

# Thames River Heritage Park



## Partnership Opportunities 2024-2025

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

## Message from the Executive Director and Board President

*The general assembly recognizes that the cities in the state have rich historical and cultural heritage, that many of the cities are in need of economic revitalization and that preservation and interpretation of such heritage can foster revitalization by encouraging private sector investment and tourism. Therefore, the general assembly declares that it is the policy of the state to develop new recreational opportunities in conjunction with the preservation and interpretation of such heritage sites through the designation of a system of heritage parks so that the quality of life for Connecticut residents may be improved. Public Act 87-463*

### Thames River Heritage Park works for you

As we reflect on the past 8 years, we are amazed at the impact that a small group of dedicated volunteers and partners has made. The collaborative partnership of nonprofits, municipalities, the State of Connecticut and business and civic organizations that formed Thames River Heritage Park work together to promote, support and sustain heritage tourism on the Thames, to foster economic revitalization and to improve the quality of life for the residents and businesses in our community. They have told countless stories of the Thames during history-themed boat tours, walking tours and lecture series, trained 65+ volunteers to enhance the visitors' experience on Thames and collaborated on the Discover the Thames marketing campaign.

#### Did you know ... Cultural and heritage tourism is an economic driver?

78% of all leisure travelers in the U.S. are cultural and heritage travelers. Cultural and heritage travelers spent an average of 60% more on their trips versus non-cultural heritage travelers. They travel more frequently, visit museums and historical sites, participate in culinary activities, attend food and wine festivals, visit farmer's markets, enjoy unique dining experiences as well as fine dining and are dedicated shoppers at museum stores galleries, unique/authentic retail and traditional retailers and brands. (*The Cultural & Heritage Traveler Study by Shop America Alliance*)

### Partner with us to drive your business

As a sponsor or a program partner during the Park's 2024-2025 season, your business/organization gains high visibility with local residents and heritage tourists and affords area youth the opportunity to visit the heritage sites to hear several of the thousand stories of the river. Please partner with us today. For more information or to discuss customized partnership, contact Catherine at (860) 444-4401 / [cfoley@thamesriverheritageparrk.org](mailto:cfoley@thamesriverheritageparrk.org). Thank you!

Sincerely,



Paul Whitescarver, CAPT USN Ret.  
President



Catherine M. Foley  
Executive Director

# 2024-2025 Season Sponsorship 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 3,500+ and press releases.
- Logo exposure to 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 3,500+ 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 3,500+ 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 3,500+ 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 3,500+ 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 3,500+ 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.



# 2024-2025 Program Partnership Opportunities

## History-themed Narrated Boat Tour

Bring to life the rich history of the Thames through the centuries by sponsoring one of our series of the boat or walking tours held on the weekends from June – September. Series include the Military, Mohegan Life, the Gilded Age, Whaling, New London Black Heritage Trail, Red Coats and Patriots and more.



**Title Sponsor of a History-Themed Tour:** \$1,500 includes the benefits of Docent Sponsorship + acknowledgement of sponsorship in tour brochure, e-blasts and on-line description.



## 2025 Winter Lecture Series

Introduce one or several of the thousand stories of the Thames during monthly receptions and lectures from January – May at TRHP partner site, Lyman Allyn Art Museum.

**Title Sponsor of the Lecture Series:** \$1,500 includes the benefits of Docent Sponsorship + acknowledgement of sponsorship in lecture series promotion, on-line description, e-blasts and program booklet.

## Docent Academy II and III

Develop knowledgeable and enthusiastic ambassadors, tour guides and interpreters for New London's Black Heritage Trail, history-themed boat and walking tours and school programs. *New in 2024*



**Title Sponsor of a Docent Academy Module II or III:** Module II: New London's Black Heritage Trail or Module III: Storytelling Interpreter Training - \$1,500 / module includes the benefits of Docent Sponsorship + acknowledgement of sponsorship in Docent Academy promotion, website, e-blasts, flyers and program materials.



# 2024-2025 Season Partner Promotions



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



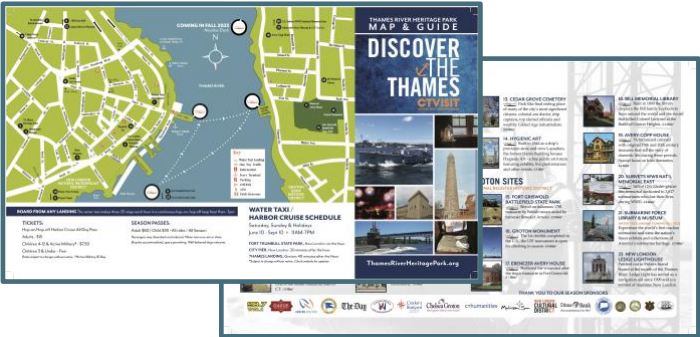
Company logo included in TV spots and videos.\*



Logo on boat landing signs / boat railing if received by 5/1\*.



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



Company logo printed on 10M Map & Guides and Tour Brochures distributed throughout CT if received by April 15.



Company logo in newsletter distributed to 3500+ weekly during the summer season and monthly pre-and post-season.



Company logo printed in print advertising.

\* Availability varies according to sponsor levels. See 2024 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.

## NEW LONDON SITES

### NEW LONDON'S HISTORIC WATERFRONT DISTRICT



**1. NATHAN HALE SCHOOL HOUSE**  
One-room schoolhouse where Hale taught from 1774-1775 just before he enlisted as spy in the American Revolutionary War. 0.1 Miles\*



**2. NEW LONDON CUSTOM HOUSE MARITIME MUSEUM**  
Exhibits New London's maritime and whaling history, *La Amistad*, and regional lighthouses. 0.2 Miles\*



**3. SHAW MANSION**  
Built in 1756 by Capt. Shaw. Hosted General George Washington. Served as headquarters for CT's state navy and local privateers. 0.3 Miles\*



**4. HEMPSTED HOUSES**  
Two homes which served 9 generations of Hempsted's and survived the burning of New London in 1781. 0.6 Miles\*



**5. NL BLACK HERITAGE TRAIL**  
Celebrates three centuries of Black strength, resilience, and accomplishment while telling the stories about Black life in New London. 0.6 Miles\*



**6. OLD TOWN MILL**  
Originally built in 1650 by John Winthrop Jr., the founder of New London and later governor of CT. One of the oldest industrial sites in CT. 1.2 Miles\*

\* Walking distance from closest water taxi landing.

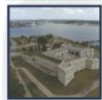
= At or within walking distance to Water Taxi Landing



**7. YE ANTIENTIST BURIAL GROUND**  
One of the earliest graveyards in New England and the oldest colonial cemetery in the county. 1 Mile\*



**8. GARDE ARTS CENTER**  
Beautifully restored 1920's movie palace and vaudeville theatre with an exotic Moroccan design - a regional center for the arts. 0.4 Miles\*



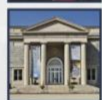
**9. FORT TRUMBULL STATE PARK**  
1852 fort with world-class visitor center and museum depicting 225 years of military history. 0.4 Miles\*



**10. MONTE CRISTO COTTAGE**  
Childhood home of Eugene O'Neill, America's only Nobel Prize winning playwright and setting for his *Long Day's Journey into Night*. 1 Mile\*



**11. PEQUOT CHAPEL**  
Opened in 1853, decorated with two stained glass windows by Louis Comfort Tiffany, a regular summer visitor. Sunday services June - early September at 10:55AM. 2.2 Miles\*



**12. LYMAN ALLYN ART MUSEUM**  
A 2,600-year period collection, Louis Comfort Tiffany exhibit, art depicting whaling industry and special exhibitions. 1.8 Miles\*



**13. CEDAR GROVE CEMETERY**  
Park-like final resting place of many of the city's most significant citizens: colonial-era diarist, ship captains, top elected officials and wealthy Gilded Age industrialists. 0.6 Miles\*



**14. HYGIENIC ART**  
Built in 1844 as a ship's provision store and crew's quarters, the former Harris Building houses Hygienic Art - a free public art forum featuring exhibits, live performances and other events. 0.2 Miles\*



**15. FORT GRISWOLD BATTLEFIELD STATE PARK**  
Site of an infamous 1781 massacre by British troops aided by turncoat Benedict Arnold. 0.5 Miles\*



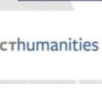
**16. GROTON MONUMENT**  
The 1st obelisk completed in the U.S., the 135' monument is open for climbing in season. 0.5 Miles\*



**17. EBENEZER AVERY HOUSE**  
Sheltered the wounded after the tragic massacre at Fort Griswold. 0.1 Miles\*



**18. BILL MEMORIAL LIBRARY**  
Built in 1890 the library displays the Bill family's collection from around the world and the sword that killed Colonel Ledyard at the Battle of Groton Heights. 0.4 Miles\*



**19. AVERY-COPP HOUSE**  
Victorianized colonial with original 19th and 20th century treasures that tell the story of domestic life during these periods. Special focus on Irish domestics. 0.4 Miles\*



**20. SUBVETS WWII NAT'L MEMORIAL EAST**  
Sail of USS *Flasher* graces this memorial dedicated to 3,617 submariners who lost their lives during WWII. 0.8 Miles\*



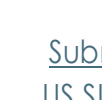
**21. SUBMARINE FORCE LIBRARY & MUSEUM**  
Experience the world's first nuclear submarine and view the nation's finest exhibits and collections of America's submarine heritage. 2.5 Miles\*



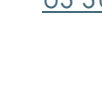
**22. NEW LONDON LEDGE LIGHTHOUSE**  
Perched out in Fishers Island Sound at the mouth of the Thames River, Ledge Light has served as a navigation aid since 1909 and is a symbol of maritime New London.



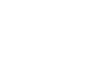
**GROTON SITES**  
NATIONAL REGISTER HISTORIC DISTRICT



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THANK YOU TO OUR SEASON SPONSORS



[Avery-Copp House Museum](#)

[Bill Memorial Library](#)

[Cedar Grove Cemetery](#)

[Custom House Maritime Museum](#)

[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 Mural Trail](#)

[NL Old Town Mill](#)

[Pequot Chapel](#)

[Shaw Mansion](#)

[St. James Episcopal Church](#)

[Submarine Force USS Nautilus Museums](#)

[US SUBVETS WWII National Memorial East](#)

[Ye Antientist Burial Ground](#)

## 2024-2025 Partner Response

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site URL: \_\_\_\_\_

### Sponsorships

**Yes! We are pleased to be a 2024 sponsor of Thames River Heritage Park's programs and services in support of the heritage sites along the Thames for the 2024 Season.**

☐ **Director @ \$10,000**

☐ **Designer @ \$5,000**

☐ **Docent @ \$1,000**

☐ **Curator @ \$7,500**

☐ **Educator @ \$2500**

☐ **Collector @ \$500**

**Tour and Docent Academy Sponsorships:**

☐ **Boat Tour Sponsor @ \$1,500 / title**

☐ **Docent Academy II: NLBHT Title Sponsor @ \$1,500**

☐ **Walking Tour Sponsor @ \$1,500 / title**

☐ **Docent Academy III: Interpreter Sponsor @ \$1,500**

### 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 <https://www.thamesriverheritagepark.org/photo-upload/>

**Submit your completed form and payment by May 1<sup>st</sup> for inclusion on summer signage to:** Thames River Heritage Park Foundation, P.O. Box 851, New London, CT 06320-0851 / Catherine Foley.