

Fort Griswold

Celebration on the Thames

Saturday, July 13, 2019



EVENT PROFILE

This is one of a series of events that help create a sense of community and positively impact the Quality of Place in Groton. Quality of Place drives where people want to live, work and invest.

Celebration On The Thames is a family-friendly event filled with music, food and fun. This event attracts over 10,000 people annually to view the Sailfest fireworks over the Thames River. Spectators roam the area as vendors fill the street surrounding the Fort. Live music entertains the crowd from 6-9 p.m.

PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Summer Brochure (distribution of 19,000+)
- Event Banner along Route 1 (15,100 vehicles pass by daily)
- Press Releases
- Social Media Campaign – Facebook
- Website Information (Sailfest website)

SPONSORSHIP BENEFITS	SUPPORTING SPONSOR \$150	EXCLUSIVE STAGE SPONSOR (ONLY ONE SPONSOR) \$1,500
ONLINE		
Logo posted on special events page on GrotonRec.com with a link to sponsor's website	✓	✓
MEDIA PROFILE		
Logo included on special event page in Summer <i>DISCOVER</i> guide (With commitment by April 1, 2019)	✓	✓
Recognition in all event publicity		✓
ONSITE		
1 vendor booth space	✓	✓
Sponsor banner hung on stage during pre-fireworks concert		✓
Opportunity to distribute promotional items to participants	✓	✓
Recognition on stage during announcements		✓
CUSTOMER ADDED VALUE		
VIP parking for 2 vehicles		✓

Groton Parks & Recreation

SPONSOR COMMITMENT FORM

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



Sponsor Name

Contact Person

Mailing Address

Billing Address

City State Zip

Phone Email

TYPE OF CONTRIBUTION

Cash- complete box to the right

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 donation of goods and/or services, please contact Mark Berry as noted below. (complete description box below)

Description

SPONSORSHIP OPPORTUNITIES

**Only 1 per race ** Indicates only 1 available*

Souper Bowl

- Ladle Sponsor \$600
 Spoon Sponsor \$350

Race Sponsors - Check one

- Mystic Irish 5K
 Mystic Muddy Mayhem
 Tour de Noank
 Hydration Station Sponsor * \$1,500
 Finish Line Sponsor \$500
 Starting Line Sponsor \$250

Summer Soundwaves

- Headlining Sponsor \$500
 Supporting Sponsor \$250

4th of July Parade

- Freedom Sponsor ** \$1,000
 Patriot Sponsor \$500
 Red/White/Blue Sponsor ** \$250

Celebration on the Thames

- Stage Sponsor ** \$1,500
 Supporting Sponsor \$150

Bakers Battle

- Sprinkles Sponsor \$600
 Sugar Sponsor \$350

What's it Worth?

- Heirloom Sponsor \$600
 Vintage Sponsor \$350

Chili Cook-Off

- Lights & Sirens Sponsor \$600
 9-1-1 Sponsor \$350

SPONSORSHIPS MUST BE RECEIVED BY APRIL 1 TO APPEAR IN THE SUMMER DISCOVER GUIDE.

If applicable, please email a camera-ready (.eps) color copy of your sponsor logo to the Email address below for promotional uses.

Questions: Please contact Mark Berry at mberry@groton-ct.gov or 860-536-5680

Check are made payable and mailed to: Groton Parks & Recreation 29 Spicer Avenue, Noank, CT 06340-5659

Signature

Date