

2025



**MILL CITY
PARK**

AT FRANKLIN FALLS



SPONSORSHIP PROPOSAL

With your Sustaining Business Membership,
you are investing in a brighter future for our community.
Your sponsorship is about believing in the future, making an impact,
and moving our community and region forward.

PRESENTED BY:
MILL CITY PARK
at FRANKLIN FALLS

376 Central St.
Franklin, NH 03235

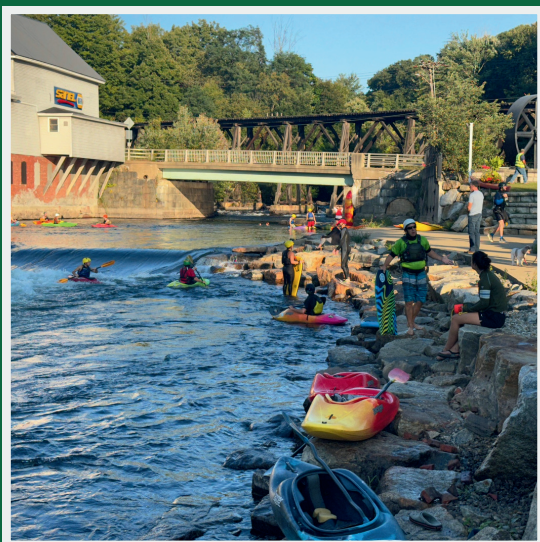


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ABOUT US

Mill City Park at Franklin Falls is a 501(c)3 non-profit organization dedicated to connecting the community to the Winnepesaukee River by creating easy access to outdoor recreation at the first whitewater park in New England as well as a land-based park along the banks of the river. Our park highlights the natural resources available in Franklin, as well as our city's history and heritage, and we encourage the community to explore all of the ways to recreate and enjoy nature on the Winnepesaukee River and the scenic trails within Mill City Park.

Our vision statement: "On land and water, we will continue to develop and steward a unique riverfront destination within the City of Franklin, as the centerpiece of a dynamic, thriving, and inclusive community."





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IMPACT

Mill City Park is an organization doing much more than creating an awesome park for all to enjoy through various outdoor recreation activities. We also strive to create a sustainable community with a continually improving business environment and a region with opportunity, jobs, and a sense of belonging. Franklin's revitalization momentum is unmistakable, and we are primed to continue and improve. New England's first whitewater park has attracted visitors, new residents, entrepreneurs, and investors who are rehabbing downtown buildings. In the past 8 years, \$82M has been spent on improving property within the downtown corridor.

Expansion of the whitewater park is essential, as it will increase the number of visitors to Franklin, stimulating commerce and exposing more people to our attractive and exciting downtown. The expansion will enable more people to access and recreate in the Winnepesaukee River. Athletes will be able to train for slalom kayaking and surfers can ride a surfboard on a permanent wave within the river corridor - another first for New England.

In addition to the whitewater park, we've been busy improving a 31 acre long-neglected piece of the city's riverfront into an amazing park, complete with easy river access and glimpses of the remnants of the Second Industrial Revolution. Currently, we are planning the final phase of development on that land. This will include a mountain bike pump track, outdoor climbing walls, a natural play area, outdoor classroom, and miles of trails. All of this will be free for the public to utilize.

Our vision is that the remaining work will take 3-4 years. Our project has a multifaceted, positive impact on our residents' quality of life, increases the number of visitors to our city, attracts new businesses to the downtown, and increases property value. Our project connects people to the outdoors and to one another.



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SPONSORSHIP PACKAGES

DOUBLE BLACK DIAMOND

\$25,000

- Be the headlining sponsor for **all** of signature events in 2025: logo on all marketing material, banner placement at events (banner provided by business), social media shout outs, and website recognition.
- Year-round recognition as a partner on our sustaining business web page with your contribution to our work and community highlighted.
- **VIP double vendor space at all of our events!** That's two 10x10 spaces for our greatest supporter to amplify your business.

BLACK DIAMOND

\$15,000

- Be a sponsor for our **all** of our signature events in 2025: logo on all marketing material, banner placement at events (banner provided by business), social media shout outs, and website recognition.
- Year-round recognition on our sustaining business web page with your contribution to our work and community highlighted.
- Single vendor space at **all** of our events! That's one 10x10 space for you to amplify your business.

BLUE SQUARE

\$10,000

- Be a sponsor for **four** of our signature events in 2025: logo on all marketing material, banner placement at events (banner provided by business), social media shout outs, and website recognition. You choose the events to sponsor.
- Year-round recognition on our sustaining business web page with your contribution to our work and community highlighted.
- Single vendor space at **four** of our events! That's one 10x10 space for you to amplify your business.



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SPONSORSHIP PACKAGES

GREEN CIRCLE

\$5,000

- Be a sponsor for **two** of our signature events in 2025: logo on all marketing material, banner placement at events (banner provided by business), social media shout outs, and website recognition. You choose the events to sponsor.
- Year-round recognition on our sustaining business web page with your contribution to our work and community highlighted.
- Single vendor space at **two** of our events! That's one 10x10 space for you to amplify your business.

WHITE CIRCLE

\$1,000

- Be a sponsor for **one** of our signature events in 2025: logo on all marketing material, banner placement at events (banner provided by business), social media shout outs, and website recognition. You choose which event to sponsor.
- Single vendor space at **one** of our events! That's one 10x10 space for you to amplify your business.



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LIST OF EVENTS

2025 Business Sponsorships will sponsor these listed events including First Day and Boat Bash in early 2026. If your sponsorship package does not include all events, you can choose from this list which events your business would like to sponsor.

- June 13-15 - Winni River Days
- July - Community Boogie Boarding
- August - Taco Festival
- October - Monster Dash 5K at Franklin Fall Fest
- October - Haunted River Walk
- January 1 - Franklin First Day and Chili Cook Off
- March - Boat Bash Snow Crash

These gatherings bring the community together, strengthen social bonds, and create economic opportunity and FUN, while putting a spotlight on the amazing outdoor recreation opportunities in our region. Our events bring folks from Franklin, the Lakes Region, New England and beyond into the heart of the city. And they have grown each year. Your sponsorship means these events can continue to grow and improve - and you get to be an integral part of our growth!



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SPONSORSHIP PROPOSAL 2025

THANK YOU!

Your business sponsorship is about believing in the future, making an impact, and moving our community forward.

Your partnership and contribution directly support our ongoing efforts to maintain, expand, enhance and sustain the land based park, the whitewater park, and community driven events.



PHONE

(603) 671-7028



CHARITABLE TAX ID

81-5065138



WEBSITE

www.millcitypark.com



MAILING ADDRESS

376 Central St.
Franklin, NH 03235

2025 BUSINESS SPONSORSHIP



**MILL CITY
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BUSINESS NAME

POINT OF CONTACT

Name:

Email:

Phone:

SPONSORSHIP OPTION

Double Black Diamond Tier \$25,000

Black Diamond Tier \$15,000

Blue Square \$10,000

Green Circle \$5,000

White Circle \$1,000

If you have selected a tier that does not cover sponsorship of all events, we will be in touch with you for your event selection.

Once we receive your sponsorship, we will connect email your point of contact to ask for a business “about” and logo to add to our website and marketing materials.

Thank you for your generous contribution and meaningful support of Mill City Park at Franklin Falls!



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