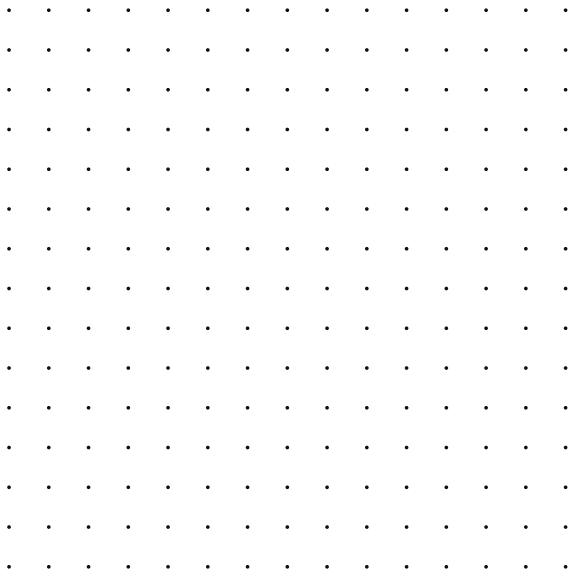
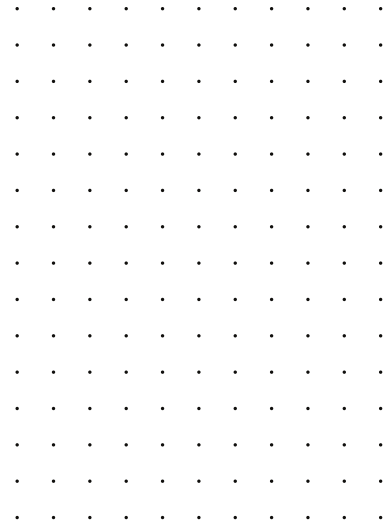




SKATEPARK SPONSORSHIP

2025



About Us

The Fireside Homeowner's Association (HOA) is a dedicated community organization committed to enhancing the quality of life for residents through meaningful programs, initiatives, and infrastructure that reflect the evolving needs of our growing community.

OUR MISSION IS TO:



Promote, foster, assist, and develop the spirit of community among residents.



Maintain and improve selected amenities within the community.



Plan for the future of the community, supporting the creation of public-use facilities.

We believe that strong communities are built not just through homes and streets, but through **shared spaces that bring people together**. The Fireside Skatepark project embodies our values—creating a place where individuals of all backgrounds and skill levels can gather, play, learn, and connect.

Through this initiative, we are proud to help shape a **healthier, more inclusive, and more economically vibrant community**, while contributing to a broader vision for the growth and development of Cochrane.

The Fireside HOA is managed by Blackstone Property Management. **Calbridge Developments is a financial sponsor, and is assisting with project approval and execution on behalf of the HOA Board**, in partnership with Shredz Shop, Newline Skateparks, and 5-O Solutions.

Project Vision

Our mission is to create a vibrant, inclusive, and accessible skatepark that not only provides an exciting and safe space for local youth and families, but also becomes a **marquee recreation destination** and a central part of **Cochrane's growing sports and recreation hub**.

We are enhancing the current park space by adding a beginner to intermediate level **all-wheel park** that welcomes skateboards, scooters, bikes, and roller skates—truly a park for everyone.



Why This Skatepark Matters

01

FILLING THE GAP:

Cochrane currently has only one skatepark, designed for advanced riders. There is a strong demand for beginner-friendly terrain.

Cochrane currently has only one skatepark, which is geared toward more experienced riders, leaving a noticeable gap in safe, accessible options for younger or newer participants. With youth participation in skateboarding and wheeled sports surging—especially in children under 9 and adults over 30—demand for beginner-friendly spaces is at an all-time high. The new skatepark directly addresses this need, broadening access and encouraging more people to try these sports for the first time.

02

INCLUSIVE BY DESIGN:

Purpose-built for all skill levels, ages, and wheel types.

Whether someone is riding a skateboard, BMX bike, scooter, or roller skates — or just stepping on a board for the first time—this space invites participation without intimidation. By prioritizing universal design and accessibility, we're removing barriers and creating opportunities for everyone to engage in action sports, including those with mobility or developmental challenges.

03

COMMUNITY-CENTERED:

A space to host lessons, clubs, camps, and local events.

This skatepark is more than just concrete — it's a hub for connection and creativity. Designed to host lessons, school programs, clubs, summer camps, and all-ages community events, it becomes a space where youth are not just riding, but learning, mentoring, and building relationships. The growth of skateboarding clubs in Cochrane and Calgary in the past decade reflects a hunger for spaces that support organized programming and self-directed exploration. With appropriate terrain and planning, this park can become a vibrant year-round gathering place.



04

BUILT FOR THE FUTURE:

Skateboarding is now an Olympic sport and continues to rise in popularity among young children and adults alike.

Skateboarding's global profile is rising gaining cultural and athletic credibility, especially among younger generations. This project embraces that momentum and ensures that Cochrane is keeping pace with youth recreation trends. As action sports become increasingly mainstream, our community will stand out as a forward-thinking, youth-focused destination, attracting not only local interest but regional visitors and future events.

05

HEALTH & WELLNESS:

Encourages physical activity, creativity, and peer-driven growth.

Action sports offer a full-spectrum approach to wellness. Beyond cardiovascular health and physical literacy, sports like skateboarding and scootering develop coordination, balance, muscle memory, and resilience. Just as importantly, they support emotional well-being: self-directed, creative play builds confidence, perseverance, and stress relief. Unlike competitive team sports, action sports allow youth to progress at their own pace, in a supportive, non-judgmental environment promoting lifelong engagement in physical activity.

06

SOCIAL IMPACT:

Brings together individuals from diverse backgrounds, promoting social inclusion and community bonding.

Skateparks are among the rare public spaces where generational, economic, and cultural differences dissolve. A shared love of riding breaks down barriers and opens up interactions between kids, teens, and adults — often informally mentoring and supporting one another. By creating an environment where everyone belongs, this skatepark becomes a tool for social inclusion, reducing isolation and fostering a deeper sense of belonging and community pride.

07

ECONOMIC IMPACT:

A platform for local partnerships.

The all-wheel park is also a launchpad for broader community involvement. It will offer opportunities for local businesses, nonprofits, schools, and coaches to get involved — from sponsoring events and offering classes to donating equipment or time. These partnerships strengthen local engagement, create visibility for contributors, and build long-term community resilience through shared investment and ownership.

Sponsorship Opportunities

\$10,000

MAMMOTH SPONSOR*

- Logo placement with visual priority on signage in the skatepark (for a maximum duration of 5 years)
- Logo recognition on Fireside's and Fireside HOA's website for the duration of sponsorship term
- Logo placement on on-site banner during construction (approx. 5 months)
- Opportunity to co-host a grand opening event
- Social media recognition throughout the duration of the sponsorship term
- Logo placement on all promotional materials
- Recognition at all events and media releases

**LIMITED OPPORTUNITIES AVAILABLE*

\$5,000

KICKFLIP SPONSOR

- Logo placement on signage in the skatepark (for a maximum duration of 5 years)
- Logo recognition on Fireside's and Fireside HOA's website for the duration of the sponsorship term
- Social media recognition throughout the duration of the sponsorship term
- Recognition in selected promotional and events

\$1,000

OLLIE SPONSOR

- Logo recognition on Fireside's and Fireside HOA's website for the duration of the sponsorship term
- Recognition in limited promotional and events
- One-time social media shoutout + thank you within the timeframe of the term

*Custom sponsorship opportunities also available.
Let's work together to create something unique
that aligns with your brand and values.*



Community Engagement Opportunities

Sponsors will be invited to:

- Attend the **Grand Opening Celebration**
- Host or support **community events**, workshops, or seasonal camps
- Be featured in **local news coverage** and social media campaigns
- Build **brand loyalty** through direct engagement with local families and youth



Key Dates & Impact

Construction is scheduled to **begin in June 2025**, with completion expected by **October 2025**.

Located on the south side of **Fireside's central park**, between the pump tracks and the playground, this all-wheel park will attract:

- Local families and youth
- Regional visitors from Cochrane and surrounding communities
- Clubs, coaches, and recreational programs

The result? A **year-round destination** for fun, learning, and active community life.



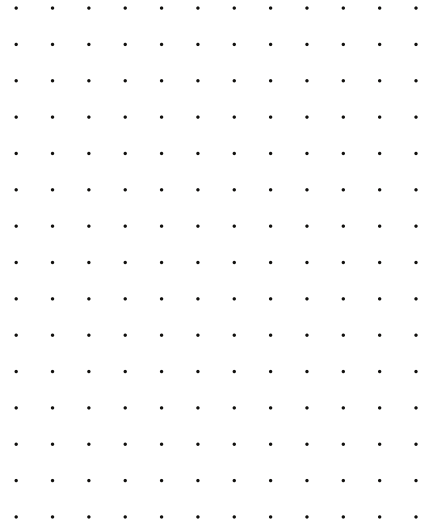
Let's Connect

To learn more, become a sponsor, or further discuss partnership opportunities, please contact Calbridge's team below:

CALBRIDGE DEVELOPMENTS

info@calbridgegroup.com

Thank you for your support!



FiresideCochrane.com
[@calbridge_developments](#)

By CALBRIDGE Developments