

# **About Riverfront Recapture**



Riverfront Recapture is a nonprofit (501c3) organization that manages, operates, maintains, and activates four connected parks covering almost 170 acres along 3.5 miles of the Connecticut River. Riverfront Recapture has been fulfilling its mission to connect people with the Connecticut River for 42 years. Since 1981, Riverfront Recapture has led the effort to reconnect with the river in ways that enhance quality of life and make the region a better place to work, live and play.

Riverfront Recapture offers year-round access to vibrant riverfront parks and a seasonal calendar of events, programming, and outdoor activities. Riverfront Recapture's dedication to the bold vision of a beautiful riverfront park system resulted in the recent acquisition of 60 acres of riverfront land on the Hartford-Windsor line to build a new community park.

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.









# 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.

#### THE OPPORTUNITY

Be a Presenting, Gold or Silver Sponsor of the Riverfront 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









## **Hartbeat Music Festival**

The Hartbeat Music Festival celebrates local and regional music and art during a family-friendly, free festival with three stages, food, and music-making activities.

#### THE OPPORTUNITY

Be a City, Skyline or Riverwalk Stage sponsor of the Hartbeat Music Festival

#### **INVESTMENT**

\$15,000 City Stage Sponsor \$10,000 Skyline Stage Sponsor \$5,000 Riverwalk Stage Sponsor

#### WHAT YOU'LL GET

#### City Stage Sponsor

- 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 eight

#### **Skyline 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 six

#### **Riverwalk 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 four









## **Health & Fitness**

No gym can compare to a workout in the fresh air. We offer free fitness classes ranging from from yoga to tai chi to Zumba six days a week, 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 at selected events (optional)









## Riverfront Food Truck Festival

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









## **Head of the Riverfront**

This is one of the largest rowing regattas in the Northeast, drawing more than 700 entries representing over 65 clubs and schools, racing in high school, collegiate and masters competition.

#### THE OPPORTUNITY

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

#### **INVESTMENT**

\$25,000 Presenting Sponsor

\$10,000 Site Sponsor

\$5,000 Champion 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, 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**

Our parks are a mecca for arts and culture all summer long, from Shakespearean plays to Pink Floyd cover bands. There's something for everyone, every single week.

#### THE OPPORTUNITY

Be a Presenting, Series or Performance Sponsor of our Arts & Culture programming

#### INVESTMENT

\$25,000 Presenting Sponsor \$10,000 Series Sponsor \$5,000 Performance Sponsor

#### WHAT YOU'LL GET

#### **Presenting Sponsor**

- 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)

#### **Series Sponsor**

- 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)

#### **Performance Sponsor**

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

# Additional Ways to Partner With Riverfront Recapture



# The Big Mo'

The location and date for our signature fundraiser will be revealed in May 2023.

\$25,000	Presenting Sponsor
\$15,000	<b>Emerald Sponsor</b>
\$10,000	<b>Platinum Sponsor</b>
\$5,000	<b>Gold Sponsor</b>
\$3,000	Silver Sponsor
\$2,000	<b>Bronze Sponsor</b>

## **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
\$50,000	Stage Canopy
\$10,000	Granite Benches

## **Support Youth Rowing**

Our rowing program, one of the largest and most successful rowing programs in New England, is offered year-round. More than 20 different high schools participate in our youth rowing component with students practicing daily on and off the water with spring and fall rowing teams, indoor winter training, summer clinics, and beginners' classes. We actively recruit and cover all expenses for Hartford and East Hartford high school students to participate (suburban students are charged a participation fee), thanks to sponsored support. Youth rowing sponsorships can be customized and range from \$1,000 - \$50,000.

### Volunteer

Engage your employees and foster camaraderie within your organization or department by volunteering in the great outdoors, April to October. 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. Groups can be as large as 20 people, stationed throughout one or more of Riverfront's four parks. Contact Margie Girardi-Telech at (860) 713-3131 x305 to learn more about volunteer opportunities & our tree planting program.

