

# Riverfront Recapture Sponsorship Opportunities 2025



Contact Debbie Baker at [dbaker@riverfront.org](mailto:dbaker@riverfront.org) to learn more about sponsorships.

**RIVERFRONT  
RECAPTURE**  






## About Riverfront Recapture

Riverfront Recapture is a nonprofit (501c3) organization dedicated to managing, operating, maintaining, and activating four connected parks spanning nearly 170 acres along 3.5 miles of the Connecticut River. For 42 years, we have been fulfilling our mission to connect people with the Connecticut River, enhancing quality of life and making our region a better place to live, work, and play.

Since 1981, Riverfront Recapture has led efforts to create vibrant riverfront spaces, offering year-round access to parks, a robust calendar of seasonal events and programming, and one of New England's largest community rowing programs, which provides free rowing opportunities for Hartford and East Hartford youth. Our commitment to expanding access continues with the acquisition of 60 acres on the Hartford-Windsor line to develop a new community park.

We actively seek partnerships with businesses, foundations, performance groups, and nonprofits to engage more people with our parks, events, and programs. Learn more about our work at [riverfront.org](http://riverfront.org).

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## Our Events

Each year, Riverfront Recapture offers close to 150 free public programs in our four parks, from large festivals to weekly fitness classes. Sponsors may choose to invest on a single event, or our entire season.

### Signature Events, 2025

- June 14: Heartbeat Music Festival
- July 17 - 19: Food Truck Festival
- August 2: Taste of the Caribbean + Jerk Festival
- August 16: Riverfront Dragon Boat & Asian Festival
- October 5: Head of the Riverfront Regatta

### Weekly Free Fitness Programs

#### June - August

- Mondays: Yoga Flow by the River
- Tuesdays: WIP Into Shape
- Wednesdays: RiverBarre
- Thursdays: RiverZumba
- Saturdays: Tai Chi

### Additional Events - Dates TBA

- Shakespeare in the Park
- Hartford HealthCare 5K
- Hartford Marathon Scramble 5K
- Summer Pops Series
- Sounds of Summer Concert Series
- Jimmy Buffett Tribute Concert
- PARKHopper Mini Golf

**Sponsorships for all events are available starting at \$2,500. Sponsorships can be customized to meet your company's goals.**





# Sponsorship Opportunities

**Investment: \$5,000**

**Available for:**

**Hartbeat Music Festival  
Riverfront Food Truck Festival  
Head of the Riverfront**

**Benefits:**

- Recognition on all event collateral advertising, social media, press releases and website
  - Recognition at the event on signage and announcements
  - Recognition in annual report and on Wall of Fame at Mortensen Riverfront Plaza
  - Selection of employee engagement benefits on next page
- 



**Investment: \$5,000**

**Available for:**

**Riverfront Dragon Boat & Asian Festival**

**Benefits:**

- One entry (20 paddlers) in the Riverfront Dragon Boat & Asian Festival, two team practices and a team tent
  - Recognition on all event collateral advertising, social media, press releases and website
  - Recognition at the event on signage and announcements
  - Selection of employee engagement benefits on next page
- 



**Investment: \$2,500**

**Available for:**

**Health & Fitness Programming  
Arts & Culture Programs**

**Benefits:**

- Recognition on all event collateral advertising, social media, press releases and website
- Recognition at the class/show on signage and announcements
- Opportunity to table at selected class/show

**Sponsorships for all events are available starting at \$2,500. Sponsorships can be customized to meet your company's goals.**





## Sponsorship Opportunities

Our sponsorship packages are customizable and flexible. Whether you're interested in season-long, week-long, or single-day presence, we've got something for you. Some examples:

**Investment: \$10,000**

**Available for:**

**Hartbeat Music Festival  
Riverfront Food Truck Festival  
Head of the Riverfront**

**Benefits:**

- Recognition on all event collateral advertising, social media, press releases and website
- Recognition at the event on signage and announcements
- Create your own brand experience with a tented marketing space (optional)
- Recognition on 2 pole banners May through September
- Recognition in annual report and on Wall of Fame at Mortensen Riverfront Plaza
- Selection of employee engagement benefits on next page

**Investment: \$10,000**

**Available for:**

**Riverfront Dragon Boat & Asian Festival**

**Benefits:**

- One entry (20 paddlers) in the Riverfront Dragon Boat & Asian Festival, two team practices, and a team tent
- Recognition on all event collateral advertising, social media, press releases and website
- Recognition at the event on signage and announcements
- Recognition on 2 pole banners May through September
- Recognition in annual report and on Wall of Fame at Mortensen Riverfront Plaza





## Our Programs

### Riverfront Rowing

Our Community Rowing Program is one of the largest and most successful in New England. We offer recreational and competitive classes year-round for people of all experience levels, from pre-teens to retirees. Participants also have the opportunity to compete on nationally recognized racing teams. The high school rowing program, which draws students from 33 schools, is free for East Hartford and Hartford residents. Our rowing program hosts the largest single day regatta in Connecticut, and one of the top five in New England each October, the Head of the Riverfront.

### Dragon Boating

In addition to the annual Riverfront Dragon Boat and Asian Festival, held each August, we offer dragon boating classes during the summer. These classes cater to paddlers of all skill levels. For experienced paddlers, we have two teams that compete in races across the region.





## Example Employee Benefits

Interested in engaging your employees outside of the office? Our sponsorship packages can include the following:

- Discount on Summer Learn to Row classes
- Discount on Winter Indoor Rowing classes
- Spring tree planting & picnic for employees and their families (3 - 5 trees)
- Learn to Row Open House Day
- Learn to Dragon Boat Open House Day
- Lunchtime Boat Rides
- Guided park tours or guided park runs
- New: Opportunity to host group outings, from guided experiences to picnics
- Discounted entries in the Run for The Riverfront 5K

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# Example Recognition Benefits

In addition to traditional recognition, such as social media mentions, acknowledgment in our annual report, and on our website, customized sponsorship packages can include branded items, named spaces, and enhanced visibility at events.



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## Our Parks

Riverfront Recapture manages, operates, maintains, and activates four connected parks along the Connecticut River.

### **Charter Oak Landing, 50 Reserve Road, Hartford, CT**

Charter Oak Landing, located just south of downtown Hartford, is a haven for outdoor enthusiasts and families. The park features a public boat launch, making it a popular destination for fishing and exploring the Connecticut River. Families can enjoy the playground, scenic picnic areas, and tranquil river views. Paved and lighted riverwalks encourage peaceful strolls, and free parking ensures convenient access to this vibrant riverside retreat.



### **Great River Park, 301 East River Drive, East Hartford, CT**

Great River Park blends cultural charm with natural beauty along the Connecticut River. Its amphitheater and public sculptures make it a hub for arts and performances, while picnic tables and almost two miles of paved, lighted riverwalks cater to leisurely outings. Visitors can explore wooded trails, exercise stations, and take in skyline views. A public boat launch provides easy river access, and pedestrians can connect with downtown Hartford via the Founders Bridge Promenade. This park's unique mix of art, nature, and recreation makes it a favorite for all ages.



### **Mortensen Riverfront Plaza, 300 Columbus Boulevard, Hartford, CT**

Mortensen Riverfront Plaza, a striking part of Hartford's skyline, offers a seamless mix of urban vibrancy and riverfront beauty. The grass terraces provide seating for up to 2,500 attendees enjoying performances on the Hartford HealthCare Community Stage, while the upper and lower plazas come alive during signature events. The park is easily walkable, with the Founders Bridge Promenade linking downtown Hartford to East Hartford. Paved walkways and public art enhance the experience, making the plaza a perfect escape in the heart of the city.



### **Riverside Park, 20 Leibert Road, Hartford, CT**

Riverside Park offers something for everyone with its rich blend of recreation and nature. Home to the boathouse, community rowing program, and dragon boat program, the park features docks, a boat launch, and athletic fields for cricket, and volleyball. Families can enjoy playgrounds, picnic areas with grills, and scenic riverfront trails enhanced by public art. Riverside Park's diverse amenities and lively atmosphere make it a destination for adventure and relaxation.



# Our Parks

**RIVERSIDE  
PARK**

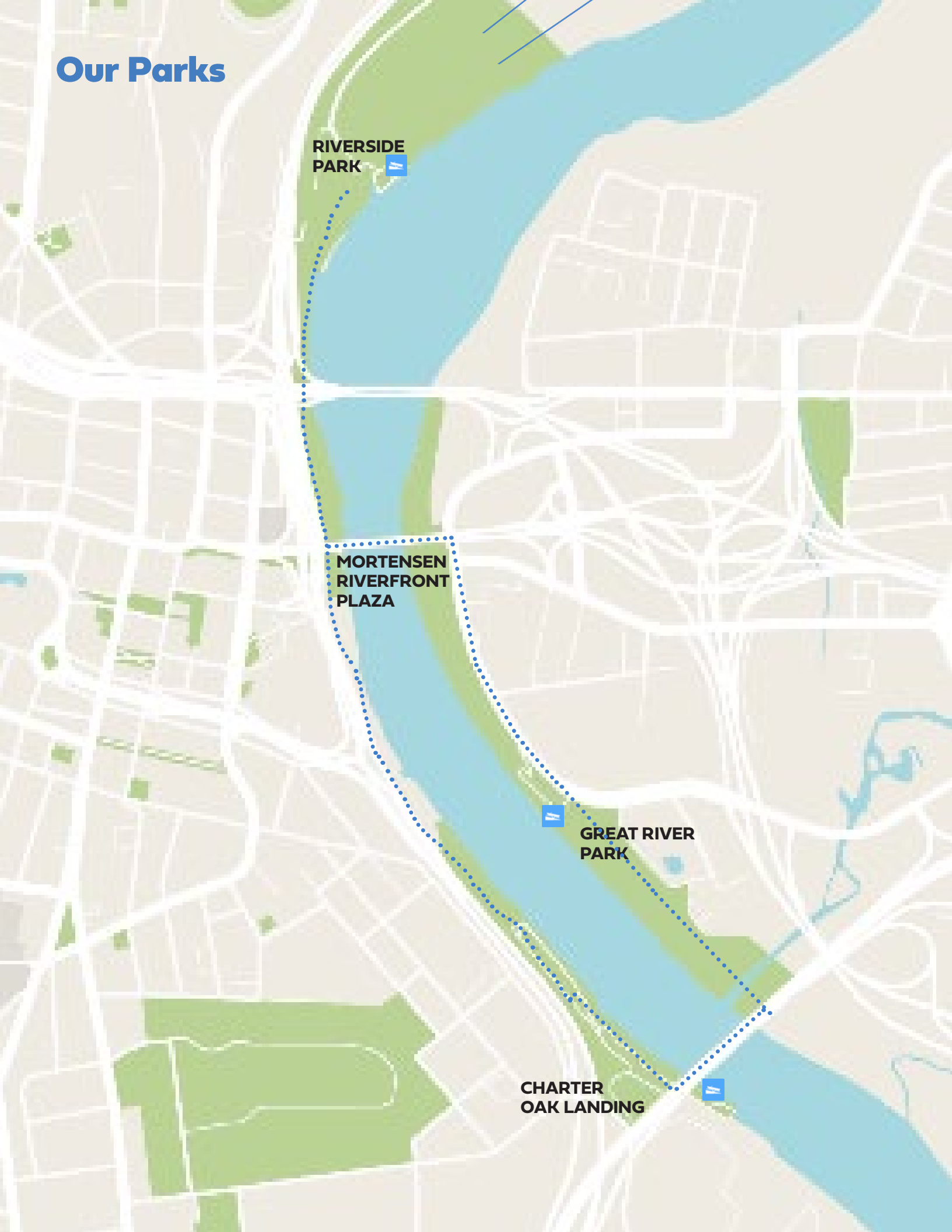


**MORTENSEN  
RIVERFRONT  
PLAZA**

**GREAT RIVER  
PARK**



**CHARTER  
OAK LANDING**







**Park-to-be on Hartford/Windsor line**



**Batterson Park**

## **Future Parks**

Riverfront Recapture is expanding access to green spaces by building a fifth park on the Hartford-Windsor line, which will transform more than 60-acres of previously inaccessible land into a public park. Additionally, starting in 2025, the organization has been asked to manage Batterson Park.

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# We connect people with the Connecticut River.

Riverfront Recapture is a nonprofit organization founded in 1981. We manage, maintain, and operate four riverfront parks and their connected riverwalks and trails. Our mission is to connect people with the Connecticut River. Here's a snapshot of how we connected people in 2023.

PARK VISITORS

803,866

SPORTS LEAGUE PARTICIPANTS

2,300

HARTFORD TRAIL USAGE, AUGUST

28,427

BOATS LAUNCHED

2,127

FITNESS CLASS ATTENDEES

1,338

EAST HARTFORD TRAIL USAGE, MAY

14,693

VOLUNTEERS

1,153

FREE PUBLIC EVENTS

149

HEAD OF THE RIVERFRONT ATHLETES

5,100

ROWING ATTENDANCE

28,625

NEW PARK TOUR ATTENDEES

240