

FRIENDLY SERVICE ON CEDAR LAKE

January 1, 2025

Dear Prospective Sponsor,

We hope your winter has been filled with great times, family, and friends. We heartfully express gratitude for your prospective support.

*"I'll never forget this day."
- Fidelia (Grant Park, IL)
2024 Dewey Line passenger*

Resort history cruises are a game changer at The Museum at Lassen's Resort. In 2024, 16 out of 130 days of operation were steamboat days and 46% of our visitors enjoyed the museum on those 16 days. Do you agree that people want experiences on Cedar Lake that become lifelong memories?

You will enable Dewey Line to provide those memories.

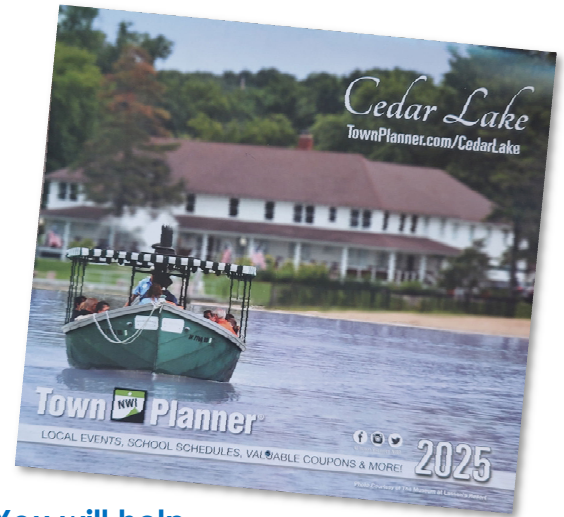
Robbie was a passenger during the 2021 pilot week of the Steam Through History program. Robbie's story shows the impact of the Dewey Line. Robbie lives across the street from the museum. He took his first boat ride on Cedar Lake that week. **Robbie lived across the street for 16 years from the lake in his hometown, but he never had the opportunity to be ON the water.** Today, Robbie continues to volunteer with the museum. Your support can duplicate the impact the life of citizens like Robbie and the museum's legacy.

Robbie is not alone.

Fidelia, her husband, a farmer in Grant Park, IL, and their two sons - ages 8 and 10, purchased last minute tickets and rushed down the pier for our final ride of the 2024 season. It was the first time her sons had ever been on a boat, and she animatedly translated the narrative to her husband throughout the trip. Her comment, "I'll never forget this day," was the highlight of our season. Your support will ensure that families like Fidelia's make a lifelong memory and have a one-of-a-kind experience in Cedar Lake.

Will you help continue impacting lives in 2025?

(over, please)



You will help establish the Dewey Line as an iconic experience that fulfills the Town of Cedar Lake's brand promise that beckons visitors to "Explore, Relax, Stay." (above, NWI Town Planner calendar 2025 cover)



Robbie & Fidelia are not isolated passengers making lifelong memories. Laura moved to Cedar Lake in 2004 and it was two decades later before she experienced the town from the lake for the first time. And John lived in Cedar Lake **for 30 years** before the Dewey Line became his first experience on the water.

The most impact is seen in the annual field trip program. Fifty-five percent of the third graders from our community schools have their first **Cedar Lake** boat ride because of supporters like you! Thank you for considering sponsorship of the Dewey Line which will **help present the relevance of Cedar Lake history** to tourists, and especially our own residents.

Because of you, operational expenses are fully underwritten. The wild card is always the weather. Last year was not impacted, but poor air quality and summer storms canceled at least 4 operating days in 2023. Fortunately, with your gift, we never have to turn a passenger away from experiencing Cedar Lake. Even if we only sell 2 tickets for a ride, your support means that those 2 guests are still given the chance to discover the magnificence of Cedar Lake.

The Dewey Line reputation continues to grow as a direct result of your sponsorship gifts. We are proud to share that **our average capacity increased from 46% in 2023 to 60% in 2024**. Your support will also fund an investment in channels of advertising and special promotions that are typically unaffordable for a nonprofit.

We hope you will support the Dewey Line in 2025. Please see the enclosed information and contact us if you would like to personalize any stewardship opportunities to meet your business or philanthropic goals.

Sincerely,

Julie Zasada
Cruise Director

Ted Rita
Engineer



Up to the task

Big ideas, effective impact

Join our crew

Dewey Line Steamboat 2025 Sponsorship Pledge Form

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

- Commodore's Circle Sponsorship \$5,000+**
Premium Steam Through History Day sponsor: corporate giveaway table, signage in the museum and dockside boarding poster, logo on 2025 season souvenir tickets, pier signage, advertising poster, and mentions on social media and museum communications.
Plus: One private boat cruise for you and 18 of your guests • Dewey Line Crew button down shirt
- Captain's Circle Sponsorship: \$2,500**
Logo on 2025 season souvenir tickets, pier signage, advertising poster, and mentions on social media and museum communications.
Plus: 6 complimentary gift tickets for a scheduled boat cruise • Dewey Line Crew button down shirt
- Gold Star Sponsorship: \$1,000**
Logo on 2025 season pier signage and advertising poster, and mentions on social media and museum communications.
Plus: 2 complimentary tickets to gift for a scheduled boat cruise.
- Deckhand: Under \$500**
Mentions on social media and museum communications.

Pledge due on March 1, 2025 to maximize your marketing. Donations received after March 1, 2025 may experience modified benefits from those 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 the **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

