



SPONSORSHIP OPPORTUNITIES

www.winchesterva.gov/parks/skate-pavilion



Project Goals



1. Provide a legal and safe skate venue for local skating enthusiasts
2. Bring about awareness in the community that skate parks are enjoyed by all ages and are as common across the country as traditional sports facilities
3. Construct a venue that will spark interest in skateboarding and justify the need to build new and larger skateboarding facilities throughout our community
4. Embrace and promote the sport of skateboarding.



Project Overview

The sport of skateboarding is one of the fastest growing sports in the United States and is enjoyed by athletes and enthusiasts of all ages. For many years now, our community has discussed the need and demand for a public skate facility.



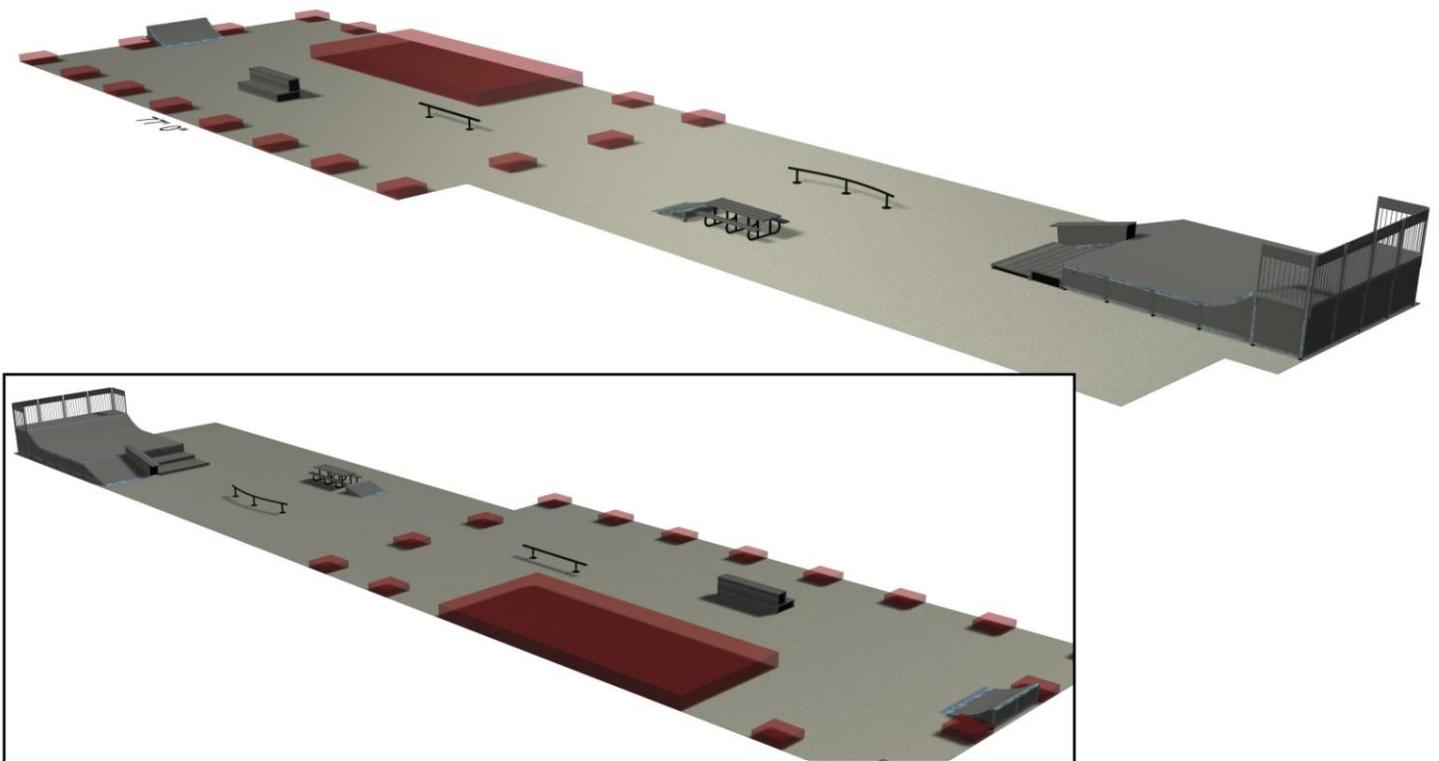
The location of the proposed Winchester Skate Pavilion is at Christianson Familyland in Jim Barnett Park. The Skate Committee's vision is to use an existing and underutilized pavilion and shuffleboard court pad to construct a public skate facility. The use of this space offers a legal and safe space for year-round activity. The estimated cost of the proposal is between \$50,000-\$75,000.

Corporate, small business, civic organization, and individual partnerships are essential to complete this project.

Proposed Designs



Through public input and community support, the Winchester Skate Pavilion will be designed and constructed to meet the needs and expectations of its users. Preliminary designs have been presented to the skating community and they have provided feedback on the types of equipment and layout they would prefer to see at the facility. Below is an example of one design under consideration. Other renderings will be created as we gather additional information from the users.



City of Winchester Skate Park

SW3_144_62324-2-5

9/27/2012

SPARKS
@play

ISO
9001:2008
CERTIFIED

Skatewave™
Modular Skatepark Systems

Consideration is also being given to different types of modular equipment including metal and concrete, and the final decision will be based upon user's preference, durability and cost. Several reputable skate equipment companies are consulting with the Skate Committee and users to create a desirable facility.

Sponsorship Opportunities



Diamond Sponsorship

(1) Sponsorship Opportunity

Value: \$20,000

- Guaranteed naming rights for the Winchester Skate Pavilion for a minimum of (10) years
- Promotional advertisements announced in local media coverage including television and Clear Channel Communications ads leading up to the Grand Opening of the facility
- Radio, television and print inclusion for all public events, camps and other activities being promoted at the Skate Pavilion
- (1) 4' x 8' custom advertising banner in the Winchester Skate Pavilion good for a minimum of (10) years
- (1) 6' x 10' custom graphics banner ad on the concrete pad good for a minimum of (10) years
- Logo included on all Skate Pavilion signage including the welcome and rules signs
- Special recognition at the Grand Opening celebration
- Recognition Plaque
- Right of first refusal on advertising banner and facility signage at the conclusion of the sponsorship term
- Tickets and admission packages to public fundraising events, camps, and other activities

Platinum Sponsorship

(2) Sponsorship Opportunities

Value: \$10,000

- Promotional advertisements announced in local media coverage leading up to the Grand Opening of the facility
- Radio, television and print inclusion for all public events, camps and other activities being promoted at the Skate Pavilion
- (1) 4' x 8' custom advertising banner in the Winchester Skate Pavilion good for a minimum of (7) years
- (1) 6' x 10' custom graphics banner ad on the concrete pad good for a minimum of (7) years
- Special recognition at the Grand Opening celebration
- Recognition Plaque
- Right of first refusal on advertising banner at the conclusion of the sponsorship term
- Tickets and admission packages to public fundraising events, camps, and other activities



Gold Sponsorship

(5) Sponsorship Opportunities

Value: \$5,000

- (1) 4' x 8' custom advertising banner in the Winchester Skate Pavilion good for a minimum of (5) years
- (1) 4' x 6' custom graphics banner ad on the concrete pad or skate ramp good for a minimum of (5) years
- Sponsoring partner named in promotional advertisements announced in local media coverage including television and Clear Channel Communications ads leading up to the Grand Opening of the facility
- Radio, television and print inclusion for all public events, camps and other activities being promoted at the Skate Pavilion
- Special recognition at the Grand Opening celebration
- Recognition Plaque
- Right of first refusal on advertising banner at the conclusion of the sponsorship term
- Tickets and admission packages to public fundraising events, camps, and other activities

Silver Sponsorship

(12) Sponsorship Opportunities

Value: \$1,000

- (1) 4' x 2' custom advertising banner in the Winchester Skate Pavilion good for a minimum of (3) years
- Sponsoring partner recognized at the Grand Opening celebration
- Recognition Plaque
- Right of first refusal on advertising banner at the conclusion of the sponsorship term
- Tickets and admission packages to public fundraising events, camps, and other activities

Bronze Sponsorship

(8) Sponsorship Opportunities

Value: \$500

- (1) 2' x 2' custom advertising banner in the Winchester Skate Pavilion good for a minimum of (1) year
- Sponsoring partner's name announced at the Grand Opening celebration
- Right of first refusal on advertising banner at the conclusion of the sponsorship term
- Tickets and admission packages to public fundraising events, camps, and other activities

Skate Pavilion Friends Sponsorship ***(16) Sponsorship Opportunities***

Value: \$250

- Sponsoring partner's name announced at the Grand Opening celebration

Skate Pavilion Patron Sponsorship ***Unlimited Sponsorship Opportunities***

Value: \$100

- Sponsoring partner's name announced at the Grand Opening celebration

Sponsorship Form



Sponsoring Partner: _____

Company (if applicable): _____

Address: _____ City: _____ State: _____

Phone: () _____ - _____

Email: _____

Website: _____

The Winchester Parks Foundation, a 501(c) (3) charitable organization acknowledges your contribution described below, to be used in connection with the construction of the Winchester Skate Pavilion.

CHOOSE ONE OR MORE OF THE FOLLOWING SPONSORSHIP OPTIONS:

(Check One)

- Diamond Sponsorship _____
- Platinum Sponsorship _____
- Gold Sponsorship _____
- Silver Sponsorship _____
- Bronze Sponsorship _____
- Friends Sponsorship _____
- Patron Sponsorship _____

Total Sponsorship Amount: \$ _____

Sponsoring Partner Signature: _____ Date: _____

Note: You will receive written confirmation that your donation was received.

Make check payable to: **Winchester Parks Foundation**
1001 East Cork Street
Winchester, VA 22601

Please write "Winchester Skate Pavilion" on the memo line of the check.

Paying by credit card? Visit <http://www.winchesterva.gov/parks/parkfoundation> and click on the  tab at the bottom of the web page.

For more information, contact: **Brad Veach, Director of Parks & Recreation**
1001 East Cork Street, Winchester, VA 22601
(540) 662-4946 Email: bveach@ci.winchester.va.us
Website: www.winchesterva.gov/parks