

Groton Parks and Recreation

2016 Special Event Sponsorship Opportunities





February, 2016

Dear Community Partner,

Groton Parks and Recreation is preparing another great year of special events for the Groton community: the **Mystic Irish 5K Road Race**, the **Tour de Noank 5k Road Race**, **Summer Soundwaves Concert Series at Esker Point Beach**, the **Fort Griswold Celebration on the Thames**, and the **2 for the Road 10K Relay**. 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 and beyond, bringing new opportunities for your business. 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 2,000 fans, our website, and printed in our DISCOVER program guide, which is distributed four times a year to over 19,000 community members. No matter who you're trying to reach – you can reach them with us.

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 for each of our events. If none of the packages listed suits your needs, please contact us and we will work with you to create one that does. We want you to be happy with the results you receive for your investment in our programming.

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

*Groton Parks and Recreation strives to improve the quality of life of the community through programs that promote **Health and Wellness** to all ages, ensuring **Social Equity** to those facing financial or physical challenges, and through **Conservation** measures that protect our parks and open space.*

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 2016 Groton Parks and Recreation Special events, your business will receive recognition benefits at all Parks and Recreation special events including the Mystic Irish 5K Road Race, Tour de Noank 5k Road Race, Summer Soundwaves Concert Series, Fort Griswold Celebration on the Thames, and 2 for the Road 10K Relay. Your business name and logo will be visible to thousands of Groton residents and visitors.

Special thanks to Thames Valley Communications for joining us as the Presenting Sponsor for 3 years in a row!



\$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 2 for the Road 10K Relay

Logo printed prominently on Mystic Irish 5K, Tour de Noank and 2 for the Road 10K Relay t-shirts

Info booth at each Summer Soundwaves Concert, Mystic Irish 5k, Tour de Noank, and 2 for the Road 10K Relay

Recognition in recorded radio promos on each partner radio station for Summer SoundWaves Concert Series

Recognition in recorded radio promos on each partner radio station for each road race

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

Large company ad placed in 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 2 for the Road 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



Mystic Irish 5K Road Race

Saturday, March 19, 2016

Runners try their luck at the second annual 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.

Hydration Station Sponsor (1 per race)

\$1,500

- Exclusive promotional opportunities at water stop
- Logo on distance marker signs along race route
- 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 prominently 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
- Recognition in printed race publicity (posters, press releases, and more)
- Recognition in radio promotions
- Logo included on special event page in Summer DISCOVER guide (With commitment by March 5, 2016)
- Logo posted on special events page on GrotonRec.com with a link to sponsor's website



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 (With commitment by March 1, 2016)
- 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

RACE SERIES SPECIAL

\$2,000 (Save \$1,000!)

OFFER EXPIRES MARCH 1, 2016

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and 2 for the Road 10K Relay

Finish Line Sponsor

\$250

- Sponsor name listed on back of race t-shirts (With commitment by March 1, 2016)
- Opportunity to include information in race packet
- Sponsor name listed on event page at GrotonRec.com



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

Summer SoundWaves concerts have been bringing music to Esker Point Beach for 27 years. Each year outstanding 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 (Max 2 per concert)

\$1,000

- 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 Summer DISCOVER guide (With commitment by March 5, 2016)
- 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 Summer DISCOVER guide (With commitment by March 5, 2016)

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

Saturday, June 11, 2016

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.

Hydration Station Sponsor (1 per race)

\$1,500

Exclusive promotional opportunities at water stop
Logo on distance marker signs along race route
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 prominently 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
Recognition in printed race publicity (posters, press releases, and more)
Recognition in radio promotions
Logo included on special event page in Summer DISCOVER guide (With commitment by March 5, 2016)
Logo posted on special events page on GrotonRec.com with a link to sponsor's website

RACE SERIES SPECIAL

\$2,000 (Save \$1,000!)

OFFER EXPIRES MARCH 1, 2016

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and 2 for the Road 10K Relay

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

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

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 Fort Griswold Celebration on the Thames

Saturday, July 9, 2016

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

Logo included on special event page in Summer DISCOVER guide (With commitment by March 5, 2016)

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

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!



Two for the Road 10K Relay

Saturday, September 24, 2016

Now for any 2 partners! Runners team up with a friend, co-worker, family member, or significant other and vie for the best time in their combined age bracket. Each partner runs 5K!

Hydration Station Sponsor (1 per race)

~~\$1,500~~

Exclusive promotional opportunities at water stop
Logo on distance marker signs along race route
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 prominently 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
Recognition in printed race publicity (posters, press releases, and more)
Recognition in radio promotions
Logo included on special event page in Fall DISCOVER guide (With commitment by July 1, 2016)
Logo posted on special events page on GrotonRec.com with a link to sponsor's website

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

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 (Save \$1,000!)

OFFER EXPIRES MARCH 1, 2016

Starting Line Sponsor benefits for
Mystic Irish 5K Road Race, Tour de
Noank, and 2 for the Road 10K Relay



Young and old come together for this unique race!



Groton Parks and Recreation 2016 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 (see below): _____

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 3/5/16 to appear in the 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 _____ \$ 1,000

Parking Sponsor _____ \$ 500

Supporting Sponsor _____ \$ 250

Mystic Irish 5K, Tour de Noank, 2 for the Road 10K Relay (circle one)

Hydration Station Sponsor** _____ \$ 1,500

Starting Line Sponsor _____ \$ 1,000

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.