parking for forty
- Recognition at the event on signage and enhanced PA announcements
- Season-long recognition on a pole banner (May - October)

### Gold Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website
- One team entry, two team practices, and a team tent
- Recognition at the event on signage and enhanced PA announcements

### Silver Sponsor

- Recognition on website and social media
- One team entry, two team practices, and a team tent
- Recognition at the event on signage and PA announcements





# HEAD OF THE RIVERFRONT

Rowers and their families travel from throughout New England and New York, bringing 10,000 visitors to our parks and the region every year. The second-largest one-day regatta in New England, we draw more than 600 entries representing dozens of clubs and schools, racing in high school, collegiate, and masters divisions.

## **THE OPPORTUNITY**

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Be a Presenting, Site or Champion Sponsor of the Head of the Riverfront Regatta

## **INVESTMENT**

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\$25,000	Presenting Sponsor
\$10,000	Site Sponsor
\$5,000	Champion Sponsor

## **WHAT YOU'LL GET**

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### Presenting Sponsor

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Recognition at the event on signage, t-shirt, and enhanced PA announcements
- Season-long recognition on a pole banner (May - October)
- Create your own brand experience with a tented marketing space (optional)

### Site Sponsor

- Season-long recognition on a pole banner (May - October)
- Recognition on all event collateral, advertising, social media, press releases and website
- Recognition at the event on signage and enhanced PA announcements

### Champion Sponsor

- Recognition on website and social media
- Recognition at the event on signage and PA announcements



# ARTS & CULTURE

Weekly programming June through September brings new visitors to our parks and new visibility to your company. Become a sponsor of movie nights, concerts, theatrical performances and more.

## **THE OPPORTUNITY**

Be a Presenting, Gold or Silver Sponsor of our Arts & Culture programming

## **INVESTMENT**

\$25,000	Presenting Sponsor
\$10,000	Gold Sponsor
\$5,000	Silver Sponsor

## **WHAT YOU'LL GET**

Presenting Sponsor: All Weekly Events

- Prominent recognition and high visibility of your brand on all event collateral, advertising, social media, press releases and website
- Recognition at each event on signage
- Season-long recognition on a pole banner (May - October)
- Create your own brand experience with a tented marketing space (optional)

Gold Sponsor: Single Month of Weekly Events

- Recognition on all event collateral, advertising, social media, press releases and website
- Recognition at selected event(s) on signage
- Create your own brand experience with a tented marketing space (optional)

Silver Sponsor: Movie Nights or Single Series

- Recognition on all event collateral, advertising, social media, press releases and website
- Recognition at selected event(s) on signage





# HARTBEAT MUSIC FESTIVAL

Hartford's own grassroots music festival showcases regional talent during a full day of free, family-friendly fun. More than 3,500 people enjoyed a wide variety of musical genres and music-making activities.

## THE OPPORTUNITY

Be a River Stage, Plaza Stage or City Stage Sponsor of the Hartbeat Music Festival

## INVESTMENT

\$7,500	River Stage Sponsor
\$5,000	Plaza Stage Sponsor
\$2,500	City Stage Sponsor

## WHAT YOU'LL GET

### River Stage Sponsor

- High visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Recognition at event on signage and enhanced PA announcements
- Create your own brand experience with a tented marketing space (optional)
- Opportunity to make welcoming remarks at festival
- Greenroom access for 8

### Plaza Stage Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website
- Recognition at event on signage and PA announcements
- Create your own brand experience with a tented marketing space (optional)
- Greenroom access for 6

### City Stage Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website
- Recognition at event on signage and PA announcements
- Greenroom access for 4



## HEALTH & FITNESS

No gym can compare to a workout in the fresh air. Over 3,000 active people join us each year to attend a broad range of fitness classes, from yoga to barre to Zumba, led by talented instructors from local studios.

### THE OPPORTUNITY

Be a Season, Monthly or One-Week Sponsor of our Health & Fitness programming

### INVESTMENT

\$25,000	Season Sponsor
\$10,000	Monthly Sponsor
\$5,000	One-Week Sponsor

### WHAT YOU'LL GET

#### Season Sponsor

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Season-long recognition on a pole banner (May - October)
- Create your own brand experience with a tented marketing space (optional)

#### Monthly Sponsor

- Recognition on all event collateral, advertising, social media, press releases and website during your chosen month
- Create your own brand experience with a tented marketing space at selected events (optional)

#### One-Week Sponsor

- Recognition on website, social media and event signage during your chosen week
- Create your own brand experience with a tented marketing space during at selected events (optional)



## THE BIG MO'

The location and date for our signature fundraiser will be revealed in early 2020.

\$25,000	Presenting Sponsor
\$15,000	Emerald Sponsor
\$10,000	Platinum Sponsor
\$5,000	Gold Sponsor
\$3,000	Silver Sponsor
\$1,500	Bronze Sponsor

## NAME YOUR PLACE

Connect with our park visitors, every day all year long, with one of our limited naming opportunities.

\$1,000,000	Founders Bridge Promenade
\$500,000	Great River Park Amphitheater
\$250,000	Riverwalk sections
\$150,000	Gazebo
\$100,000	Overlooks
\$75,000	Playing Fields or Playgrounds
\$50,000	Boat Launch
\$50,000	Seating Terrace or Picnic Grove
\$30,000	Stage Canopy
\$10,000	Granite Benches

*Naming rights for a limited period, payable over 1-5 years.*





## YOUTH ENRICHMENT PROGRAMS

Support youth enrichment in our parks: community rowing, fitness initiatives and team building develop overall life skills.

### Youth Rowing

Our rowing program is one of the largest and most successful rowing programs in New England and the youth program serves students from more than 20 different schools. Youth rowing is year-round, with spring and fall rowing teams, as well as indoor winter training, summer clinics, and beginners' classes. Students practice daily, both on and off the water. We actively recruit and cover all expenses for Hartford and East Hartford high school students to participate in our rowing programs (suburban students are charged a participation fee).

### Riverfront Adventure for Youth

Youth are immersed in multi-sensory, experiential education, where program participants use their bodies as well as their minds to uncover hidden skills, develop self-confidence, teamwork, and leadership, and increase their critical thinking ability. Programs are designed to meet the specific goals of each group. Skilled facilitators lead youth through a variety of activities, including ice breakers, games, high and low ropes course, 40-foot climbing tower, orienteering, and other elements. Adventure programming can range from single day to multi-session programs that incorporate community engagement and volunteerism, financial literacy (working with sponsor partners), nature, arts and culture, history, and healthy eating.

Youth enrichment sponsorships can be customized and range from \$1,000 - \$50,000.



## VOLUNTEER

Volunteering with us is a fantastic way to engage your employees with the community at large and foster camaraderie within your organization or department. April to October is the typical volunteer season, with a few opportunities during the winter months.

Groups can be as large as 25 people and can be stationed throughout one or more of Riverfront's four parks. There are many fun ways to assist us and help revitalize your community spirit, from park beautification — weeding, mulching, planting, trimming, and painting — to serving as a stage manager at one of our summer festivals.

Many groups choose to include funding for their project, and some volunteers submit their time for a corporate volunteer match for even more impact.

Contact Margie Girardi-Telech at (860) 713-3131 x305 to learn more about volunteer opportunities, including our new tree planting program.



**Looking for other ways to support Riverfront Recapture?  
We're happy to share alternate possibilities for investment  
and engagement.**

**Contact Deborah Baker, Director of Development,  
at (860) 713-3131 x326 or [dbaker@riverfront.org](mailto:dbaker@riverfront.org).**











[RIVERFRONT.ORG](http://RIVERFRONT.ORG)