

Groton Parks and Recreation

2015 Special Event Sponsorship Opportunities





December, 2014

Dear Community Partner,

Groton Parks and Recreation is seeking sponsors for our 2015 special events: the **Tour de Noank 5k Road Race**, **Summer Soundwaves Concert Series at Esker Point Beach**, and the **Fort Griswold Celebration on the Thames**. In addition, we are excited to introduce 2 NEW events – the St. Patrick's Day themed **Mystic Irish 5K** and the **Mixed Doubles 10K Relay** races. These 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 2014 over 300 runners participated in the Tour de Noank road race. 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. A new event in 2014, the Mixed Doubles 10K Relay race was a great success, with 90 male/female teams competing. The Mystic Irish 5k Road Race takes place the day before the parade in Mystic to bring another exciting element to the local St. Patrick's Day celebrations. Our events are annual favorites for families in Groton and surrounding towns and they are highly publicized through local media, online through our Facebook page with over 1,000 fans, our website, and printed in our DISCOVER program guide, which is distributed four times a year to over 19,000 community members.

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 Recreation
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. The Coastal Café 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 2015 Groton Parks and Recreation Special events, your business will receive recognition benefits at all Parks and Recreation special events including the St. Patrick's Day 5K Road Race, Tour de Noank 5k Road Race, Summer Soundwaves Concert Series, Fort Griswold Celebration on the Thames, and Mixed Doubles 10K Relay race. Your business name and logo will be visible to thousands of Groton residents and visitors.



\$5,000

Company name included in all event promotions

Live recognition at 2015 Mystic Irish 5K Road Race, Tour de Noank, Summer Soundwaves Concert Series, Celebration on the Thames, and Mixed Doubles 10K Relay

Logo printed prominently on Mystic Irish 5K, Tour de Noank and Mixed Doubles 10K Relay t-shirts

Info booth at each Summer Soundwaves Concert, Mystic Irish 5k, Tour de Noank, and Mixed Doubles 10K Relay

Recognition in 15 30 second recorded promos on each partner radio station to run Sunday-Thursday for Summer SoundWaves Concert Series (\$12,600 value)

Recognition in 20 30 second recorded promos on each partner radio station for each road race (\$7,200 value)

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

Co-branded banner at all special events

10 VIP parking vouchers to each Summer Soundwaves concert

10 complimentary entries for Mystic Irish 5K, Tour de Noank, and Mixed Doubles 10K Relay

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



Special thanks to Thames Valley Communications for supporting Groton Parks and Recreation

NEW!

Mystic Irish 5K Road Race

Saturday, March 21, 2015

Try your luck at the first-ever Mystic Irish 5K Road Race on the Saturday before the annual Mystic Irish Parade, part of an exciting weekend of Irish merriment in Downtown Mystic. The course starts and ends in downtown Mystic and travels along scenic River Road on the banks of the Mystic River. Race winners will receive an opportunity to march in the Mystic Irish Parade the next day. May the luck of the Irish be with you!

Starting Line Sponsor

\$1,000

- Info booth or table in the pre-race area
- Opportunity to hang banner at race
- Opportunity to distribute promotional items to participants
- Large logo printed on back of race t-shirts
- Live recognition during pre-race ceremony
- Opportunity to include information in race packet
- Logo posted on special events page on GrotonRec.com



Hydration Station Sponsor

Exclusive add-on for 1 Starting Line Sponsor

\$500

- Exclusive promotional opportunities at water stop
- Logo on distance marker signs along race route
- Large logo printed prominently on back of race t-shirts
- Recognition in 20 30 second recorded promos on each partner radio station to run from 3/9-3/21 (\$2,400 value)

Finish Line Sponsor

\$250

- Sponsor name listed on back of race t-shirts
- Opportunity to include information in race packet
- Sponsor name listed on event page at GrotonRec.com

RACE SERIES SPECIAL

\$2,000

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and Mixed Doubles 10K Relay

Summer Soundwaves Concert Series at Esker Point Beach Thursday nights, June-August

Summer SoundWaves concerts have been bringing music to Esker Point Beach for 26 years. Each year local musicians are chosen from a large pool of applicants for the experience of playing in front of the fantastic crowd. Shows bring up to 4,000 spectators to the beach for an evening's entertainment.

Headlining Sponsor (2 per concert)

\$1,500

- Info booth or table on the beach
- Opportunity to hang banner at sponsored concert
- Opportunity to distribute promotional items at sponsored concert
- Live recognition on stage during pre-concert announcements
- Recognition in all concert publicity (posters, banner at Esker Point Beach, press releases, and more)
- Recognition in 15 30 second recorded promos on each partner radio station to run Sunday-Thursday (\$1,800 value)
- 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
- 2 VIP parking vouchers for sponsored concert

Parking Sponsor (1 per concert)

\$500

- Logo or coupon of sponsor's choice printed on parking voucher
- Banner hung at beach during sponsored concert
- Sponsor logo included on Summer SoundWaves Concert Series posters
- Sponsor logo included on special events page on GrotonRec.com
- Sponsor name listed on special event page in Spring/Summer DISCOVER guide

Soundwaves Supporting Sponsor

\$250

- Banner hung at Esker Point Beach for 1 concert
- Sponsor name included on Summer SoundWaves Concert Series posters
- Sponsor name listed on special events page on GrotonRec.com

Sponsors choose a variety of ways to promote their goods and services at our concerts!



Actual Parking Sponsor coupon

Tour de Noank 5K Road Race

June 13, 2015

A portion of all proceeds benefits special needs programs

The Tour de Noank is a community tradition! The 5K road race winds through the scenic streets of Noank. Race begins and ends at Esker Point Beach, where sponsors share information and giveaways for runners.

Starting Line Sponsor

\$1,000

- Info booth or table in the pre-race area
- Opportunity to hang banner at race
- Opportunity to distribute promotional items to participants
- Large logo printed on back of race t-shirts
- Live recognition during pre-race ceremony
- Opportunity to include information in race packet
- Recognition in all race publicity (posters, press releases, and more)
- Logo posted on special events page on GrotonRec.com

Hydration Station Sponsor

Exclusive add-on for 1 Starting Line Sponsor

\$500

- Exclusive promotional opportunities at water stop
- Logo on distance marker signs along race route
- Large logo printed prominently on back of race t-shirts
- Recognition in 20 30 second recorded promos on each partner radio station to run from 6/1-6/13 (\$2,400 value)

Finish Line Sponsor

\$250

- Sponsor name listed on back of race t-shirts
- Opportunity to include information in race packet
- Sponsor name listed on event page at GrotonRec.com

RACE SERIES SPECIAL

\$2,000

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and Mixed Doubles 10K Relay

Runners loved the information and services provided by our race sponsors in the pre/post-race area as well as in their race packets.



Fort Griswold Celebration on the Thames

July 11, 2015

People from far and wide come together at Fort Griswold, site of the Revolutionary War Battle of Groton Heights, to view the annual Sailfest fireworks over the Thames River. The event includes vendors and a live band on stage from 6-9 p.m.

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

Recognition on stage during announcements

2 vendor booth spaces

VIP parking for 2 vehicles

Sponsor name included on special event page in Spring/Summer DISCOVER guide

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



STIHLdealers.com

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

Over 10,000 people attend the Fort Griswold Celebration on the Thames each year!



Mixed Doubles 10K Relay

September 26, 2015

Just like “mixed doubles” in tennis, runners in this exciting race partner with an opposite-gender teammate. She runs 5K, then he runs 5K through scenic Groton Long Point, beginning and ending at Esker Point Beach. Team categories include mother/son, father/daughter, brother/sister, and an open category that includes spouses.

Starting Line Sponsor

\$1,000

- Info booth or table in the pre-race area
- Opportunity to hang banner at race
- Opportunity to distribute promotional items to participants
- Large logo printed on back of race t-shirts
- Live recognition during pre-race ceremony
- Opportunity to include information in race packet
- Recognition in all race publicity (posters, press releases, and more)
- Logo posted on special events page on GrotonRec.com

Hydration Station Sponsor

Exclusive add-on for 1 Starting Line Sponsor

\$500

- Exclusive promotional opportunities at water stop
- Logo on distance marker signs along race route
- Large logo printed prominently on back of race t-shirts
- Recognition in 20 30 second recorded promos on each partner radio station to run from 9/14-9/26 (\$2,400 value)

Finish Line Sponsor

\$250

- Sponsor name listed on back of race t-shirts
- Opportunity to include information in race packet
- Sponsor name listed on event page at GrotonRec.com

RACE SERIES SPECIAL

\$2,000

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and Mixed Doubles 10K Relay



Young and old come together for this unique race!



Groton Parks and Recreation 2015 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

Signature _____ Date _____

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

*Sponsorship must be received by 2/20/15 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.

Sponsorship Opportunities

Presenting Sponsor* \$ 5,000

Summer Soundwaves

Headlining Sponsor \$ 1,500

Parking Sponsor \$ 500

Supporting Sponsor \$ 250

Mystic Irish 5K, Tour de Noank,

Mixed Doubles 10K Relay (circle one)

Starting Line Sponsor \$ 1,000

Hydration Station Sponsor** \$ 500

Finish Line Sponsor \$ 250

Celebration on the Thames

Stage Sponsor* \$ 1,500

Supporting Sponsor \$ 150

* One available

** One per race

Please sign form and return to:

Groton Parks and Recreation
27 Spicer Avenue, Noank, CT 06340

We suggest keeping a copy for your records.