



In Memory of Dale Hirrel | Greenwood Lake, NY

Sponsorship and Partnership Support Opportunities **2019-20**

GWL Skatepark Corp. is a registered 501(c)(3) charity, EIN #82-2166075



What is GWL Skatepark Corp?

GWL Skatepark Corp. is a registered 501(c)(3) charity established in June 2017 with the objective of raising the necessary funds (estimated at \$300-350K) to design and build a **professional concrete skatepark** in the village of Greenwood Lake, NY. We intend to break ground on the site in Q3 2020. Greenwood Lake is a village of the town of Warwick, NY with a population of around 3,100 of which 26% are under the age of 25 (see *Age Statistics for Greenwood Lake, NY* below). The population of Warwick is approximately around 6,777 and the population of Orange County NY in total is approximately 379,000.

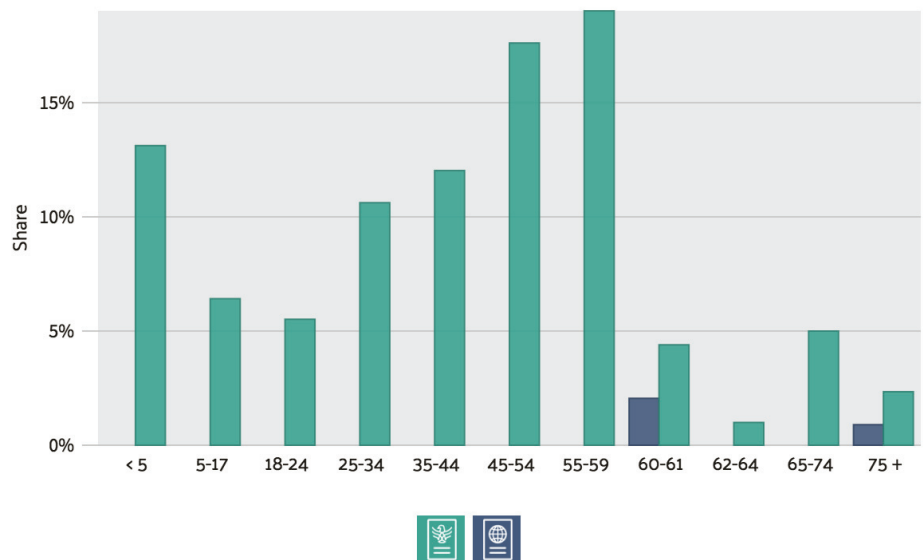
The completed skatepark will be dedicated to the memory of **Dale Hirrel**, a local teenager and avid skater who was tragically killed in July 2016 while a passenger in an automobile. Dale comes from a large family in Greenwood Lake and was known and loved by many not just in his hometown, but in many of the surrounding towns of Tuxedo, Warwick and Chester, where he attended school. Dale always dreamed of having a skatepark in his village and we want to make sure that dream becomes a reality by raising the necessary funds as soon as possible.

Our core team is comprised of local skaters and/or parents of skaters, as well as local business professionals with a variety of skills and experience necessary to achieve this goal. This team represents the disciplines of professional skateboarding, corporate branding, graphic design, advertising, education, marketing & sales, film production, skateboard/BMX bike design and retail, master carpentry and entrepreneurship. This set of resources and skills combined with the outpouring of support from our community and the surrounding communities fully prepares us for the many tasks ahead.



Though not the only skatepark in the region, GWL Skatepark will serve as the only concrete flowpark in a small network of plaza style skateparks.

Age Statistics for Greenwood Lake, NY



Dataset: ACS 5-year Estimate
Source: Census Bureau

DATAUSA



Zachary Petit on the rail during the 1st Annual #doitfordale Skate Contest in 2018. Photograph by Niel Gjertsen.

Why a Skatepark?

Skateparks build and sustain healthy communities, providing a safe and controlled environment for people of all ages and experience levels to practice the art of skateboarding, develop their skills and share tips and experiences with one another. For many skateboarding youth, the skatepark becomes a home-away-from-home. In this digital world, our children are spending less and less time outside engaged in healthy activity and face-to-face communication. A skatepark provides our youth with the opportunity to

safely practice their sport, engage in social interaction, get involved in the community, improve their communication skills and find success as productive members of society.

GWL Skatepark will be the result of a partnership between youth, government, and local civic organizations. We have found that skateboarding youth have proven to be incredible advocates for the things that are important to them, and the long process of skatepark development is transformative not just for the skateboarders, but for the agencies, business owners and individuals that work with them.

What Type of Skatepark?

There are several styles of skatepark with different designs and materials used. Our mission is to build a professional concrete flow skatepark (examples at right) where skaters can exercise in a clean, safe environment without endangering people or damaging public or private property. The development of this 8,000 sq ft.* concrete skatepark will not only create this needed environment for the youth of Greenwood Lake and it's neighboring communities, but will also make Greenwood Lake an important attraction for youth of all ages from the multiple counties this skatepark will serve.

* Estimated size, land survey pending



Fredricksburg Skatepark in Fredricksburg, TX



The Evergreen Bowl at Woodward in Tahoe, CA

Our Audience

Our primary audience for the skatepark will be families with children from age 5 up through to teenagers who are primarily skateboarders. The park will also cater to BMX riders, scooter riders, and in-line skaters. As such, we expect to attract a wide spectrum of age groups with the majority coming from the teenage to young adult categories. Skateboarding is also a popular spectator sport so we expect to see plenty of families and non skateboarders at the site. Any company looking to influence parents/teenagers with their products and services would be a perfect sponsor for this cause.



Vincent Carrozza before his event-winning back-flip at the 1st Annual #doitfordale Skate Contest in 2018. The contest saw up to 100 in attendance and over 30 competitors! Photographed by Euvin Weeber.

“Nearly 13 million people worldwide, ages 12 to 18, skateboard daily.”

—Skatelog.com

“Is there a skatepark in your community? If not, your community is a skatepark.”

—theskateproject.org

Our Progress

By organizing, hosting and/or participating in over 20 fundraising events at the local village level since forming in June of 2016, and by securing countless donations from individuals and local organizations, GWL Skatepark Corp. has raised more than \$32,000.00 as of October, 2018. Combined with the recent approval from the State of New York as a recipient of the New York State and Municipal (SAM) grant with a commitment of \$100,000, GWL Skatepark has **successfully raised \$132,000** towards our goal of \$300,000. The New York State grant approval showcases a high level of commitment to our project by the State of New York and provides GWL Skatepark with a “stamp of approval.” **Reaching our goal of \$300,000 by Q3 2020 will NOT be possible on grass-roots fundraising alone. Our goal will only be attainable with sponsorships from the corporate community.**



Lepre-Con Pub Crawl fundraiser, organized and hosted by The Irish Whisper.



GWL Skatepark's Do it for Dale Skateboard Art Auction and Party!



Participants from the 1st Annual #doitfordale Skate Contest held at the GWL Police Department.

Why Sponsor?

There are many positive reasons to become a sponsor/supporter of the GWL Skatepark. In addition to bringing to reality the dream of **Dale Hirrel** and many others, sponsoring GWL Skatepark makes great business sense as well as community sense — here are some of the main reasons why you should become a sponsor.

- ☉ Demonstrating to the community your company's commitment to the support of youth and family related projects to build closer and lasting business relationships and recognition. In recognition of your sponsorship we will make sure your brand and message are seen across multiple platforms including events, merchandise, website and social media to make sure our audience of followers is aware of your support and connecting your company or brand with the skateboarding/extreme sports culture.
- ☉ Bringing more visitors including families to our local area who will in turn bring new revenue and business opportunities for local businesses and especially those that are directly associated with the skatepark who would be seen and promoted as “preferred” suppliers.
- ☉ Adding a much needed recreational facility for the local children and families in the town of Greenwood Lake. The skatepark will be located within an existing recreational area designated by the town (site of skatepark) As such there will be additional foot traffic at the site so any of our sponsorship options relating to having a presence at the site would be seen by a wider audience. The draw of our park will extend out to approximately 20 miles which is the distance to a similar concrete park like ours.
- ☉ Creating a safe, responsibly designed and attractive professional concrete skatepark that will, unlike many skateparks, be a permanent structure in the town and continue to be a draw for many years to come. It will also compliment and attract visitors from other recreational facilities in the area including our ski/snowboard facilities, water sports, BMX, scooters and in-line skaters.











































GWL Skatepark Corp.'s Vice President, *Kurk Koziel*, giving some tips to his son *Devin Koziel* in the bowl at *Mountain Creek*, in *Vernon, NJ*. Skateboarding lessons are included in the master plan for GWL Skatepark.

Sponsorship Options

Construction of GWL Skatepark relies upon a community of individual donors, as well as regional and national corporate sponsors. We offer a wide range of sponsorship opportunities showing your personal or company support to the wider community through a variety of media channels providing extensive exposure. Our sponsorship options are designed to suit all budgets and strategies with monthly installment plans for our larger sponsorship packages.

Based on our current fundraising efforts, we anticipate construction of the skatepark to begin late-2020 so all sponsorship opportunities will run through this period and will be maintained until the completion of the park. For those sponsorships that include a permanent presence at the park location, branding will extend through the life of the skatepark. We are a fully registered 501(c)(3) charity so your donations are **100% tax deductible**.

Included with Sponsorship	Bronze Level	Silver Level	Gold Level	Premier Level Dale's Circle
Notation on all marketing and promotional materials.				
Company profile on social network posts for event promotions.				
Dedicated "Thank You" post on all social networking platforms.				
Branding at all major fundraising events.				
Company profile on sponsorship section of GWL Skatepark website.				
Opportunity to promote business information or local events in Skatepark email newsletter 4 times per year.				
Logo included on permanent signage at skatepark as major sponsor.				
Prominent logo placement on GWL Skatepark branded clothing.				
Company logo included on skatepark surface.				
Exclusive table top or signage at main fundraising events plus acknowledgement from event emcee.				
Thank you credits and logo placement on all video and audio marketing materials.				
Opportunity to sample or demo product/service once per calendar at the skatepark.				
Option to have company name on one skatepark feature.				
Main Sponsor billing at all major fundraising events.				
Main sponsor billing on all video and audio marketing materials.				
	\$9,000	\$15,000	\$22,000	\$30,000



Additional Sponsorship and Donation Options

Company logo on skatepark surface/on specific trick/ramp	\$5,000
Bench dedicated to your company at skatepark (6 available)	\$2,500
Engraved brick on “Wall of Supporters” at Skatepark, name and picture on website “Supporters” page, T-shirt & custom “Do it for Dale” sticker	\$500
Engraved brick on “Wall of Supporters” at Skatepark (200 available) dedicated in your name, family or company.	\$100/brick
Custom “Do it for Dale” sticker, name on website “Supporters” page	\$50-\$100
Custom “Do it for Dale” sticker	\$5

Any business making a donation of \$100 or more will also receive a special **Proud Supporter of GWL Skatepark** window sticker to visually show their commitment and support.

Donations In-kind

We are always looking for food and drink donations from local stores for our myriad of events which we can use to help raise additional funds. We are in need of prizes for raffles, 50/50's and other fundraising items for use at these events and we are also open for discussion with any vendor or union who may be able to arrange for in-kind donations of construction items during the construction phase. Any donations received will be greatly appreciated and donors will be provided with exposure on our website's sponsor page, our social media channels and at events. GWL Skatepark Corp. is a registered 501(c)(3) so donations can serve you as a tax write-off.



There are many workers, resources and equipment needed for a skatepark build (*Frisco Skatepark* in Frisco, CA).

Become a Sponsor

We have the support of the local community, the Greenwood Lake Mayor, officials from the Town of Warwick and the state of New York – please join this powerful group and be part of something truly special and meaningful that will bring years of joy to multiple communities. Contact the GWL Skatepark Corp.'s Sponsorship Director, Jonathan Sismey at (646) 220-2645 or email at jonathan@gwlskatepark.com to join our growing list of corporate and event sponsors.

VILLAGE of
GREENWOOD
Lake
NEW YORK
INCORPORATED 1924



LEGOLAND

VANS

True Value
START RIGHT. START HERE.™

MOUNTAINCREEK

NinbuS



stimulus

TEXAS
ROADHOUSE

TOTAL
ACCOUNT Ability



BURTON

EST. 1943
UNO
PIZZERIA & GRILL

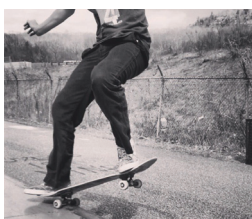
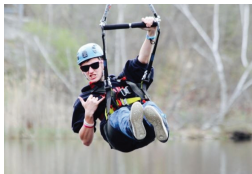


Columbia Bank



Ways to Donate

01	Donate via our website –	www.gwlskatepark.com
02	Send a check/money order to –	PO Box 145, Greenwood Lake, NY 10925 <i>made payable to "GWL Skatepark Corp."</i>
03	Deliver by hand –	Contact us via phone (845) 328-0020 -or- email us at info@gwlskatepark.com to schedule a donation -or- visit one of our <i>Collection Stations</i> , locations to be announced soon on our website.



Dale's Story

Dale Hirrel dreamed of having a skatepark in his hometown of Greenwood Lake, NY, and he wasn't alone. Dale was tragically killed in April of 2016 when he perished as a passenger in a car accident at the young age of 16. Dale's love for his family, his friends and skateboarding was immeasurable. Skateboarding was his obsession. Dale's schooling took him from GWL Elementary and Middle Schools to George F. Baker High School in Tuxedo, Chester High School and then eventually Warwick High School. He is remembered by all who came into contact with him. He was a young soul with a big heart and an even bigger personality, and we all miss him terribly. #doitfordale

GWL Skatepark Corp.
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@gwlskatepark

