

# SK8EVL

## Ellicottville Skatepark Project

Sponsorship Package



In partnership with The Skatepark Project,  
Ralph C. Wilson Jr. Foundation,  
The Village of Ellicottville, and the  
Cattaraugus Region Community Foundation

# **“Built To Play”**

## **For the Youth of Ellicottville**

The Skatepark Project (formerly known as the Tony Hawk Foundation) is offering a limited number of grants through its BUILT TO PLAY matching grant program; its mission is to help communities throughout the region build permanent, outdoor, concrete skateparks that are open to the public and free to use. The Skatepark Project has partnered with the Ralph C. Wilson Jr. Foundation to help fund these skateparks which are popping up throughout Western New York.

Together, the foundations are offering matching construction grants, dollar-for-dollar, up to \$250,000. A full match will allow Ellicottville to build a 10,000 square foot facility.



# Why Build a Skatepark?

This is not “Your Father’s” skatepark. This will be a state-of-the-art designed facility built by a professional company that specializes in the construction of concrete skateparks which is approved by The Skatepark Project. The Ellicottville Skatepark will provide a fantastic addition to the outdoor landscape in the Village Park.

- Skateparks promote an active lifestyle. Whether participants are on skateboards, scooters, rollerskates or BMX bikes, skateparks provide a great cardio workout.
- Skateparks are a win-win: they provide a safe space for participants and help protect property of local businesses and homeowners.
- The location of the Ellicottville skatepark is within walking distance of the Village shops and restaurants. Skateparks draw visitors of all ages from surrounding communities and connected states, providing economic benefits.
- As has already been seen with the current pandemic, the popularity of the sport has experienced tremendous growth, due to its accessibility and affordability. Skateboarding will make its debut at the Summer Olympics in 2021. As a result, the sport is likely to see continued growth throughout the U.S. and across the globe.
- We have received a tremendous level of support from our NYS Assembly, local government, law enforcement, Ellicottville Central School, Chamber of Commerce, local service clubs, skiers, snowboarders, skaters and parents.



Sponsorship Package

# **The Skateboard Culture**

## **Skateboarding improves mental health, fosters community, and encourages diversity and resilience.**

A first-of-its-kind study of skateboarding culture reveals that skateboarding improves mental health, fosters community, and encourages diversity and resilience. The study was conducted by the Pullias Center for Higher Education at USC's Rossier School of Education and USC's Annenberg School for Communication and Journalism.

"Skateboarding is embedded in youth culture today," stated skateboarding legend Tony Hawk, whose foundation, The Skatepark Project, funded the study. "Until now, little attention has been directed towards truly understanding who skateboarders are, what they think, or why skateboarding becomes such an integral part of their identity. We at The Skatepark Project are proud to have sponsored this work in order to highlight these young people."

Key findings from the study include:

- Skateboarding improves mental health – The vast majority of skaters surveyed indicated they skateboard for fun and/or to relieve stress. This finding takes on great significance in light of teen suicide rates and the prevalence of depression.
- Skateboarding and skateparks facilitate a sense of community among skaters – Skateboarders reported the value of connecting with people who share similar passions in skateparks, skate shops, and at skating events. Those encounters often facilitate intercultural communication and offer skaters the opportunity to interact with, and gain an increased understanding of, skaters of diverse racial, age and gender backgrounds.
- Skateboarding encourages resilience – The nature of skateboarding requires skaters to learn on their own and develop their own strategies to succeed. Skaters frequently perform a trick hundreds of times over long periods before developing proficiency or experiencing reward for the efforts. Skaters in the study reported that they apply these lessons of resilience to their lives outside of skateboarding.

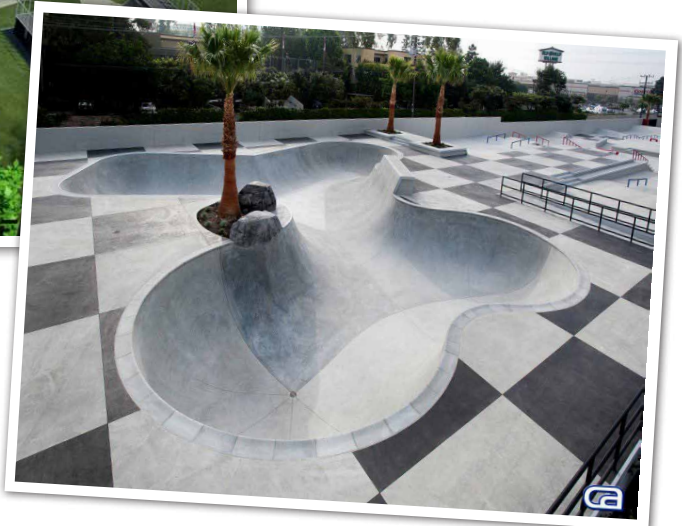


# Picture This!

## What Does a Skatepark Look Like?

Today's skateparks reveal a diverse offering. Most skateparks larger than 8,000 square feet offer a variety of terrain, catering to an assortment of skate abilities and preferences. The layout of a concrete skatepark can include both street/plaza (flat surfaces, stairs and rails) and transitional elements (bowls, curved surfaces, half pipes). They may feature premium materials like granite, brick, marble or even incorporate large boulders. Some are beautifully landscaped and suggest a reflective environment, while others are designed more like sporting arenas with bleacher seating.

The design of Ellicottville's skatepark will welcome input from community members, village officials, local skaters and other end-users who will work closely with the Village of Ellicottville and a certified concrete skatepark architect/builder approved by The Skatepark Project. This is to ensure the skatepark is properly designed and built so it will last many years to come.



# Where Do We Stand?

## We Need YOU to Help Us Reach Our Goal

The Ellicottville Skatepark Committee (SK8EVL) was formed in 2018 to pursue an opportunity to build a skatepark in Ellicottville. After establishing a secure account with a 501c3 (the Catteraugus Region Community Foundation) and a partnership with the Village of Ellicottville's local government, the group applied for and was awarded a \$300,000 grant from The Skatepark Project (\$250K construction match + \$50K guaranteed Environmental Impact Award).

As outlined in the contract with The Skatepark Project, grant awardees have one year to fund-raiser and one year to build. Our original fundraising deadline was November 30, 2020. However, due to the pandemic, our committee was granted a one-year extension, bringing our new fundraising deadline to Nov. 30th of this year, 2021.

The proposed location of the Ellicottville Skatepark is in the Ellicottville Village Park, Parkside Drive. Construction is slated for summer of 2022.



*SK8EVL Committee members meet with Village of Ellicottville Mayor John Burrell at the proposed location of the skatepark within the Village Park.*

# **Please Donate**

## **All Contributions are Tax-Deductible**

Our partnership with the Cattaraugus Region Community Foundation (CRCF) allows the public to make tax-deductible contributions directly to the Ellicottville Skatepark Fund in support of the project. Following the completion of the project, we will maintain an account with CRCF to allow for an ongoing source of funding for future needs, including maintenance, youth programming, events, etc.

**[www.cattfoundation.org](http://www.cattfoundation.org)  
search “Ellicottville Skatepark Fund”**



GROWINGGOOD.

**Our fund can also be accessed by direct link  
via a “Donate” button at [sk8evl.com](http://sk8evl.com)**

# Sponsorships

To become a sponsor, please contact Brenda Perks, SK8EVL lead advocate, at 716-699-2345 or email [ellicottvilleskatepark@gmail.com](mailto:ellicottvilleskatepark@gmail.com). We will help you complete the sponsorship process. Below are available sponsorship packages.

- \_\_\_ **TITLE SPONSOR** **\$100,000**
- Full naming rights - the skatepark will be named after YOU! Your name or company logo will be prominently titled on the entrance sign to the skatepark
  - Naming rights with recognition plaque on your feature of choice within the skatepark (ie. bowl, stair set, pyramid box, grind ledge, bench, etc.)
  - Name or company logo listed on information kiosk at the skatepark
  - 24x24 brick
  - Branding on marketing platforms (ie. website, social media, SK8EVL hosted events, etc.)
  - Prominent recognition of name or company logo displayed on stand-alone sponsor banner at Grand Opening
- \_\_\_ **POWERSLIDE SPONSOR** **\$50,000**
- Naming rights with recognition plaque on your feature of choice within the skatepark (ie. bowl, stair set, pyramid box, grind ledge, bench, etc.)
  - Name or company logo listed on information kiosk at the skatepark
  - 24x24 brick
  - Branding on marketing platforms (ie. website, SK8EVL hosted events, etc.)
  - Name or company logo displayed on sponsors banner at Grand Opening
- \_\_\_ **GREENSPACE SPONSOR** **\$25,000**
- Recognition plaque displayed in spectator area on your choice of a bench or tree/bush
  - Name or company logo listed on information kiosk at the skatepark
  - 12x12 brick
  - Name or company logo displayed on sponsors banner at Grand Opening
- \_\_\_ **TIC TAC SPONSOR** **\$10,000**
- Name or company logo listed on information kiosk at the skatepark
  - 12x12 brick
  - Name or company logo displayed on sponsors banner at Grand Opening

**To view how much has been raised to date,  
visit [sk8evl.com](http://sk8evl.com)**



# Share Us!

## Help Us Connect with Others

Do you know of an individual, business or organization that may be interested in supporting the Ellicottville Skatepark? Feel free to forward this package on to them and help us get connected!



On behalf of the Ellicottville Skatepark, SK8EVL committee, the Village of Ellicottville, and the Cattaraugus Region Community Foundation, we thank you for your support.

#LETSBUILDASKATEPARK in Ellicottville, New York!



SK8EVL

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