

Thames River Heritage Park



2022 Summer Season Sponsor Program

Connecting, preserving, supporting and promoting the history and heritage sites along the Thames River estuary today and for generations to come.



2022 Summer Season Why Sponsor

Thames River Heritage Park enters its 7th season poised for exponential growth and increased regional, state, and national tourists. Your sponsorship of the Park’s 2022 Summer Season is a **highly visible opportunity** to get in front of your current and prospective customers, as well as show your support for the community and local economy.

Sponsorship Opportunities

Sponsoring Thames River Heritage Park provides your organization with the unique opportunity to support the New London and Groton communities, to build your brand awareness, and demonstrate your organization’s appreciation of our cultural and historic sites.

Your sponsorship of Thames River Heritage Park’s 2022 season helps to:

- **Connect over 12,000 local residents and tourists and enhance public access to heritage and historic sites, parks, and events** on both sides the Thames including the Submarine Force Library and Museum and soon the new National U.S. Coast Guard Museum.
- **Support educational programming** with local schools and summer camps and 80+ narrated historic boat tours along with weekend harbor cruises, Sailfest fireworks cruise, and happy hour celebrity cruises.
- **Promote tourism and economic development** through a collaborative marketing campaign, “**Discover the Thames**” - 8-weeks of digital billboard exposure on I-95, social media campaign targeting the tri-state NY area, Hartford and Springfield, visitor map / guide – that promotes heritage sites and summer events on the Thames such as CT Open House Day, Sailfest and CT Maritime Heritage Festival.
- **Sustain the heritage sites through collaborative, capacity-building history and cultural projects** like the **new Docent Academy and Lecture Series**.

Thames River Heritage Park has made great strides in the six years since its inception. The 2022 addition of a 3rd boat - the Nameaug, the new water taxi dock at the Submarine Force Museum, and the Park’s increased collaborative marketing, programming, and capacity-building will have an exponential impact on the continued growth of the Park and tourism on the Thames. We hope that you will be a part of this growth by partnering with us to promote the Thames River’s 15-miles of exciting historic waterfront.

In the hope that we can count on your support, enclosed are the 2022 Summer Season Sponsor Levels for your consideration. If you have any questions, please feel free to contact us. Thanks very much for your support of Thames River Heritage Park.

Sincerely,


Paul Whitescarver, CAPT USN Ret.
President


Catherine M. Foley
Executive Director

P.S. **You play an important role in preserving the history and heritage of the Thames River estuary today and for generations to come.** Please become a sponsor today.

2022 Summer Season Sponsor Levels



DIRECTOR: \$10,000

- Logo on all water taxi, harbor cruise, and historic tour **tickets***
- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+ and press releases.
- Logo exposure to 2M via TV spots*, 11K+ via 2-sided **boat railing banner**, 2K+ via mobile app, 50K via website
- Four (4) historic boat tour tickets valued at \$100*
- Four (4) harbor cruise / water taxi season passes valued at \$200*
- Twenty-five (25) harbor cruise / water taxi tickets valued at \$250*



CURATOR: \$7,500

- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+ and press releases.
- Logo exposure to 11,000+ via 2-sided **boat railing banner**, 2000+ via mobile app, 50,000 via website.
- Two (2) historic boat tour tickets valued at \$50*
- Two (2) harbor cruise / water taxi season passes valued at \$100*
- Fifteen (15) harbor cruise / water taxi tickets valued at \$150*



EDUCATOR: \$5,000

- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+ and press releases.
- Logo exposure to 2000+ via mobile app and 50,000 via website
- Two (2) historic boat tour tickets valued at \$50*
- Two (2) harbor cruise / water taxi season passes valued at \$100*
- Ten (10) harbor cruise / water taxi tickets valued at \$100*



DESIGNER: \$2,500

- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+
- Logo exposure to 2000+ via mobile app and 50,000 via website
- Two (2) historic boat tour tickets valued at \$50*
- One (1) harbor cruise / water taxi season passes valued at \$50*
- Five (5) harbor cruise / water taxi tickets valued at \$50*



DOCENT: \$1,000

- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+
- Logo exposure to 2000+ via mobile app and 50,000 via website
- One (1) harbor cruise / water taxi season passes valued at \$50*
- Five (5) harbor cruise / water taxi tickets valued at \$50*



COLLECTOR: \$500

- Logo in "In the Park" weekly / monthly (out of season) newsletters to 3,000+
- Logo exposure to 2000+ via mobile app and 50,000 via website
- Two (2) harbor cruise / water taxi tickets valued at \$50*

* Not applicable to in-kind sponsorships.

Thames River Heritage Park

2022 Summer Season Sponsor Highlights



Company logo on water taxi tickets*.
Harbor cruise / water taxi season passes and tickets.*
Historic boat tour tickets.*



Company logo included in TV spots and videos.*



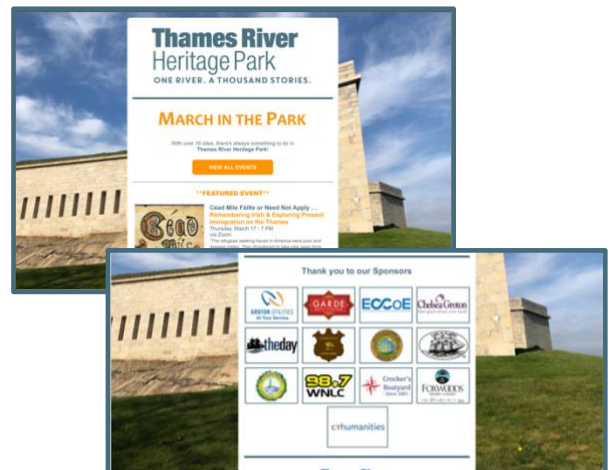
Company logo on boat landing signs / boat railing



Link on TRHP website and mobile app with over 24,000 summer visitors.



Company logo printed in advertising.



Company logo in newsletter distributed to 3000+ weekly during the summer season and monthly pre-



Company logo printed on 10M Map & Guides and 20M Rack Cards distributed throughout eastern CT.

* Availability varies according to sponsor levels. See 2022 Summer Season Sponsor

Heritage Park Sites

Thames River Heritage Park Foundation is a 501(c)3 charitable organization committed to **connecting, preserving, supporting and promoting** the history and heritage sites along the Thames River estuary today and for generations to come.

[Mother Bailey House](#)

[Monte Cristo Cottage](#)

[Avery-Copp House Museum](#)

[Nathan Hale School House](#)

[Bill Memorial Library](#)

[New London Black Heritage Trail](#)

[Ebenezer Avery House](#)

[New London Old Town Mill](#)

[Fort Griswold Battlefield State Park](#)

[Pequot Chapel](#)

[Fort Trumbull State Park](#)

[New London Black Heritage Trail](#)

[Garde Arts Center](#)

[Shaw Mansion](#)

Home of New London County Historical Society

[Hempsted Houses](#)

[Submarine Force Library and Museum and
USS Nautilus](#)

[Historic Groton Bank](#)

[U.S. SUBVETS WWII National Memorial East](#)

[New London Ledge Light](#)

[Ye Antientist Burial Ground](#)

[Lyman Allyn Art Museum](#)

2022 Summer Season Sponsor Response

Organization: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Web Site URL: _____

Sponsorship

Yes! We are pleased to sponsor TRHP's boat tours and harbor cruises / water taxi service in support of the heritage sites along the Thames for the 2022 Summer Season.

Director @ \$10,000

Designer @ \$5,000

Docent @ \$1,000

Curator @ \$7,500

Educator @ \$2500

Collector @ \$500

Payment Information

Check # _____ is enclosed. Check to follow under separate cover.

Credit Card Payment: _____ AX / VI / MC

Name: _____

No. _____

Exp: _____ Security Code: _____

Billing Address (if different than above): _____

Become a Sponsor Today!

For more information contact [Catherine Foley](#).

Art Guidelines: Camera-ready, color AND black and white art high resolution logo. Upload logos via the [sponsor registration form](#).

Submit your completed form and payment to: Thames River Heritage Park Foundation, P.O. Box 851, New London, CT 06320-0851 / [Catherine Foley](#).