



**OUR
KIDS
ARE
YOUR
FUTURE**

**2022
SPONSORSHIP
OPPORTUNITIES**

CJ's
SKATEPARK
— SINCE 2008 —
CANADA



ABOUT US

CJ's SKATEPARK is a salvation on two to four wheels. Our Not-For-Profit corporation seeks to engage and empower all Children & youth in recreational, educational, developmental and mentoring opportunities through the sport of skateboarding and other associated physical activities in a safe and fun learning environment. CJ's SKATEPARK is the largest Not-For-Profit indoor climate-controlled

skatepark in the world, and our mission is even bigger here. We cater to all kids in the community including at-risk youth and special needs such as kids with Cancer, Autism, Down syndrome, Hearing impaired or Deaf, Asperger's, ADHD, OCD, LD or any other challenge one might have. So not only children & youth, we also offer adult lessons.

“There's nothing like picking up your child from camp and seeing the grin from ear to ear as they tell you about their ‘awesome’ day. Thanks CJ's!”

“We are so thankful to have CJ's instructors in our child's life. You have truly created an amazing place for kids and found very special people to be a part of it.”

WITH YOUR SUPPORT

At CJ's SKATEPARK, we offer various types of programming for children in need. From free-to-attend days for children and families affected by Cancer (our “Kids Being Kids” program) to subsidized lesson and camp programs for low-income families, our goal is to never turn away children or youth in need.

These programs do more than get kids on skateboards. Our programs build confidence, create self-identity, offer physical activity and create friendships and community for every child.

A continuous stream of support is critical to keep this valuable initiative alive, and we can use your help.

Much of the funding has found us by way of generous friends, corporate sponsors, clients and suppliers, and the need is ongoing. If you or any part of your company or family are interested in learning more about what CJ's SKATEPARK is all about, or would like a tour of the facility, I would be delighted to oblige. Please call or email me with any enquiries at **905.272.6888 ext. 232** or at **jay@CJsSKATEPARK.com**.

Thank you for your interest in helping to keep our kids rolling!

– Jay Mandarin
Founder & President

“Skateboarding changed my life forever and gave me the skills and confidence to be successful. My goal is to empower others to do the same.” – Jay, Founder & President

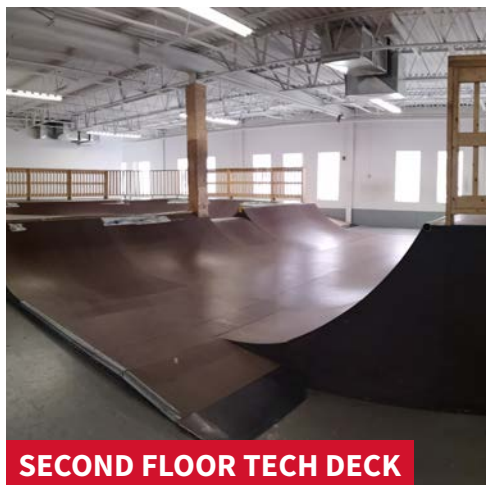
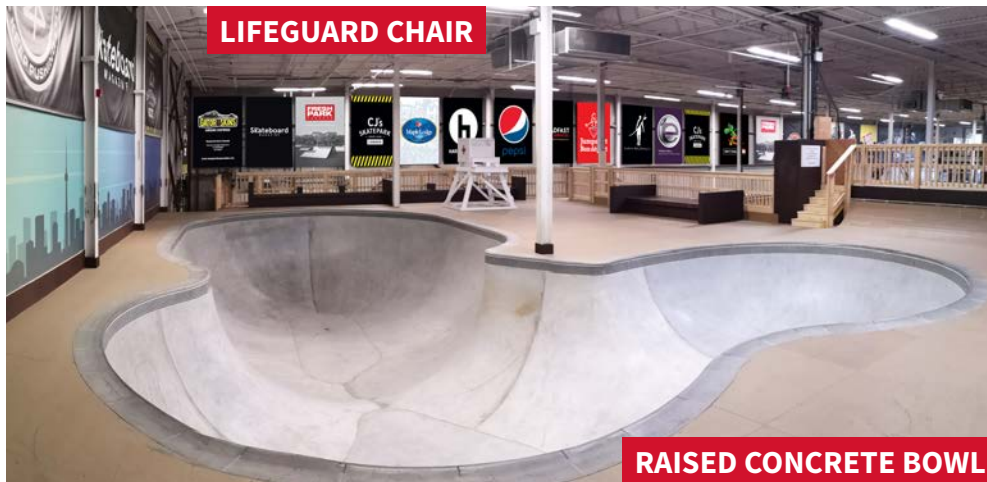
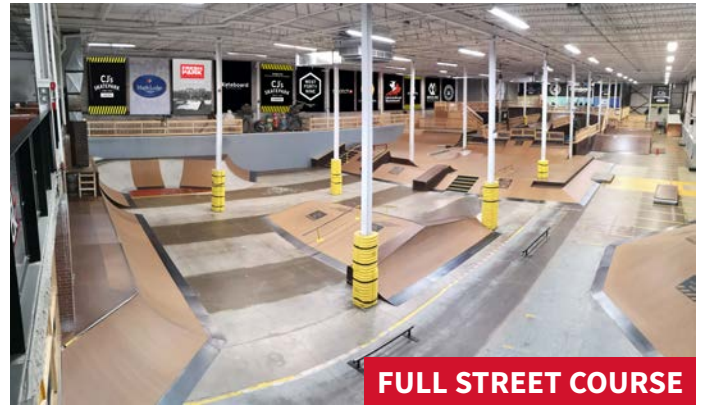
THE PARK

CJ's SKATEPARK has been a staple in Southern Ontario for over 14 years. At our current facility which opened in 2018, CJ's SKATEPARK expanded its operation from 25,000 sq. ft. to a massive space of over 59,000 sq. ft. designed by New Line Skateparks and Team CJ.

Featuring a 13-foot vert ramp with 2 feet of vert, a **full street course** with an amazing blend of transitions, hips, ledges and rails as well as a 5/7/9-foot **raised concrete bowl** and deck with **authentic lifeguard chair** and **glass floor windows** that look down to the street area below with a variety of 1/4 pipe obstacles – 3/4/6/5/8½ Feet.

Other major obstacle areas include a 42-foot long mini ramp starting at 4 feet with an escalator to 5 feet and a 6-foot extension, a pump track 180 feet long, in addition to hubbas and rails to let riders up their skills before taking it to the real thing.

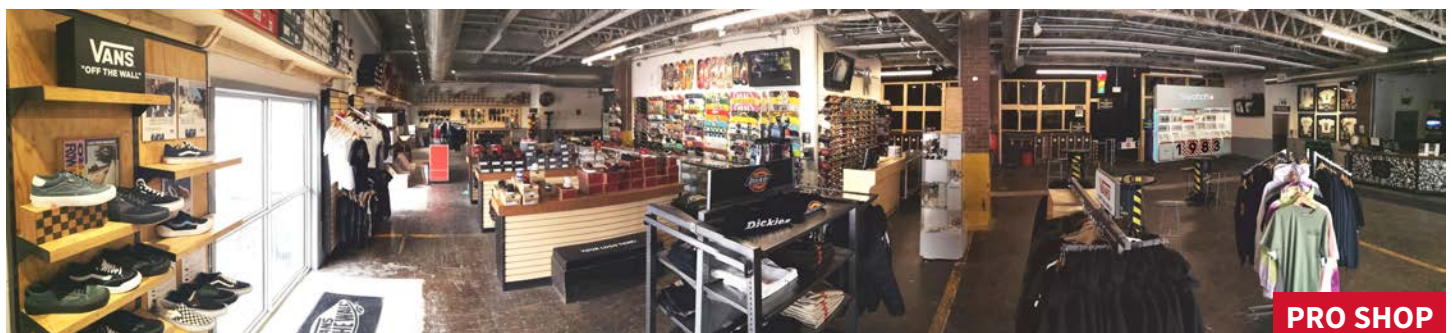
OUR FACILITY



In addition to the street course, bowl and vert, there is also an upstairs area. On **the second floor Tech Deck**, there is a 3 foot bowl with 4-foot extension, and mini ramp as well as an open flat ground area, and mini ramp rooms with zipline drop-in with 1½'-2' and 3' ramps for beginners. The zipline can also be used for more advanced tricks such as Nose stall, Blunt stall to Fakie, Pivot to Fakie, Nose stalls and various flip tricks. Located along the skate area is a seating area for spectators and parents to relax and observe the park. Party rooms are also available upstairs for private events, meetings and birthday parties.

CJ's SKATEPARK has a huge **Pro Shop** fully stocked with a large selection of decks, trucks, wheels, bearings, scooters and accessories as well as apparel – Swatch, Vans, Dickies, SBC, Gatorade, TSG, Ultimate Distribution, etc. We have fully stocked concessions along with complementary WiFi and charging stations, and seating throughout the facility.

For sponsors in our pro shop, we have a logo digital loop that is available to advertise on. We are the Canadian distributor for Freshpark metal portable ramps and rails as well as Gator Skins for ramp surfacing. We also own SBC Skateboard Magazine and Snowboard Canada Magazine, and the SKATZ International Skateboard Certification Program. We are an accepted partner of TDSB.



ACTIVATE AT CJ's

CJ's SKATEPARK has approximately 2,000+ weekly riders (and growing) as well as parents and friends of the kids using the facility. CJ's SKATEPARK appears in different media outlets during demos or as part of shows such as CP24, Breakfast Television, ICI Toronto, Global TV as well as radio programming which also generates a lot of interest and exposure. CJ's SKATEPARK is an approved TDSB designation for school trips for kids to come experience skateboarding and its benefits.

CJ's SKATEPARK performs demos at festivals, school fairs and at events reaching over one million people each year. Over the years we have hosted a number of contests at our skatepark including the Zumiez Best Foot Forward contest, Skate4theBrain contest, as well as the Jones Soda Best Trick Tour. We also hosted pro demos where teams like Nike SB, Vans & Spitfire joined us for free demos for hundreds of spectators. Other events include qualifiers for Jackalope, Olympic qualifier for Canada's skateboard, as well as our own CJ's & SBC bowl, street and mini ramp series.

Brand partners are able to partner with CJ's to create a consumer experience at CJ's SKATEPARK events, or partners can create their own experiences at CJ's SKATEPARK. From product sampling, contests, demos to private events, CJ's SKATEPARK will work with partners to create a full brand experience.

As a partner of CJ's SKATEPARK, brands have the opportunity to extend their reach and exposure beyond the CJ's SKATEPARK channels through SBC Skateboard Magazine in print and online. With this type of added exposure, brands will benefit from SBC Media's national coverage through SBC's additional channels. This opportunity can extend through SBC Skateboard, SBC Skier and Snowboard Canada, where it makes sense for the brand.



SBC MEDIA



THE NUMBERS



110,000

attendees to the park annually

1,000,000+

attendees at off-premise events annually

Double-digit growth expected over the next

5 YEARS

And with the Olympics this will increase even more!

Ages range from

5 to 25

70%

of attendees are male

30%

of attendees are female

**LARGEST NOT-FOR-PROFIT
INDOOR CLIMATE-CONTROLLED
SKATEPARK IN THE WORLD!**

CJsSKATEPARK.COM

38K ONLINE USERS ANNUALLY

12K+ E-NEWSLETTER

SINCE 2017 / updated January 2021



8,100+ FOLLOWERS



4,100+ FACEBOOK LIKES

ESTABLISH CUSTOMERS FOR LIFE!

CJ's SKATEPARK has been the starting point for thousands of young skaters for the past 14 years.

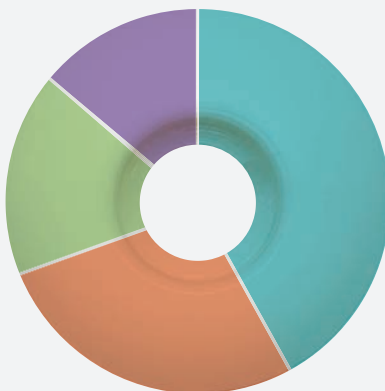
INCREASE SALES AND BRAND RECOGNITION!

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.

OVER 110,000 ATTENDEES ANNUALLY!





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



SPONSORSHIP OPPORTUNITIES

With over 59,000 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 \$12,500*	 GOLD LEVEL 2 \$7,500*	SILVER LEVEL 3 \$5,000*	BRONZE LEVEL 4 \$2,500*
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	✓	✓		
BRANDED WALL BANNER (BASED ON AVAILABILITY)	✓			
DEEP DISCOUNT ON DPS OR 2 SINGLE-PAGE ADS IN SBC SKATEBOARD MAGAZINE	✓			
DEEP DISCOUNT ON A SINGLE-PAGE AD IN SBC SKATEBOARD MAGAZINE		✓		
DEEP DISCOUNT ON 1 BRANDED EVENT OPPORTUNITY (DAY EVENT, WEEKLY SERIES EVENT OR PASSIVE IN-PARK CONTESTING)	50%	25%	10%	
EMPLOYEE BRAND AMBASSADOR OPPORTUNITY	✓	✓		
3x TAGGED INSTAGRAM POSTS	✓			
2x TAGGED INSTAGRAM POSTS		✓		
2x 1-WEEK DIGITAL DISPLAY ADS ON CJSKATEPARK.COM & SBCSKATEBOARD.COM	✓	✓		
10x ANNUAL VIP GUEST LIST ACCESS TO THE SKATEPARK	✓			
DIGITAL FLIPBOOK SUBSCRIPTIONS TO SBC SKATEBOARD MAGAZINES (#1 SKATEBOARD MAGAZINE IN CANADA)	100	75	50	10
PRINTED SUBSCRIPTION(S) TO SBC SKATEBOARD MAGAZINES (#1 SKATEBOARD MAGAZINE IN CANADA)	10	7	5	1
*ANNUAL COST				

ADDITIONAL ADVERTISING OPPORTUNITIES

- Large branded banner in park
1 YEAR | \$1,250
3 YEARS | \$3,000
- Room or area naming opportunity (subject to availability)
- Digital advertising opportunities within the facility
- Company logo prominently displayed on all promotional, marketing and online material including website and social media

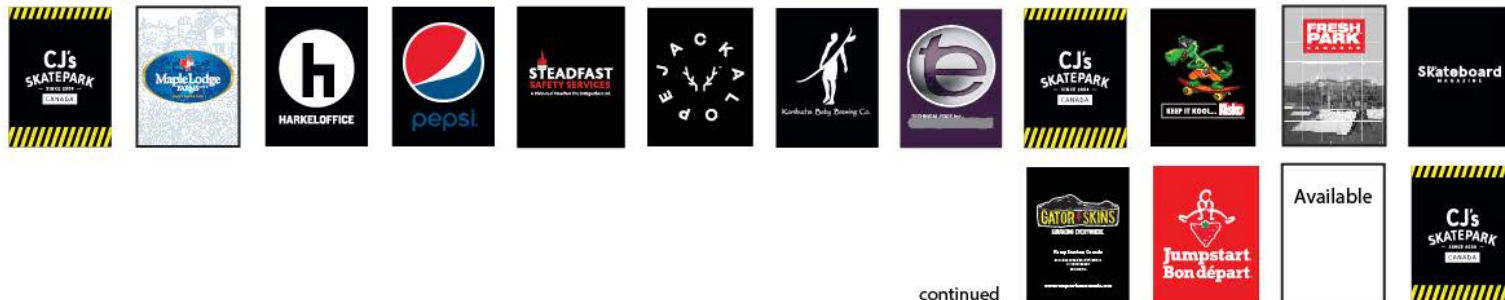
PROGRAMS

Whether you are Canadian or American, tax receipts are available for each country. Outside of our sponsorship program, we welcome all donations at CJSKATEPARK.com/donation.

BRANDED BANNERS IN PARK

1 YEAR | \$1,250
3 YEARS | \$3,000

North Street Wall
(120" x 150" / 120" x 158" trim)



South Street Wall
(114" x 150" / 114" x 158" trim)



North Bowl Wall
(96" x 132" / 96" x 140" trim)



East Bowl Wall



East Street Wall





“Debbie is a very shy six-year-old with hemiplegic cerebral palsy who is often reluctant to try new things and was a little reticent to try skateboarding. Jay and his staff were amazing, being careful and approaching it one baby step at a time. By the end of the session Debbie was standing up, smiling ear to ear, beaming with confidence and can’t wait to try it again.”

In partnering with CJ’s SKATEPARK, your support will go a long way in making a difference in the community by allowing our programs to continue to grow. In addition to supporting hundreds of families in your community, we welcome you to get involved, spend a day with us or help create your own event where you can directly impact the lives of local youth. You can even let CJ’s SKATEPARK host your next corporate event or we can create an all-inclusive team building program. By supporting these and other programs this allows you to directly impact the lives of youth in your community.

As a Not-For-Profit organization, high school students are able to obtain volunteer hours needed for graduation at our facility.

We hope to hear from you soon, and in the meantime, please visit **CJsSKATEPARK.com** for more about our world-class facility!

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

CJ’s SKATEPARK FOUNDATION is a registered Charity #846549632RR0001

Instructors are certified under ISCP/SKATZ® The International Skateboard Certification Program.

