

Riverfront Recapture proudly announces

The Big Mo' 2010

"The best fundraising party of the year"

We'll celebrate the region's Mo'mentum and give our guests a sneak preview of one of the riverfront area's newest development projects as we kick-off Riverfront's 2010 season at the exciting new Front Street District at Adriaen's Landing.



**The Front Street District, Hartford
Saturday, May 15, 2010**

Don't miss this **special preview of The Front Street District** – an evening you and your guests will never forget. Designed by Robert A.M. Stern Architects, The Front Street District is the final component of Adriaen's Landing, a major public and private economic development project that has transformed the landscape of downtown Hartford.

**Event proceeds support Riverfront Recapture's
free public events and youth programs.**





**The
Big
Mo'**

Don't miss your chance to **be a part of** the best casual party of the year...

RIVERFRONT RECAPTURE'S
ANNUAL FUNDRAISING EVENT
BIG MO' 2010

at

The Front Street District

The Front Street District is the final phase of Adriaen's Landing, an urban revitalization project on a site that was once a neglected, environmentally impacted, and desolate area along the Connecticut River. The dynamic site now includes the new Connecticut Convention Center, Connecticut Science Center, the 409-room Marriott Hartford Hotel, parking facilities, as well as the soon to be unveiled Front Street District.

The Front Street District is located directly across Columbus Boulevard from the Connecticut Convention Center and the Marriott Hotel. The project will include 150,000 square feet (65,000 sq. ft. in Phase I of construction) of building area that will be occupied by restaurant, entertainment and retail spaces.

Riverfront Recapture's park development is a catalyst for more than \$4 billion in private and public development projects within walking distance of the River. Together, these new projects bring even more people to the Riverfront, making the area an inviting destination for residents and tourists alike.

Ten years ago, Riverfront Recapture began the tradition of celebrating the region's Mo'mentum with Big Mo'. Since then we have brought thousands of our guests to a rich variety of projects that are changing the face of Hartford and East Hartford. We are especially excited to return to Adriaen's Landing, where Big Mo' gave more than 1,000 guests a sneak preview of the Connecticut Convention Center in 2005.

You may have been to a lot of fundraising events, but you've never been to a fundraising event like Big Mo'...

Be part of the Mo'mentum...

As a Big Mo' sponsor, your company will enjoy all the unique aspects and benefits of this highly anticipated annual event.

- ◆ *High level recognition*
- ◆ *Excellent brand-building*
- ◆ *Networking opportunities*
- ◆ *A memorable evening at a truly fun party (no speeches, festive casual attire)*
- ◆ *Relaxed access to business, community and opinion leaders*
- ◆ *Significant media attention*
- ◆ *Association with a treasured regional asset*
- ◆ *Proceeds benefit free public events and youth programs*

Big Mo' allows your company to be **showcased in front of hundreds** of political, corporate and community leaders -- all with a vested interest in the Mo'mentum that continues to build in the city and the region. PowerPoint presentations, project boards and numerous company name and logo opportunities on site and in print are just a few of the methods used to **draw attention to your company**.

And like all Big Mo's, this is sure to be **an unforgettable party** – with all the **networking, fun, and excitement** that are the hallmarks of this very special annual event.

As one of the largest tourist attractions in the state, Riverfront Recapture welcomed more than 860,000 visitors last year. Proceeds from Big Mo' directly **benefit Riverfront Recapture's free public events and youth programs** that make the region an exciting place to live, work, play and visit.

We look forward to seeing you there!

BIG MO' 2010 OUTLINE OF SPONSOR BENEFITS

- **Tickets to the Exclusive Pre-event Reception & the Main Event** (estimated attendance: 750 Riverfront supporters, local & regional businesses, and political leaders);
- Opportunity to purchase Benefactor Level **tickets at a discount**;
- Name and/or logo recognition on event **Invitations** (more than 7,500 mailed);
- Name and/or logo recognition on www.riverfront.org;
- Your name and/or logo in professionally printed, keepsake **Program Book** distributed to all attendees as well as corporate executives, elected and appointed officials and key opinion makers after the event;
- Complimentary **Ad in the Program Book** or opportunity to purchase ad at a reduced rate;
- **Construction Zone Showcase**: a popular feature of each Big Mo' where sponsors can highlight projects, products or business, including the opportunity to display a model and/or video; inclusion in a continuous PowerPoint presentation that will feature up to 3 images provided by each sponsor; and the opportunity to display your own project boards in a highly visible area during the event;
- Name and/or logo inclusion in **unique signage** throughout the event site;
- Name recognition in event-related **press releases**;
- Opportunity to **provide a give-away** to each attendee;
- Name recognition on Riverfront's 2011 "**Wall of Fame**" located at Riverfront Plaza in downtown Hartford (viewed by more than 860,000 Riverfront visitors last year);
- Acknowledgement in Riverfront Recapture's **Annual Report**;
- **Added visibility** wherever possible.

Additional Opportunities

Program Book Advertising

The Big Mo' Program Book, distributed to more than 1,000 guests, advertisers, sponsors, and supporters, features advertisements, descriptions of Riverfront Recapture programs, as well as highlights of the evening's activities. Hundreds of MetroHartford's political, corporate and community leaders will take home the program book to commemorate the event. Ads start at \$150.

Tickets

Tickets to Pre-Event VIP Reception and Main Event: \$250

Tickets to the main event: \$150

For more information please call 860-713-3131 x303

Big Mo' 2010 Sponsorship Benefits Summary

Sponsorship Level	Presenting	Emerald	Platinum	Gold	Silver	Bronze
Amount	\$35,000	\$20,000	\$10,000	\$5,000	\$3,000	\$1,500
Total number in each category	1	1	6	10	unlimited	unlimited
Comp Tickets (VIP Reception included)	20	14	10	6	4	2
Invitation	Logo on Cover	Logo	Name	Name	N/A	N/A
Riverfront Website	Logo	Logo	Logo	Name	N/A	N/A
Program Book	Logo on Cover; Two-page Ad	Full page Ad	1/2 page Ad	1/4 page Ad	Listing and 20% discount on Ad purchase	Listing and 10% discount on Ad purchase
Construction Zone Showcase	3 Images, 3 Project Boards, 1 Video and 1 Model	2 Images, 2 Project Boards, 1 Video and 1 Model	2 Images, 2 Project Boards	2 Images, 2 Project Boards	2 Images, 1 Project Board	1 Image, 1 Project Board
On-site Signage at event	Logo	Logo	Logo	Name	Name	Name
Media Advisory/Press	+++	+	+	N/A	N/A	N/A
Opportunity to offer Giveaway	+	+	+	+	+	+
Riverfront Wall of Fame Listing	+	+	+	+	+	+
Riverfront Annual Report Listing	+	+	+	+	+	+

The Big Mo'

SPONSORSHIP FORM

Yes! We want to be part of the Mo'mentum at RIVERFRONT RECAPTURE'S BIG MO' 2010



The Front Street District
Hartford, CT
May 15, 2010

Sponsor name (as you would like it to be listed in all print materials): _____

Person authorized to execute sponsorship: _____

Signature: _____

Contact person for sponsorship details (if different): _____

Address: _____

City, State, Zip: _____ Phone: _____

Fax: _____ Email: _____

Presenting - \$35,000

Platinum - \$10,000

Silver - \$3000

Emerald - \$20,000

Gold - \$5,000

Bronze - \$1500

_____ Please reserve our sponsorship at the _____ level (\$ _____)

_____ Sorry, we cannot participate this year, but enclosed is a tax-deductible contribution to Riverfront Recapture. \$ _____

Please fax form to Kelly Murphy at 860-713-3138. Questions please call 860-713-3131 x 303