



KIDS

In Dubuque Skate

SPONSORSHIP OPPORTUNITIES

Sponsorship

KIDS IN DUBUQUE SKATE | KIDSINDUBUQUESKATE.COM | KIDSINDUBUQUESKATE@GMAIL.COM

Skatepark Overview

DUBUQUE OUTDOOR SKATEPARK OVERVIEW

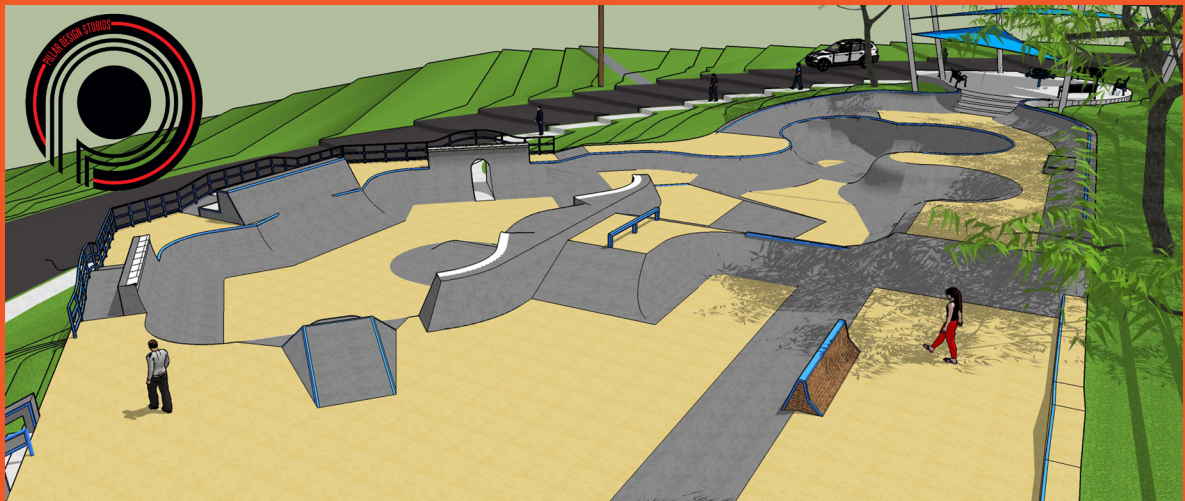
The all-concrete park will immediately fill the need for a well-designed place to ride for skateboarders, BMX bikers, scooters and rollerbladers in the community and regionally. The approximately 20,000 square foot park, about the size of 3 high school basketball courts, will have a unique design which provides elements for users of all skill levels, and gives spectators the opportunity to view the activity in a comfortable park setting within Flora Park.

This new skatepark will provide a place for users to learn skate skills, make new friends, express their creativity and individuality, learn self-respect and respect for others, and stay healthy through physical exercise in a safe, low-maintenance, concrete skatepark. The new skatepark also supports Imagine Dubuque's emerging themes of more activities for teens and families, more recreational opportunities, and helping to attract and retain young professionals.

This skatepark will create a top-quality regional attraction that will draw new or recurring visitors, contribute to the health and physical well-being of the community, and provide positive youth development in a safe, secure environment. The park may also be part of other events that build community such as concerts, art shows, murals or art installations, skate lessons, yoga or fitness classes, local or regional skate exhibitions or competitions, bike rodeos, health fairs or related events.

This public project is supported by a partnership with Kids in Dubuque Skate (KIDS), a grassroots community group committed to helping the city build a new skatepark by representing local youth and adults who support action sports. This group has been part of the planning process since its inception by the city and has engaged dozens of youth and adults in the process of planning, research, development, public input sessions, fundraising and service. We need the support of generous citizens, businesses and foundations to help us all reach this goal for our community and show the kids a positive outcome from their hard work and perseverance.





"Kids are going to be coming here (to Dubuque) now. This is going to be the best park in the region. Not only because it's brand new, but because we've done our due diligence, we've put in the leg work, we've been coming to meetings for years. There have been people invested in this project for so long now that they've taken the steps to make sure this is going to be a world-class facility."

ADAM RIEGLER

Ruhl & Ruhl Realtors

Lifelong Dubuquer and Skater for 15 years

OUR MISSION

Establish a premier, concrete outdoor skatepark for both beginners and experienced skaters who have honed their skills in parking lots or traveled to other cities to skate previously.

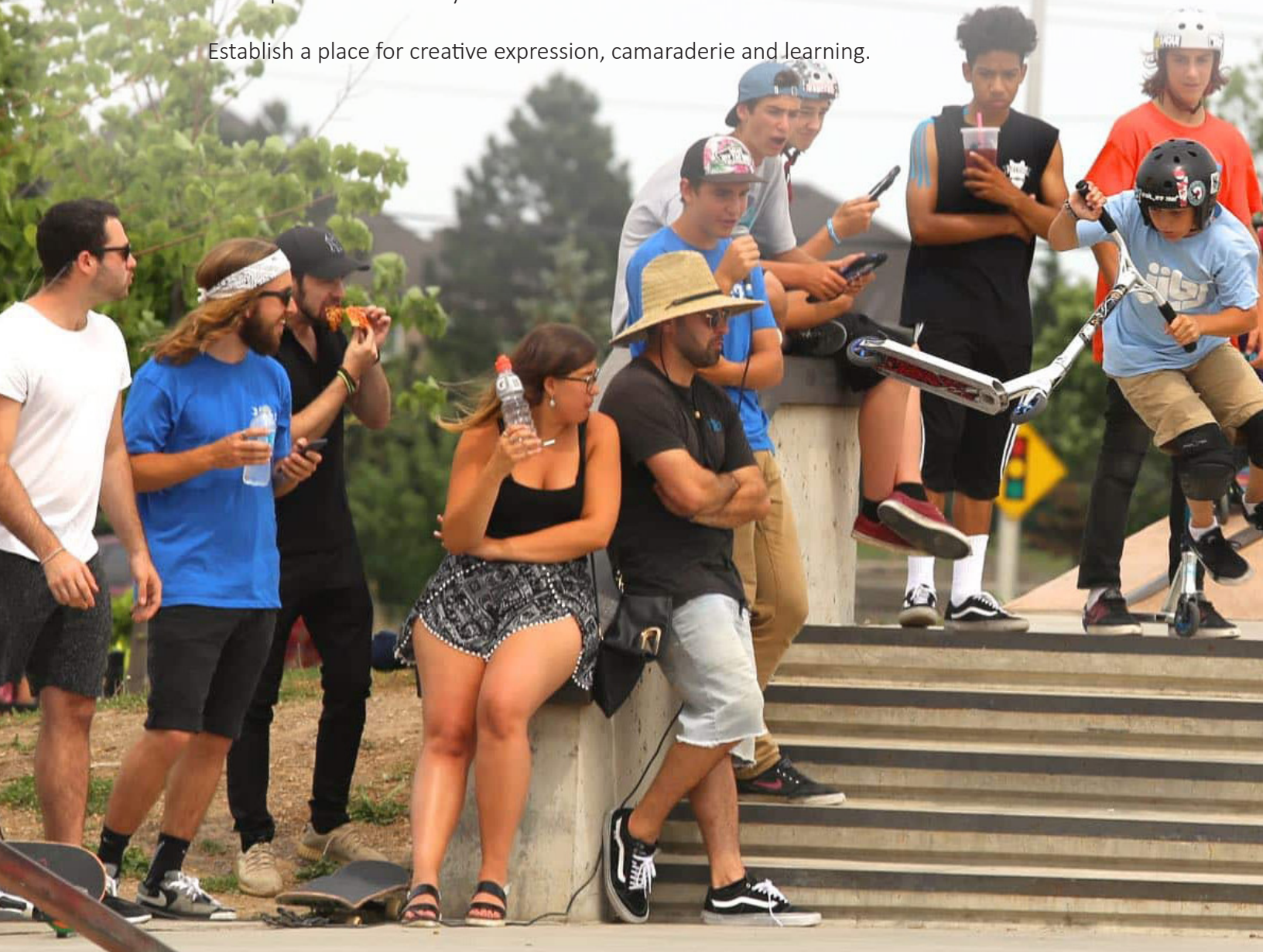
Provide centralized location for skaters to exercise in a clean, safe environment with access to necessary amenities.

Develop a park open to skaters/users who will uphold the park's rules and restrictions.

Community project, designed with input to satisfy the needs of skaters and families.

To support Imagine Dubuque's emerging themes of more activities for teens and families, more recreation opportunities, and helping to attract and retain young professionals. Imagine Dubuque is a new, comprehensive plan for making the city more viable, livable and equitable community.

Establish a place for creative expression, camaraderie and learning.



WHY DO WE NEED A NEW SKATEPARK?

Per City of Dubuque Skate Park Improvements Capital Improvement Program (budget for FY2014-15):

Justification: "...The current skate parks at McAleece (opened in 2000) and Comiskey (opened in 2005) do not serve the increasing needs and changing desires of skateboarders."

- Age of current skate facilities very dated and skatepark construction has changed since then
- Lack of water and restrooms at current skatepark
- More centralized city location in easy-to-find park also on a bus line or within walking distance of many schools and neighborhoods
- Positive, healthy activities for our youth and families needed
- Serve local skaters as well as draw others to our community as destination
- Popularity of skateboarding and action sports, for example:
 - August 2016, unanimous vote by International Olympic Committee to include skateboarding in Summer 2020 Olympic Games in Tokyo
 - X-Games, the Dew Tour, and Street League skate competitions, and shows like Nitro Circus on TV, have inspired youth and adults around the globe to try skating and other action sports.



THE BENEFITS OF A NEW SKATEPARK

"I've lived in Dubuque most of my life and often resorted to getting creative with obstacles throughout the city as opposed to the long drive to McAleece. It would be great to have a centrally-located skatepark in Dubuque."

-Eric Copeland
Owner
Dubuque Paint
& Supply

BENEFITS OF THE NEW SKATEPARK

- Positive economic impact.
- Creates a top quality regional attraction.
- Strengthens cultural vibrancy and brand Dubuque as a destination and a great place to live.
- Contributes to the health and physical well-being of the community by enhancing motor skills and adaptive exercise.
- Will be handicap-accessible.
- Provides inclusivity and positive youth development in a safe, secure environment.
- Develops new community partnerships.

Why Flora Park?

WHY FLORA PARK?



PROPOSED LOCATION IN FLORA PARK

Through a series of site visits by a skateboard consultant; 5 public input meetings in 2015-2016 attended by about 25-60 people each at Five Flags, Hempstead High School, Comiskey Park, and Irving Elementary School; paper and online surveys; a site was selected on the criteria of safety, access, park activity, amenities, feasibility, site conditions, topography and existing locations. Flora Park was deemed the best location for skateable square footage and long-term viability and usage.



Are you Ready?

DUBUQUE SKATEPARK SPONSORSHIP OPPORTUNITIES

The City Council has previously approved \$600,000 towards the project. Expenditure of this money is contingent on the skating community (led by K.I.D.S.- Kids in Dubuque Skate) raising \$250,000 or more. The current goal is to build this project in calendar year 2018, but we need your help to make this happen! Sponsors may want to consider spreading out pledges over a one to three-year period to maximize their giving and tax benefits. Installments may be set up to accommodate the sponsor's needs. The Community Foundation of Greater Dubuque is a 501c3 non-profit who is the fiscal agent for the Kids in Dubuque Skate Fund.

APPROVAL OF SPONSORSHIP NAMING RIGHTS

Donor Recognition Area, Naming Conventions, Naming Commitment, Length of Time for Naming Right, Process for Handling Name Change, and Revoking Names in Certain Situations will follow "The Fundraising, and Naming Recognition Policy For Major Capital Projects on City Lands or Under City Jurisdiction," adopted by the City Council May 15, 2017.

Final approval of all naming recognition must be approved by the Dubuque City Council.



HERO / NAMING RIGHTS

Partnership Level

\$200,000 CONTRIBUTION

HERO/NAMING RIGHTS SPONSORSHIP BENEFITS

For a donation of \$200,000, the donor will be recognized as a Hero partner and the Dubuque skatepark will be named exclusively by you or your company/organization in compliance with City of Dubuque Fundraising and Naming Recognition Policy for Major Capital Projects on City Lands or Under City Jurisdiction.

Company/Organization Name displayed prominently on main entry sign for the life of the signage. (e.g. Smith Company Skatepark or Smith Skatepark). This means whenever the city or media refers to Your Name Skatepark, your company/organization name will constantly be spoken or listed when referring to the skatepark.

Name would also be listed on the city website for the Your Name Skatepark landing page and when events are held, so your name will have a constant web presence and would be used when skaters and others refer to the skatepark on their own social media, etc. (e.g. Smith Skatepark).

Local area recognition through public relations efforts promoting you or your company/organization sponsorship, including Legendary level plus:

- *Special press release to all local media concerning the naming of the park and the donation (if desired by donor)*
- *One half-page print advertisement promoting your company/organization's support in the Dubuque Leisure Services program guide which is distributed county-wide. Sponsor can select either fall, winter/spring, or summer edition of the program guide.*
- *Become a part of Dubuque history and a recognized community partner!*
- *Other opportunities for recognition are negotiable.*



LEGENDARY

Partnership Level

\$25,000- \$49,999 CONTRIBUTION

LEGENDARY SPONSORSHIP BENEFITS

For a donation of \$25,000-\$49,999 (1-3 year pledge), donor will be recognized by name as a Legendary level partner on signage at the skatepark.

Media/Publicity to include Professional level plus:

Name and/or logo recognition as Legendary sponsor on the City of Dubuque Department of Leisure Services skatepark website at bottom of landing page and city Facebook for first year after grand opening.

Sponsorship Award presented at the new Skatepark Grand Opening.



"Being at a skatepark is unlike any other place. Our park was not good in itself, but the people that were there, the vibe, the atmosphere, there were no politics or anything; it was just all people of different age, race, religion, gender, everything, just everyone getting along and supporting each other."

"Skateboarding taught me that I can be myself."

JAKE ROTH

Media Producer at LC Productions

Loras Graduate

PROFESSIONAL

Partnership Level

\$10,000-\$24,999 CONTRIBUTION

PROFESSIONAL SPONSORSHIP BENEFITS

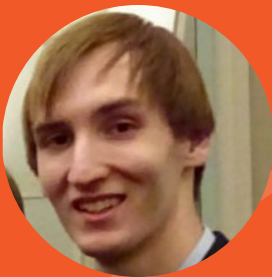
For a donation of \$10,000-\$24,999 (1-3 year pledge), donor will be recognized as a Professional level partner on signage at the skatepark.

Media/Publicity to include Sponsored level plus:

Name and/or logo recognition as Professional sponsor on the City of Dubuque Department of Leisure Services skatepark website at bottom of landing page and city Facebook for first year after grand opening.

Front page name or logo on programs for Groundbreaking and Grand Opening.

Name on banner displayed at skatepark events prior to completion.



KYLE BIES

Loras College Student
Lifelong Dubuquer
and Skater

"Skateboarding changes everything; it changes the way that you view the world, it changes the way that you make relationships, it changes the way you can express yourself. You can be creative, you can do different tricks, you can skate..."

"Skateboarding teaches resilience. You have to work at skateboarding, and you have to stick with it. You get beat up, you get knocked down, you have to deal with the challenges and the environment you are skating."

"It's given me that work ethic that once I have found something I want to do or that's valuable to me, I stick with it. You take it and run with it, you put everything you've got into it until you've succeeded."

SPONSORED

Partnership Level

\$5,000- \$9,999 CONTRIBUTION

SPONSORED SPONSORSHIP BENEFITS

For a donation of \$5,000-\$9,999, donor will be recognized as Sponsored level partner on signage at the skatepark.

Media/Publicity to include Advanced level plus:

Recognition of your name or company/organization as a Sponsored level partner in the program for the Skatepark Groundbreaking Ceremony.

8x10 print of Skatepark Groundbreaking.

ADVANCED

Partnership Level

\$2,500-\$4,999 CONTRIBUTION

ADVANCED SPONSORSHIP BENEFITS

For a donation of \$2,500-\$4,999, donor will be recognized as Advanced level partner on signage at the skatepark.

Media/Publicity to include Intermediate level plus:

Recognition with VIP invitation and seating at Groundbreaking and Grand Opening.

INTERMEDIATE

Partnership Level

\$1,000- \$2,499 CONTRIBUTION

For a donation of \$1,000-\$2,499 donor will be recognized as Intermediate level partner on signage at the skatepark.

Media/Publicity to include Supporter level plus:

Recognized on Kids in Dubuque Skate website and social media note.

Recognized as Intermediate level partner in Grand Opening program done by city.

NOVICE

Partnership Level

\$500- \$999 CONTRIBUTION

For a donation of \$500-\$999, donor will be recognized as Novice level partner on signage at the skatepark.

Media/Publicity to include Supporter level.

SUPPORTER

Partnership Level

\$50- \$499 CONTRIBUTION

For a donation of \$50-\$499, donor will be:

Recognized as donor on sub-page of skatepark webpage on city website for a year.

Recognized in Grand Opening program done by city.

Become a part of Dubuque history and a recognized community supporter!

SKATEPARK DONOR SPONSORSHIP BENEFIT OVERVIEW



SPONSORSHIP LEVEL
HERO PARTNER / NAMING RIGHTS
\$200,000+

LEGENDARY
\$25,000-\$49,999

PROFESSIONAL
\$10,000-\$24,999

SPONSORED
\$5,000-\$9,999

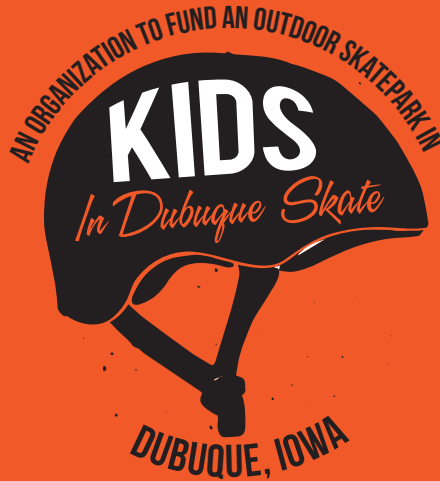
ADVANCED
\$2,500-\$4,999

INTERMEDIATE
\$1,000-\$2,499

NOVICE
\$500-\$999

SUPPORTER
\$50-\$499

SPONSORSHIP BENEFIT	HERO PARTNER / NAMING RIGHTS \$200,000+	LEGENDARY \$25,000-\$49,999	PROFESSIONAL \$10,000-\$24,999	SPONSORED \$5,000-\$9,999	ADVANCED \$2,500-\$4,999	INTERMEDIATE \$1,000-\$2,499	NOVICE \$500-\$999	SUPPORTER \$50-\$499
SKATEPARK NAMED AFTER DONOR NAME ON ENTRY SIGN								
"YOUR NAME" SKATEPARK ON CITY WEBSITE SKATEPARK LANDING PAGE								
SPECIAL PRESS RELEASE TO ALL LOCAL MEDIA								
HALF-PAGE RECOGNITION IN DUBUQUE LEISURE SERVICES PROGRAM GUIDE								
SPONSORSHIP AWARD PRESENTED AT SKATEPARK GRAND OPENING								
NAME ON SIGNAGE AT SKATEPARK FOR APPROPRIATE GIVING LEVEL								
NAME/LOGO ON CITY WEBSITE SKATEPARK PAGE AT BOTTOM OF LANDING PAGE & FACEBOOK FOR FIRST YEAR AFTER GRAND OPENING								
FRONT PAGE NAME OR LOGO ON PROGRAMS FOR GROUNDBREAKING & GRAND OPENING								
NAME ON BANNER DISPLAYED AT SKATEPARK EVENTS PRIOR TO COMPLETION								
NAME IN PROGRAM FOR GROUNDBREAKING CEREMONY (AT APPROPRIATE LEVEL)								
8X10 PRINT OF SKATEPARK GROUNDBREAKING								
VIP INVITATION & SEATING AT GROUNDBREAKING & GRAND OPENING								
NAME ON KIDS IN DUBUQUE SKATE WEBSITE & SOCIAL MEDIA NOTE								
NAME IN PROGRAM FOR GRAND OPENING CEREMONY (AT APPROPRIATE LEVEL)								
NAME ON SUB-PAGE OF CITY SKATEPARK WEBSITE FOR YEAR AFTER GRAND OPENING	SEE HIGHER LEVEL	SEE HIGHER LEVEL	SEE HIGHER LEVEL					




Community Foundation
of Greater Dubuque

This project fund is administered by the Community Foundation of Greater Dubuque. Learn more at www.dbqfoundation.org.

THE CITY OF
DUBUQUE
Masterpiece on the Mississippi

**ALL SPONSORSHIPS MUST BE APPROVED BY THE CITY OF DUBUQUE, LEISURE SERVICES DEPARTMENT. Sponsor products or services cannot be in conflict with the Leisure Services Department's existing mission, goals and policies.*

TO DONATE ONLINE:

<http://www.dbqfoundation.org/kidsindubuqueskate>

FOR MORE INFORMATION ON THE SKATEPARK:

www.kidsindubuqueskate.com

[facebook.com/kidsindubuqueskate](https://www.facebook.com/kidsindubuqueskate)

<http://www.cityofdubuque.org/skatepark>

FOR QUESTIONS, CONTACT:

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kidsindubuqueskate@gmail.com

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