

Groton Parks and Recreation

Special Event Sponsorship Opportunities





January, 2014

Dear Community Partner,

Groton Parks and Recreation is currently seeking sponsors for our 3 major special events for 2014: the Tour de Noank 5k Road Race, Summer Soundwaves Concert Series at Esker Point Beach, and the Fort Griswold Celebration on the Thames. Over the years, these events have become an integral part of the summer community calendar for thousands of local residents and visitors alike. These popular community events provide a unique opportunity to promote your business to thousands of potential customers. I invite you to become a sponsor today and join our team of valued partners.

Our sponsors are visible to thousands of people in the area. In 2013 over 350 people ran the Tour de Noank, and the race is continuing to grow every year. The Summer Soundwaves Concert series brings an average of 2,000 people to Esker Point Beach on Thursday nights in the summer. Our largest event, the Fort Griswold Celebration on the Thames, involves approximately 10,000 people who visit Fort Griswold to enjoy a concert and the fireworks over the Thames River. Our events are annual favorites for families in Groton and surrounding towns and they are highly publicized. We promote our events through local media, online through Facebook and our website, and in our DISCOVER program guide, which is distributed four times a year to over 19,000 Groton area residents.

Opportunities to sponsor Groton Parks and Recreation events are as unique and varied as the events themselves. Please take a moment to review the enclosed levels of sponsorship. If none of the packages listed suits your needs, please contact us and we will work with you to create one that does.

Show your customers and potential customers that you care about positively impacting the quality of life in Groton. By sponsoring Groton Parks and Recreation you help us promote health and wellness, create a sense of community and protect and preserve Groton's natural resources. Show your support for Groton Parks and Recreation by becoming a sponsor today.

Thank you!

Yours in Partnership,

Kate Bradley
Program Supervisor, Marketing & Special Events
Groton Parks and Recrea
kbradley@groton-ct.gov
(860) 536-5007

About Groton Parks and Recreation

The mission of Groton Parks and Recreation is to provide quality leisure opportunities in a safe and healthy atmosphere and to enhance the quality of life through the responsible management of fiscal and natural resources.

The Parks and Recreation Department consists of four divisions: Recreation, Parks and Forestry, Senior Center, and Shennecossett Golf Course.

Recreation Division



The Recreation division provides instructional programs, sports leagues, special events and safety programs for Groton residents and non-residents of all ages and capabilities. The division also provides support to programs and activities sponsored by other Town agencies and local groups. Scholarship funds are available for deserving families and individuals.

Senior Center



The Senior Center provides nutrition, health and recreational classes, special events and trips, transportation, information and referral services for Groton residents 55 years and older. The Center sponsors a club actively engaged in fundraising and community service projects. Programs in health, finance, fitness, art and living wills are offered throughout the year. A variety of classes are offered including aerobics, yoga, chorus, dance, arts and crafts and ceramics. A cafeteria-style serves light breakfast and lunch.

Parks and Forestry Division



The Parks and Forestry division maintains over 85 locations, which include parks, playgrounds, Town grounds, athletic fields, memorials, waterfronts, docks and beaches, trails and open spaces. The division also provides support work for schools and volunteer groups and works in cooperation with other Town departments and logistical work for special events.

Shennecossett Golf Course



Shennecossett is a historic 18-hole public course designed by Donald Ross. Located on beautiful Long Island Sound and the Thames River, the course has sweeping water views from several holes along its 140 acres of highly manicured fairways, tees and greens. Shennecossett was founded in 1898 and remains a top New England golfing destination year-round. The course also offers a full-service restaurant open to the public and full pro shop services.

Exclusive Presenting Sponsor



As the exclusive Presenting sponsor of the 2014 Groton Parks and Recreation Special events, your business will receive recognition benefits at all Parks and Recreation special events including the Tour de Noank 5k Road Race, Summer Soundwaves Concert Series, and Fort Griswold Celebration on the Thames. Your business name and logo will be visible to thousands of Groton residents and visitors.

Exclusive Presenting Sponsor



\$5,000

Logo placed prominently in all pre- and post-event promotions

Live recognition at 2014 Tour de Noank, Summer Soundwaves Concert Series, and Celebration on the Thames

Logo printed prominently on Tour de Noank and Summer Soundwaves t-shirts

Co-branded banner at all special events

Info booth or table at Summer Soundwaves Concerts and Tour de Noank

Logo posted on special events page on GrotonRec.com with a link to sponsor's website

Large company ad placed in Spring/Summer DISCOVER guide (ad provided by sponsor)

Opportunity to distribute promotional items at events

10 parking vouchers to each Summer Soundwaves concert

10 complimentary Tour de Noank entries

10x20 vendor space at Celebration on the Thames

VIP parking for 2 vehicles for Celebration on the Thames

VIP viewing area for fireworks at Fort Griswold

Summer Soundwaves Concert Series at Esker Point Beach

June 19 & 26, July 3, 10, 17, 24, & 31, August 7* & 14* (*rain dates)



Headlining Sponsor (2 per concert)

\$1,500

- Recognition in all concert publicity
- Opportunity to hang banner at concert
- Logo printed on back of *NEW* Summer Soundwaves t-shirts
- Opportunity to distribute promotional items at concert
- Live recognition on stage during pre-concert announcements
- Info booth or table on the beach
- Logo posted on special events page on GrotonRec.com with a link to sponsor's website
- Logo included on special event page in Spring/Summer DISCOVER guide
- 5 parking vouchers for sponsored concert

Parking Sponsor (1 per concert)

\$500

- Logo or coupon printed on parking voucher
- Opportunity to display banner at beach parking lot
- Opportunity to distribute promotion items at the parking lot
- Live recognition on stage during pre-concert announcements
- Sponsor name listed on special events page on GrotonRec.com
- Sponsor name included on special event page in Spring/Summer DISCOVER guide and on GrotonRec.com

Soundwaves Supporting Sponsor

\$150

- Sponsor name listed on special events page on GrotonRec.com
- Sponsor name included on special event page in Spring/Summer DISCOVER guide and on GrotonRec.com

Tour de Noank

June 14, 2014

Proceeds benefit special needs programs



Exclusive

Hydration Station Sponsor

\$1,500

Booth along the race route to distribute water to runners

Opportunity to hang banner at race

Logo on mile marker signs along the race route

Logo printed prominently on back of Tour de Noank t-shirts

Opportunity to distribute promotional items to participants

Live recognition during pre-race ceremony

Info booth or table in the pre-race area

Opportunity to include information in race packet

Logo posted on special events page on GrotonRec.com with a link to sponsor's website

Logo included on special event page in Spring/Summer DISCOVER guide

Finish Line Sponsor

\$500

Logo on back of Tour de Noank t-shirts

Info booth or table in the pre-race area

Opportunity to distribute promotional items to participants

Live recognition during pre-race ceremony

Opportunity to include information in race packet

Sponsor name listed on special events page on GrotonRec.com

Sponsor name included on special event page in Spring/Summer DISCOVER guide and on GrotonRec.com

Tour de Noank Supporting Sponsor

\$150

Sponsor name listed on back of Tour de Noank t-shirts

Opportunity to include information in race packet

Sponsor name listed on special events page on GrotonRec.com

Sponsor name included on special event page in Spring/Summer DISCOVER guide and on GrotonRec.com

Fort Griswold Celebration on the Thames

July 12, 2014



Exclusive Stage Sponsor

\$1,500

Recognition in all event publicity

Sponsor banner hung on stage during pre-fireworks concert

Opportunity to distribute promotional items to participants

Live recognition on stage during announcements

2 vendor booth spaces

VIP parking for 2 vehicles

VIP viewing area for fireworks at Fort Griswold

Logo posted on special events page on GrotonRec.com with a link to sponsor's website

Logo included on special events page in Spring/Summer DISCOVER guide

Fort Griswold Celebration on the Thames Supporting Sponsor

\$150

10x10 booth space to promote your business

Sponsor name listed on Special Events page on GrotonRec.com

Sponsor name included on special event page in Spring/Summer DISCOVER guide and on GrotonRec.com



Groton Parks and Recreation 2014 Sponsor Commitment Form

Please complete and return to address below.
Please print all names legibly and exactly as they should appear in all publications.

Business Individual

Name - _____
(As it is to appear in print)

Contact Name - _____

Mailing Address - _____

City - _____ State - _____ ZIP - _____

Phone () _____

Email - _____

Website - _____

Type of contribution

- Cash donation (complete box to the right)
 Gift in-kind donation: _____

Please enclose your check made payable to:
Groton Parks and Recreation

Sponsorship Opportunities

Presenting Sponsor* _____ \$ 5,000

Summer Soundwaves

Headlining Sponsor \$ 1,500

Parking Sponsor \$ 500

Supporting Sponsor \$ 150

Tour de Noank

Hydration Station Sponsor* \$ 1,500

Finish Line Sponsor \$ 500

Supporting Sponsor \$ 150

Celebration on the Thames

Stage Sponsor* \$ 1,500

Supporting Sponsor \$ 150

**One available*

Signature _____ Date _____

If applicable, please include a camera-ready (.eps) copy of your corporate logo (black & white or grayscale) for promotional uses.

Sponsorships must be received by 2/1/14 to appear in the Spring/Summer DISCOVER guide.

Mailing address if different from above:

In-Kind Sponsorships

In-kind sponsorships for any of our events are greatly appreciated. Needs vary by event. If your company would like to contribute to any of our events by providing an in-kind donation of goods and/or services, please contact Kate Bradley at kbradley@groton-ct.gov or (860) 536-5007.

Please sign form and return to:
Groton Parks and Recreation
27 Spicer Avenue, Noank, CT 06340

We suggest keeping a copy for your records.