



# 2018

## SPONSORSHIP PACKAGE

### **CJ's SKATEPARK**

560 Hensall Circle, Mississauga, ON, Canada L5A 1Y1  
CJsSKATEPARK.com | 905.272.6888

A division of the Canadian Skateboard Park & School Association

**A NOT-FOR-PROFIT CORPORATION**

C.J. Skateboard Foundation is a registered Charity #8465-49632-RR00001



## ABOUT CJ's

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CJ's SKATEPARK has been a staple in Southern Ontario for over 10 years in its current inception, fostering many of Toronto's young talent, hosting multiple events, and providing clinics and lessons to kids of all ages looking to get started with skateboarding.

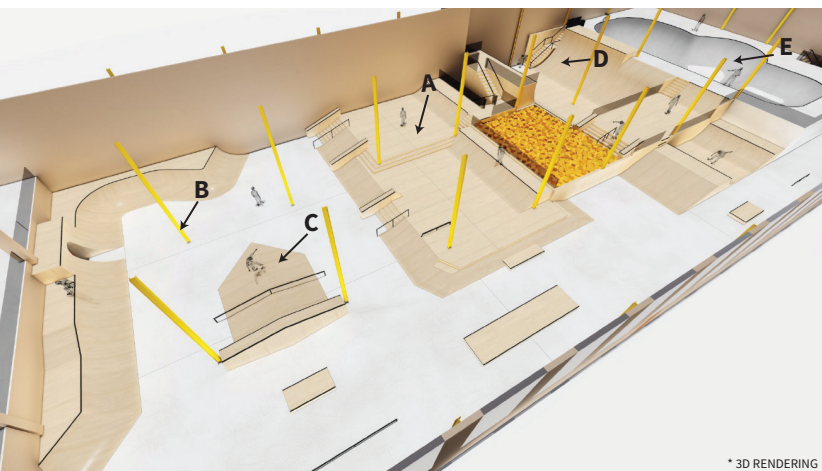
New for this year, CJ's has expanded its operation from 25,000 sq.ft. to a massive 40,000 sq.ft. area designed by New Line Skateparks.

Featuring a 13 ft. Vert Ramp, all new street course with an amazing blend of transition, hips, ledges and rails, as well as a new 5/8/11 ft. concrete bowl, beginner

training area with 3 ft. bowl, and the always exciting foam pit that now includes hubbabs and rails to let kids up their skills before taking it up a notch.

Besides just the amazing facility, CJ's is well known for its programs that cater to all kids in the community, including at-risk youth and special needs such as Cancer, Autism, Down Syndrome, Hearing-impaired, Asperger's, ADHD, OCD, LD or any challenge one might have.

Our dedicated instructors work one-on-one each session to ensure the kids are walking away with a smile and a newly found love for skateboarding.



## NAMING OPPORTUNITY EXAMPLES

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**A - STREET COURSE**  
**B - CRASH PADS**  
**C - A-FRAME**

**D - VERT**  
**E - BOWL**

## THE NUMBERS

AGE RANGE: 10-18

70% MALE  
30% FEMALE

LARGEST INDOOR PARK  
IN ONTARIO

3RD LARGEST NOT-FOR-PROFIT  
SKATEPARK IN THE WORLD

OVER 25 PARK FEATURES

**CJsSKATEPARK.COM**

25K ONLINE USERS ANNUALLY  
5K+ E-NEWSLETTER



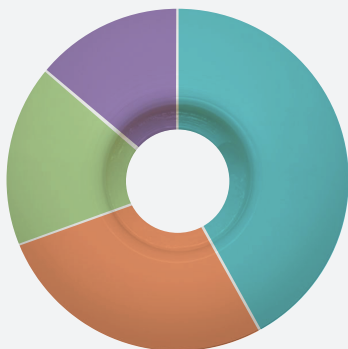
3,000 FOLLOWERS



3,500 LIKES

SINCE 2017

### OVER 50,000 ATTENDEES ANNUALLY!



- 40% PUBLIC SKATEBOARDING
- 25% LESSONS & PROGRAMMING
- 20% EVENT BASED
- 15% SPECTATORS

### ESTABLISH CUSTOMERS FOR LIFE!

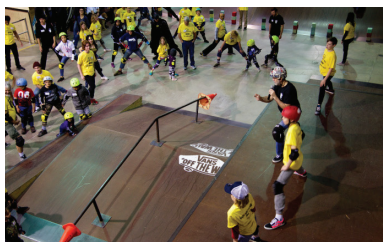
CJ's SKATEPARK has been the starting point for thousands of young skaters for the past 10 years.

### INCREASE SALES AND BRAND RECOGNITION!

In-park and through social media, your brand will get impressions locally and online with the opportunity to brand obstacles with viral potential.

### GIVE BACK TO THE COMMUNITY!

As a non-profit organization, we host free programming for kids in the community that look to skateboarding as a way to cope with challenges in their daily lives.



## SPONSORSHIP OPPORTUNITIES

With over 40,000 sq.ft. of space, there are countless ways to work with CJ's SKATEPARK to get the most visibility for your brand. Below are just a few of the options and tiers available. Please give us a call for custom options.

SPONSORSHIP PACKAGE PROGRAM RATES BASED ON A 3 YEAR COMMITMENT	PLATINUM LEVEL 1	GOLD LEVEL 2	SILVER LEVEL 3	BRONZE LEVEL 4
COMPANY LOGO DISPLAYED ON ALL PROMOTIONAL, MARKETING AND ONLINE MATERIAL INCLUDING WEBSITE, FACEBOOK AND TWITTER	✓	✓	✓	
LOGO SHOWN ON MAIN WEBSITE AS A SPONSOR	✓	✓	✓	✓
LISTED AS A SPONSOR IN OUR MONTHLY E-NEWSLETTER (5K SUBSCRIBERS)	✓	✓	✓	✓
BRANDED AREA OR 10 ft. x 15 ft. BACKDROP (BASED ON AVAILABILITY)	✓			
DEEP DISCOUNT ON DPS OR 2 SINGLE PAGE ADS IN SBC SKATEBOARD MAGAZINE (PUBLISHED 2x A YEAR)	✓			
DEEP DISCOUNT ON A SINGLE PAGE AD IN SBC SKATEBOARD MAGAZINE (PUBLISHED 2x A YEAR)		✓		
1 BRANDED EVENT OPPORTUNITY (DAY EVENT, WEEKLY SERIES EVENT OR PASSIVE IN PARK CONTESTING)	✓			
EMPLOYEE BRAND AMBASSADOR OPPORTUNITY	✓			
3x TAGGED INSTAGRAM POSTS	✓			
2x TAGGED INSTAGRAM POSTS		✓		
3x 1-WEEK DIGITAL DISPLAY ADS ON CJSKATEPARK.COM & SBCSKATEBOARD.COM	✓			
2x 1-WEEK DIGITAL DISPLAY ADS ON CJSKATEPARK.COM & SBCSKATEBOARD.COM		✓		
10x ANNUAL VIP GUEST LIST ACCESS TO THE SKATEPARK	✓			
5x ANNUAL VIP GUEST LIST ACCESS TO THE SKATEPARK		✓		
BRANDED OBSTACLE (LARGE) OR 3 ft. x 10 ft. BACKDROP		✓		
BRANDED OBSTACLE (MEDIUM) OR 3 ft. x 10 ft. BACKDROP			✓	
BRANDED OBSTACLE (SMALL) OR 3 ft. x 10 ft. BACKDROP				✓
10x FREE ENTRY PASSES TO THE SKATEPARK			✓	✓
* FOR DETAILS AND PRICING, PLEASE CONTACT <a href="mailto:MATT@CJSKATEPARK.COM">MATT@CJSKATEPARK.COM</a>				