

SPONSORSHIP OPPORTUNITIES 2024



**RIVERFRONT
RECAPTURE**





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 operates one of the largest community rowing programs in New England, providing free rowing to Hartford and East Hartford youth. Riverfront Recapture's dedication to the bold vision of a beautiful riverfront park system resulted in the 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. Learn more about our work at riverfront.org.

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



**Interested in learning more about sponsorship?
Contact Debbie Baker at dbaker@riverfront.org.**



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 Science Stage sponsor of the Hartbeat Music Festival

INVESTMENT

\$15,000	Science Stage Sponsor
\$10,000	Skyline Stage Sponsor
\$5,000	Science 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

Science 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

Interested in learning more about sponsorship?

Contact Debbie Baker at dbaker@riverfront.org.





Health & Fitness

No gym can compare to a workout in the fresh air. We offer free fitness classes ranging from yoga to tai chi to Zumba five 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)

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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
- Create your own brand experience with a tented marketing space (optional)
- 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



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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)

Site Sponsor

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

Champion Sponsor

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

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Arts & Culture

Our parks are a mecca for arts and culture all summer long, from Shakespearean plays to Jimmy Buffett 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 and PA announcements
- 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

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Additional Ways to Partner With Riverfront Recapture



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. **Visit riverfront.org/volunteer to learn more.**

The Big Mo'

The location and date for our signature fundraiser will be revealed soon.

\$25,000	Presenting Sponsor
\$15,000	Emerald Sponsor
\$10,000	Platinum Sponsor
\$5,000	Gold Sponsor
\$3,000	Silver Sponsor
\$2,000	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
\$10,000	Granite Benches



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