

*New London  
Parks and Recreation*



*Sponsorship Program*

Dear Business Owner, Civic Group or Citizen:

Welcome to our Sponsorship Program! We're delighted that you have displayed an interest in assisting the Parks and Recreation Department to enhance the quality of life for the citizens of New London. It's always exciting when someone can make a long-lasting contribution to future generations. We all know the importance of safe and enjoyable participation in leisure and recreation programs and the intangible rewards it provides. From sponsoring a particular summer youth program to a recurring adult sports program, to facility improvement, to playground or downtown enhancement, to a yearly special event, the parameters of your contribution are endless.

This catalogue contains some examples of how you can influence someone's life through recreation. Please take a few moments to read through the catalogue and identify a project, facility or program you'd be interested in sponsoring. In return for your contribution, you will receive public recognition acknowledging your support. Or if you wish, your contribution can be confidential. Whichever avenue you choose, you can be assured that your contribution will be greatly appreciated. Feel free to call the Parks and Recreation Department at 982-8521 for more information. Thank you in advance for your consideration and interest.

Sincerely,

Mayor  
Wayne Toltzman

Parks and Recreation Committee  
Rob Way, Chair

City Administrator  
Kent Hager

Acting Parks and Recreation Director  
Ginger Miller

New London is devoted to providing the best park facilities and recreation programs for the City of New London residents with limited resources. Your Participation in this partnership program helps the city enhance those facilities and/or programs.

## YOUTH PROGRAMS

New London Parks and Recreation is constantly striving to offer diverse educational and instructional program for all ages. Skill development, social interaction and physical fitness are a few benefits that participants will enjoy by participating in our programs. The benefits of Parks and Recreation are endless and the value and importance of these programs are evident.

### Youth/Adult Program Possible Donations

#### Adult Athletic Programs \$1,000

includes: balls, bats  
bases, volleyball nets,  
field improvements, concession  
supplies, and awards

#### Adult Fitness Programs \$500

Includes steps and risers  
for additional participation,  
yoga mats, bands, weights,  
and music.

#### Tennis \$500

includes: balls, hoppers,  
ball machine, court  
squeegee, rackets

#### Youth Dance Classes \$700

includes: instructional  
materials, portable CD/  
player, music selections,  
portable ballet barre,  
performance t-shirts

#### Martial Arts Programs \$2,000

includes: mat, kick bags, training  
equipment and safety equipment

#### Scholarship Program

Donations are earmarked to cover program fees for low-income families as the need arises.

#### Advertising/Sponsorship

#### Camp Hatten \$600

includes: first aid supplies,  
board games, equipment,  
arts and crafts supplies,  
Camper tot bags and T-shirts

#### Instructional Classes \$250

includes: instructional  
materials, books, project  
supplies

#### Gymnastics \$1,000

includes: chalk blocks, mats,  
and accessories

#### Arts & Craft Classes \$200

includes: art & craft supplies

#### Youth Sports \$500

includes: adjustable  
basketball hoop, youth balls,  
bases, safety equipment,  
and flag football equipment

Ball Diamond Sponsorship

\$ 300/yr or \$800/3 yrs

-See Parks and Recreation Department for contract requirements

COMMUNITY POOL

The New London Community Pool continues to be a standout facility in the provision of quality recreation. The pool strives to meet the needs of citizens by providing programs such as Children's Swim Lessons, Water Exercise classes, Water Volleyball, and Open, Senior and Adult Swims. In addition, the multi-purpose room with its Stairmasters, Treadmills, Elliptical machines and stationary bicycles as well as its weight stations and free weights are receiving an increasing amount of use. Complimenting the programs and exercise equipment are saunas in each locker room, a whirlpool on the deck, and in the future a splash pad for summer sun-seekers. Because of these features, the use continually increases. Thus the following items would facilitate the ability of the community pool to meet the growing needs of the community.

Community Pool Possible Donations

Splash Pad Area - Total cost to complete the project is \$87,000. All donations will be beneficial.

Safety and Training Equip.

3 Rescue tubes	\$70 ea.
6 Pocket Masks	\$30
1 Resusci Annie	\$200
Pace Clock	\$450
12 pr. H2O Dumbbells	\$10 pr.
AED	\$1,825
Backboard straps and head immobilizer	\$125
15 Life vests	\$15 each

Fitness Equipment

Treadmill	\$5300
Free weights w/rack	\$360

Multi-purpose Room Addition  
Family Restroom/Changing room Addition

Program Ideas

1 Tot Dock	\$500
12 exercise belts	\$40
AED trainer	\$460
6 Kayaks w/gear	\$900 ea.
Deck Storage	\$1500

Maintenance Equipment

Commercial Vacuum	\$2,000
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\$84,000  
\$54,000

## PARKS SYSTEM

The New London parks system, with 15 parks consisting of over 277 acres, provides numerous facilities for an abundance of activities. From shelter rentals for family and group outings, to playground equipment for the kids, to sports fields for adult and children athletics, to a quiet retreat from the everyday hustle and bustle, the parks can meet the needs of many users. With the increasingly importance of leisure time in America, parks systems must continually expand and modernize to satisfy its users. The items listed below are therefore provided for your consideration in our sponsorship program.

### Park System Possible Donations

Picnic Tables	\$150 ea.
Benches	\$500 ea.
Soccer Goal Posts	\$2,000
Bleachers	\$2,000
Tennis nets	\$50 ea.
Trees	\$80 and up
Landscaping items (flowers, shrubs)	\$50 and up
Security Cameras- Memorial Park	\$2,500
Playground surfacing	\$1,000
Development & Construction of New London Facility Improvements	\$5,000 and up
Ball Diamond Improvements (lighting, fencing)	\$10,000 and up
Playground Equipment	\$10,000 and up
Skate Park Equipment	\$2,000 and up
Nature Area	\$160,000

## VOLUNTEERISM

The value of volunteers is never underestimated by the New London Parks and Recreation Department. Persons who have given their time and effort in the past have been instrumental in the success of Parks and Recreation's ability to meet the needs of the community. From civic groups planting trees, to actors in the Haunted Trail, to citizens that just want to contribute, volunteers have and will continue to be a great asset to New London. Whether you have a specific project or program in mind or you'd just like to help out, your contribution will be greatly appreciated. If you want to participate in our volunteer program, just give us a call at 982-8521. We'd be delighted to hear from you.

## SPECIAL EVENTS

The New London Parks and Recreation Department is always examining how to widen the parameters of its services and programs. One method is to conduct Annual and Special Events. Annual Events such as Kid's Day in the summer and the springtime Underwater Easter Egg Hunt are examples of current programming. Parks and Recreation would like to expand its special event provisions, and sponsoring these events is a great way for a business or civic organization to receive recognition and publicity. The following is a list of programs you could support. But keep in mind; in recreation there are very few limitations to having fun. If you have an idea in mind, let us help you turn it into reality!

<u>Haunted Trail</u>	\$1,000
Concessions, site props, costumes, lighting, and safety equipment	
<u>Kid's Day</u>	\$300
Prizes for the children, medals for tournaments, equipment rentals, and concessions	
<u>Underwater Egg Hunt/Haunted Swim</u>	\$200
Prizes for the children	
<u>Pool Beach Party</u>	\$250
Concessions	
<u>5K Fall Family Fest Fun Run</u>	\$750
T-shirts	
<u>Pool Water Carnival</u>	\$1,000
Prizes, game construction	
<u>4<sup>th</sup> of July Celebration</u>	\$500
Arts and Craft supplies	
<u>Fitness Challenge</u>	\$2,000
T-shirts, Prizes	

## SUBSTANTIAL CONTRIBUTIONS

Since all contributions are significant, it's difficult to differentiate the size of contributions in dollars. Nevertheless, there are a few opportunities to subsidize some substantially sizeable projects in the terms of dollar amounts. Listed below are a few possible projects and facilities that a substantial contribution would help turn a dream into reality. If you are interested in these projects, please give the Parks and Recreation Department a call 982-8521 to discuss the projects in detail.

- Expand Skate Park \$50,000
- Ball Diamond Construction (lighting, fencing, drain tiles) \$50,000
- Soccer Field Construction \$10,000
- Open Air Shelter \$ 25,000
- New City Garage \$900,000
- Paved City Trail (price to be determined by type, size and quantity)
  - Trail connecting Loss Park to Wyman St
  - Wharf behind Saputo
  - Trail connection to Seymour-New London Trail
  - Trail connection to Sturgeon Trail
  - Trail behind Cederhurst
  - Trail through Nature Area
  - Trail through Embarrass Wetland
  - Trail along East Ridge
  - Trail to Mosquito Hill
- Boat Launch Facility \$100,000
- Downtown Banners \$75 ea.
- Embarrass River Foot Bridge \$100,000
- Trees (price to be determined by type, size and quantity)
  - Parks
  - Shawano Street Trail
  - Terrace/Boulevard
- Flowers (price to be determined by type, size and quantity)
- Library/Museum Expansion \$575,000
- Library Books \$38,000

