

Join the Dewey Line Crew! Multi-award winning steamboat experience



Lassen's Resort enterprise at Cedar Lake begins with steam. In 1896, Christian Lassen began his charter service with a single steamboat taking tourists on trips around the lake. By 1904, the boating operation had grown to a fleet.

**Cedar Lake
1896**

**Cedar Lake
2023**

In 2021, the Cedar Lake Historical Association debuted an unprecedented event: Steam Through History.

The Dewey Line is a proven success

The program brought more than 2,500 passengers onto the waters of Cedar Lake and activated 38 new volunteers for the museum. In addition, over 50 new members joined as a direct result from this program.

The Dewey Line does much more for the community

- Provides access for residents and guests alike to our magnificent body of water.
- Gives us an opportunity to present the lake in a majestic way to instill community pride.
- Establishes awareness for the museum as a cultural center.

Building on the success of our first two years, Steam Through History 2023 will bring more steamboats to Cedar Lake, a boat parade, and, of course, our signature resort-history cruises on Steamer Dewey.

"I LOVED the steam boat ride, that is the only way I would be able to be ON Cedar Lake."

-2021 Steam Through History Passenger

Regional, State & National Awards

- Society of Innovators Team Innovation Award
- Indiana Historical Society Outstanding Collaborative Project Award
- American Association for State & Local History Albert B. Corey Award of Excellence

The Museum at Lassen's Resort tells the story of Cedar Lake in creative ways.



We need your help to continue enlightening minds & touching lives in our community.

With your help, the Cedar Lake Historical Association will build steam again.

- Memorial Day - Labor Day: one day of service per week provides access to the lake and economic impact for the community.
- Multiple Excursions: Eight, narrated rides each day of operation, with crew in period attire, and choice of two routes, the Monon or full-lake Premium.
- Modest Ticket Fare: Your sponsorship underwrites affordable ticket fares of \$15 and \$35. Proceeds further our mission by providing critical funds for future infrastructure development.
- Placemaking Pier: The investment in 2021 to meet DNR compliance and upgrade the pier continues to be utilized to provide public access from the shore and the lake.
- Resort History: The mobile-optimized website featuring stories and photos of the resorts that graced the lakeshore will be enhanced with an audio-tour option.

Special Sponsorship for Steam Through History Day *New in 2023! A day devoted to celebrating the tremendous power of steam featuring:*

- Exhibit of three additional steamboats and steam-powered calliope
- Community boat parade
- Unveiling of a new permanent display in The Museum at Lassen's Resort explaining the Industrial Revolution, Funders will be credited on the display.

"Thanks for allowing us to be an active participant in history."

"Keep amazing us."

-2021 Steam Through History Passengers
Purdue Northwest Tourist Survey
Full survey results available upon request.



Cedar Lake
Historical Association

Experiences that illuminate &
tell the story of community.

Up to the task

Big ideas, effective impact

Join our crew

Dewey Line Steamboat 2023 Sponsorship Pledge Form

Please help us present this unique cultural and educational experience for our community residents and visitors to Cedar Lake.

- Commodore's Circle Sponsorship \$5,000+**
Premium Steam Through History Day sponsor: corporate giveaway table; logo on unique event-day souvenir ticket, signage in the museum, and dockside boarding poster; mentions on social media and museum communications; credit on steam power museum exhibition
•Private boat cruise for up to 18 passengers •3 Dewey Line Crew button down shirts
- Captain's Circle Sponsorship: \$2,500**
Mentions on social media and museum communications; logo on 2023 season souvenir tickets, pier signage, and advertising poster
•6 complimentary tickets to gift for a scheduled boat cruise •1 Dewey Line Crew button down shirt
- Gold Star Sponsorship: \$1,000**
Mentions on social media and museum communications; logo on 2023 season pier signage and advertising poster
•2 complimentary tickets to gift for a scheduled boat cruise
- Deckhand: Under \$500**
Mentions on social media and museum communications

Pledge due on December 15, 2022. Donation due on January 31, 2023 to be included in promotional signage and poster as noted above. Contact Julie Zasada with questions at 219-390-9423.



Signature

\$ _____
Amount

Date

Print Name

Contact Email or Phone

Please make checks payable to **Cedar Lake Historical Association**
No goods or services were provided in exchange for this contribution.
Cedar Lake Historical Association is an exempt organization as described in
Section 501(c)(3) of the Internal Revenue Code; EIN 31-0919446

