

# Thames River Heritage Park



## 2023 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.



# 2023 Summer Season Why Sponsor

Thames River Heritage Park and Thames River Heritage Park Foundation enter their 7<sup>th</sup> season poised for exponential growth and increased regional, state, and national tourists. Your sponsorship of the Park’s 2023 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 2023 season helps to:

- **Connect over 14,000 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 100+ 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 and the Foundation which support it have made great strides in the seven years since the Park’s inception. The addition of a 3rd boat - the Nameaug, the new water taxi dock at the Submarine Force Museum, and the Foundation’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 2023 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.

# 2023 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 4,500+ and press releases.
- Logo exposure to 2M via TV spots\*, 14K+ 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 4,500+ and press releases.
- Logo exposure to 15,000+ 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 4,500+ 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 4,500+ and press releases
- 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 4,500+ and press releases.
- 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 4,500+ and press releases.
- 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**

# 2023 Summer Season Sponsor Highlights



Company logo on water taxi tickets\*  
Harbor cruise / water taxi season passes and



Company logo included in TV spots and



Company logo on boat landing signs / boat



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



Company logo printed on TOM Map & Guides and 20M Rack Cards distributed throughout



Company logo printed in print



Company logo in newsletter distributed to 4500+ weekly during the summer season and



\* Availability varies according to sponsor levels. See 2023 Summer Season Sponsor Levels for details.

# 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.

[Avery-Copp House Museum](#)

[Bill Memorial Library](#)

[Cedar Grove Cemetery](#)

[Custom House Maritime Museum](#)  
Home of New London Maritime Society

[Ebenezer Avery House](#)

[Fort Griswold Battlefield State Park](#)

[Fort Trumbull State Park](#)

[Garde Arts Center](#)

[Hempsted Houses](#)

[Historic Groton Bank](#)

[Ledge Lighthouse](#)

[Lyman Allyn Art Museum](#)

[Monte Cristo Cottage](#)

[Nathan Hale School House](#)

[NL Historic Waterfront District](#)

[NL Black Heritage Trail](#)

[NL Old Town Mill](#)

[Pequot Chapel](#)

[Shaw Mansion](#)

Home of New London County Historical Society

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

[US SUBVETS WWII National Memorial East](#)

[Ye Antientist Burial Ground](#)

# 2023 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 2023 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): \_\_\_\_\_

For [more information](#) or to [register on-line](#) go to visit the TRHP sponsor page at <https://www.thamesriverheritagepark.org/sponsors>.

**Art Guidelines:** Camera-ready, color AND black and white art high resolution logo. Please upload logo to \_\_\_\_\_

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