



# EDMONTON BIKE PARK



Sponsorship Package





# The Vision

The Edmonton Mountain Bike Alliance (EMBA) has set out to build a world-class bike skills park in the heart of Edmonton's river valley. The park will provide Edmontonians and visitors of all skill levels with progressive features that will help them build their biking skills, and facilitate healthy living through mountain biking.

The park will act as a central hub and gathering place for mountain biking in the city and play host to many community events for years to come.

**We're building Edmonton's  
first mountain bike park!**

**And we need your help!**

# The Bike Park

We're building Edmonton's first mountain bike park! All access and open year-round. A place for community, outdoor recreation and supportive environments to have fun riding bikes.

The Edmonton Mountain Bike Alliance (EMBA) has set out to build a world-class bike skills park in the heart of Edmonton's river valley. The park will provide Edmontonians and visitors of all skill levels with progressive features that will help them build their biking skills, and facilitate healthy living through mountain biking.

The park will act as a central hub and gathering place for mountain biking in the city and play host to many community events for years to come.












**Create an engaging urban mountain bike park that is easily accessible via bike for Edmonton City residents. Create a safe and engaging environment for the community and users of all abilities.**



**LEGEND**

-  Dual Use Access Paths
-  Queen Elizabeth Park Rd (One Way)
-  Existing Bike Trail
-  Proposed Bike Park Site
-  Proposed Flow Trail Zone
-  Car Parking
-  Indigenous Art Park





## OVERVIEW

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Common Ground has developed this concept plan to further develop the previous work completed by Edmonton Mountain Bike Alliance, the initial masterplan of the site and in best response to the physical site to best respond to the project brief and vision. The bike facilities included within the concept plan are:

- Jump Park
- Asphalt Pump Track
- Flow trails
- Skill development area

No one component of the design is the stand out part of the design, rather the site has been arranged to best accommodate a full range of MTB experience.

The design accommodates users of all abilities on each type of facility provided. The

range of MTB based activity within the design will provide endless fun and progression for all users. Supervision/viewing areas are provided with a large trailhead area and on the elevated pump track platform where furniture and shelter could be provided.

The design has limited excavation and has been arranged to limit the impact on the existing vegetation with no impact to the trees in the clear lower basin. The drainage strategy typically allows overland stormwater to move towards the River with some pits and pipes required in small catchment areas connecting to the existing sewer to the north.

The design has given consideration to safety of users in the alignments provided and the interface between varying ability users.














## LEGEND

### Existing Elements

- 01 Bitumen path
- 02 MTB trail
- 03 Queen Elizabeth Park Road
- 04 Pump station compound

### Proposed Elements

- 05 Trailhead for flow trail
- 06 Beginner flow trail
- 07 Intermediate flow trail
- 08 Advanced flow trail
- 09 Trailhead with sitting furniture and facility information signage
- 10 Asphalt pump track
- 11 Beginner jump line
- 12 Intermediate jump line
- 13 Advanced jump line
- 14 Beginner - Intermediate skills loop
- 15 Intermediate - Advanced skills loop

-  Trail riding surface
-  Timber features
-  Rock features
-  Flat asphalt
-  Curved/ramped asphalt
-  Existing landscape surface finish
-  Landscaped surface TBC
-  Existing Tree
-  Edge of existing bush

















# FLOW TRAILS

## LEGEND

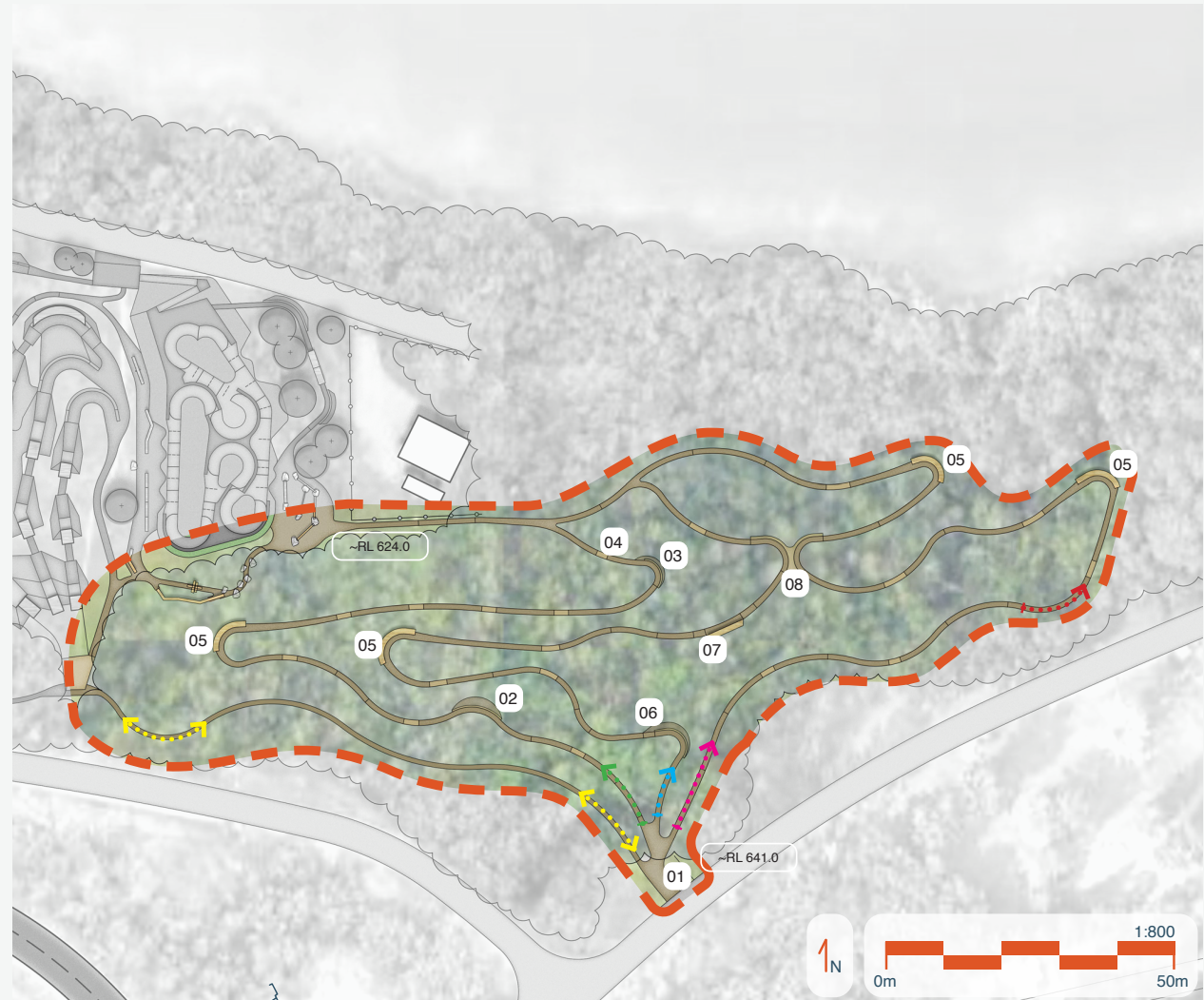
### Existing Elements

- 01 Trailhead
- 02 Typical berm
- 03 Falling berm
- 04 Step down double
- 05 Timber berm/wall ride
- 06 Falling berm into step down double
- 07 Timber wall ride
- 08 Back to back berm complex

-   Traverse trail to advanced flow trail
-   Beginner flow trail
-   Intermediate flow trail
-   Advanced flow trail
-   Existing trail to be retained for access
-  Roller or similar
-  Typical double / step up/down double / tabletop / hip tabletop

## DESIGN NOTES

- The shown alignments are indicative only to demonstrate length of trail based on average descending grades and feature types and to locate the trail difficulty on suitable terrain based on site observations
- Final alignments will require analysis of the topography and vegetation and features should be designed to best suit
- Features shown are indicative only and should be designed in detail to create the best experience possible for the user based on the topography and vegetation constraints of the final trail alignments
- Retention and upgrade to dual direction of the existing trail is to be considered to provide an up trail for the flow lines and direct access from the flow line trailhead to the jump park














# JUMP PARK

## LEGEND

### Existing Elements

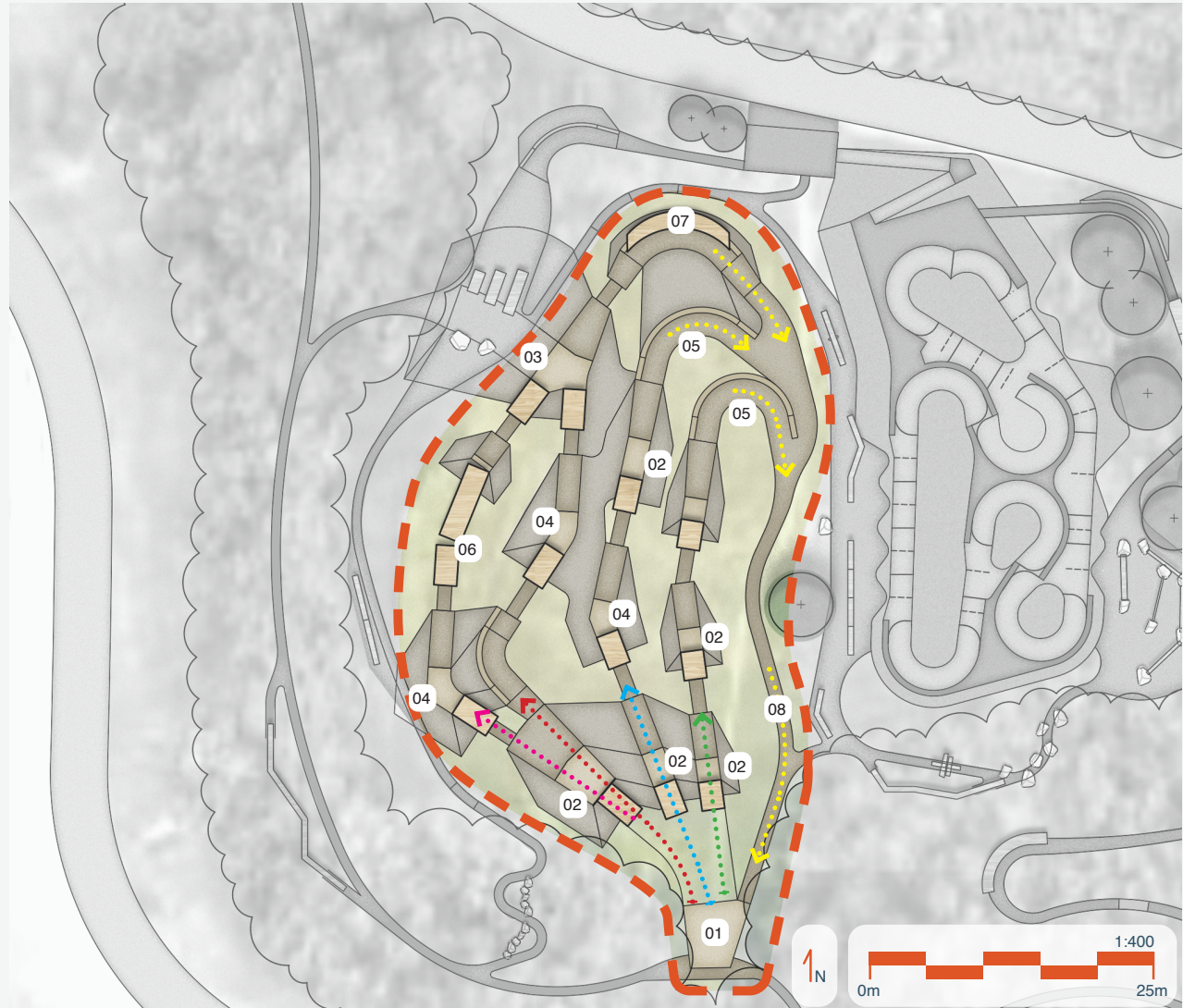
- 01 Start platform
- 02 Straight tabletop jump
- 03 Large straight hero tabletop jump
- 04 Hipped tabletop jump
- 05 Berm
- 06 Whale tale feature
- 07 Timber wall ride feature
- 08 Return trail

-  Return trail
-  Beginner jump line
-  Intermediate jump line
-  Advanced jump line
-  Pro jump line

-  Timber feature
-  Dirt tabletop
-  Dirt batter
-  Dirt trail

## DESIGN NOTES

- The jump park utilises the existing elevated location as the start platform for all jump lines
- The jump park is shown to be built up from natural ground level with minimal excavation
- All jumps shown with timber kickers for reduced maintenance and consistent takeoff/lips for users
- Access to the start platform from the trailhead would be via the skills trail or on the return trail











# PUMP TRACK

## LEGEND

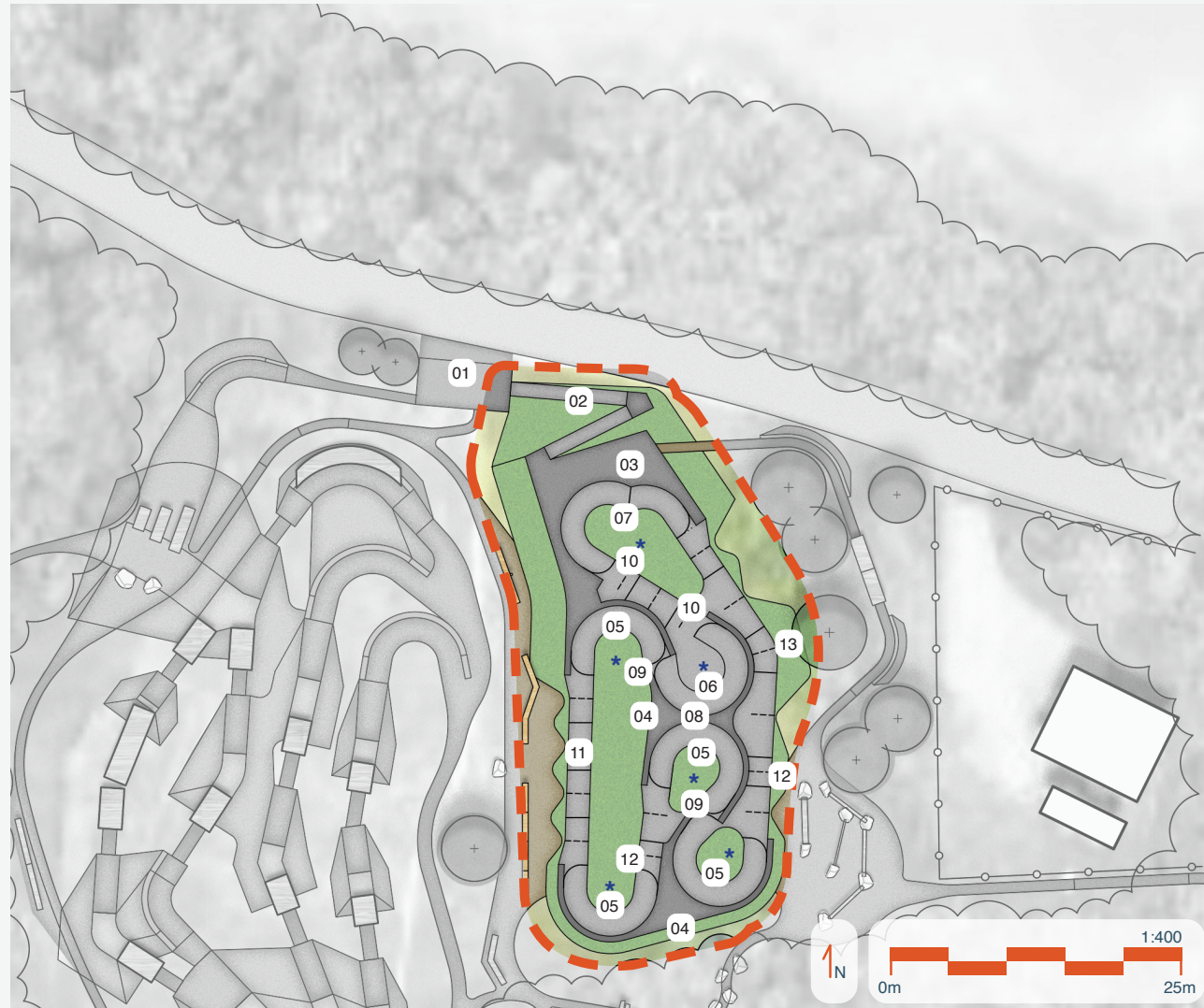
### Existing Elements

- 01 Trailhead
- 02 Access path
- 03 Primary platform
- 04 Secondary platforms
- 05 Typical berm
- 06 Berm bowl
- 07 Partial flower berm
- 08 Back to back berms
- 09 Berm to berm
- 10 Step up/down double roller
- 11 Roller rhythm straight
- 12 Double roller
- 13 Hipped double roller

-  Flat asphalt surface
-  Riding asphalt surface with varying shapes
-  Track feature
-  Track invert
-  \* Drainage point
-  Landscaped areas TBC

## DESIGN NOTES

- The pump track is to be constructed on top of natural ground surface with minimal excavation
- Access to the pump track is via sealed path from primary trailhead
- Pump track contains primary platform for starting, gathering, viewing and resting
- Two additional platforms shown for resting and viewing
- Drainage points shown will connect to existing sewer north of the site
- Pump track designed with longer flow features in mind to best cater towards the larger wheeled and longer wheeled base MTB bikes
- Asphalt pump track will cater to all wheeled sports including MTB, BMX, skateboards, inline skates, quad skates, scooters (non motorized), balance bikes etc
- Landscape finish of pump track surround TBC
- No landscape batters on the exterior of the track to impact existing trees









# SKILLS TRAIL

## LEGEND

### Existing Elements

- 01 Trailhead of intermediate/advanced skills trail
- 02 Trailhead of beginner/intermediate skills trail
- 03 Berm
- 04 A Frame
- 05 Rock/Timber balance garden
- 06 Rock-garden
- 07 Log rollover
- 08 Balance bridge to mimic existing Edmonton trail features
- 09 Wave balance ride
- 10 Teeter Tooter
- 11 Rock drop
- 12 Tech climb
- 13 Timber drops (beg/int/adv)
- 14 Slow zone junction with flow trails
- 15 Optional connection from beg/int trail to int/adv trail
- 16 Existing MTB trail upgraded

-  Beginner skills trail
-  Intermediate skills trail
-  Advanced skills trail
-  Connection between trailheads

## DESIGN NOTES

- The skills facility has been designed as a trail rather than an area to best fit with the pump track and jump park and to assist with movement through the site
- The beg/int portion of the skills loop is adjacent the pump track and will be the most visible and obvious portion of the skills loop
- Access to the start of the beg/int portion of the skills loop will be from the pump track start platform.
- All skill features should contain an option to avoid the feature, do an easier version of the feature and do the more challenging version of the feature
- Features are to mimic iconic Edmonton features found on local trail and provide features and materials currently not found on Edmonton trails










# DESIGN STRATEGIES

## LIGHTING

Lighting of specific features and areas within the bike park will increase both safety for users and allow for extended hours of use. The adjacent diagram outlines key areas and differing lighting types for consideration.

- Low level lighting suitable for way-finding and security to secondary trailheads and way-finding paths
- High level lighting suitable for gathering and security to primary trailheads
- Sports lighting to industry standards for the pump track and jump park
- The flow and skills trail do not require lighting and could be utilised at night with rider lighting as commonly used amongst MTB riders

## LEGEND

-  Primary trailhead focused high quality lighting
-  Secondary trailhead low level lighting
-  Way-finding low level lighting
-  Pump track sports lighting to industry standard
-  Jump park lighting to industry standard







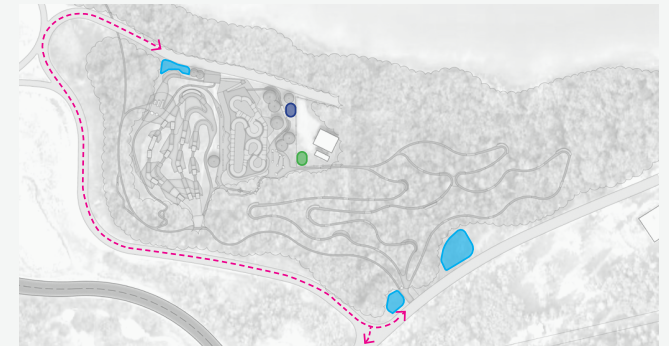
## HAULING & LAY-DOWN

Bike parks require ongoing maintenance to ensure they perform safely and provide the intended experience for the users. As such the import of materials for upkeep will be required annually. The quantities typically required for maintenance are not excessively large in quantity however will require medium sized vehicular access and areas for temporarily storing materials. The diagram adjacent shows where this could occur.

- On the northern edge of the bike park for ease of transporting throughout site and adjacent existing vehicular access into the site
- Adjacent the flow trail trailhead for ease of carting material downhill rather than uphill

## LEGEND

-  Vehicular access route
-  Temporary lay-down area for maintenance materials
-  On site location for storage shed for maintenance equipment
-  Alternative location for storage shed for maintenance equipment pending agreement with adjacent landowner





**JUMP PARK PRECEDENT IMAGERY**



**FLOW TRAIL PRECEDENT IMAGERY**



**SKILLS TRAIL PRECEDENT IMAGERY**



**PUMP TRACK PRECEDENT IMAGERY**





# The Roadmap



ITEM	
<b>1</b>	<b>REPORTS &amp; DESIGN</b>
1.1	Professional services to undertake site analysis and reports
1.2	Professional services to undertake concept design, detail design and contract documentation
1.3	<i>REPORTS &amp; DESIGN SUB-TOTAL</i>
<b>2</b>	<b>PRELIMINARIES</b>
2.1	Preliminaries, administration and OHS
2.2	<i>PRELIMINARIES SUB-TOTAL</i>
<b>3</b>	<b>SITE PREPARATION</b>
3.1	Labour and machinery - site clearing and preparation
3.2	Survey setout
3.3	Drainage infrastructure
3.4	<i>JUMP PARK SUB-TOTAL</i>
<b>4</b>	<b>JUMP PARK</b>
4.1	Import of jump material
4.2	Import of riding surface material
4.3	Steel and timber jump park features fabrication and installation - 11 x kickers, 1 x whale tale, 1 x curved wall ride
4.4	Labour and machinery
4.5	<i>JUMP PARK SUB-TOTAL</i>
<b>5</b>	<b>SKILLS TRAIL</b>
5.1	Import of riding surface material
5.2	Skill Features supply/construct and install - 2 x A frames, rock and timber balance features, 2 x rock gardens, 5 x timber bridges, 1 x timber teeter tooter, 3 x rock drops, 3 x timber drops, technical climb
5.3	Labour and machinery
5.4	<i>SKILLS TRAIL SUB-TOTAL</i>
<b>6</b>	<b>PUMP TRACK</b>
6.1	Import of fill material
6.2	Import of basecourse material
6.3	Supply asphalt tack coat
6.4	Import of asphalt
6.5	Labour and machinery
6.6	<i>PUMP TRACK SUB-TOTAL</i>

ITEM	
<b>7</b>	<b>FLOW TRAIL</b>
7.1	Import of riding surface material for trailhead area
7.2	Allowance for import of riding surface material for trail (if required)
7.3	Steel and timber trail features fabrication and installation - 4 x curved wall ride, 1 x straight wall-ride
7.4	Labour and machinery - clearing, benching and shaping 685m flow trail and forming trailhead area
7.5	<i>FLOW TRAIL SUB-TOTAL</i>
<b>8</b>	<b>ADDITIONAL ITEMS</b>
8.1	Asphalt trailhead and access path
8.2	Shelter Structure
8.3	Landscape furniture
8.4	Sod
8.5	Facility signage
8.6	<i>ADDITIONAL ITEMS SUB-TOTAL</i>
<b>9</b>	<b>CONTINGENCY</b>
9.1	Contingency
9.2	<i>CONTINGENCY SUB-TOTAL</i>
<b>10</b>	<b>EDMONTON BIKE PARK TOTAL (EX PST &amp; GST)</b>



# Sponsorship

## \$1,000,000

Full Park Spon-

There can be only one.

### Bike Park Naming Sponsor – For all the big guns out there.

A 10-year agreement for full naming rights of the Park—the “Your Company Name” Edmonton Bike Park.

This covers the \$1,000,000 build cost plus \$10,000 per year for 10 years maintenance costs.

The bike park will become a City-owned asset, and the name sale would be up to the City to approve. Administration reviewing would need to approve the intention and the name.

- Prominent Signage at Park Entry and on all Section Entrances
- Sponsor Name/ Logo on Kiosk and Permanent Sponsor Board
- Reserved space to Setup Promo Tent/ Table at Ribbon Cutting Ceremony
- Sponsor Name/ Logo on Opening Promotional Gear
- Name promotion in every media Interview
- Sponsor Name/ Logo/Link on website and social media
- Social Media Exposure (Facebook/Twitter/Instagram)

## \$250,000

Section Sponsor

4 Available

### Section Naming Sponsor

Section sponsor for each section of the park—Skills Park, Pump Track, Jump Park and Flow Trails.

- Prominent Display of Sponsor Name/ Logo 1 of 4 Section Entry Signs
- Sponsor Name on Kiosk and Permanent Sponsor Board
- Sponsor Name/ Logo on Kiosk and Permanent Sponsor Board
- Reserved space to Setup Promo Tent/ Table at Ribbon Cutting Ceremony
- Sponsor Name/ Logo on Opening Promotional Gear
- Name promotion in every media Interview
- Sponsor Name/ Logo/Link on website and social media
- Social Media Exposure (Facebook/Twitter/Instagram)





# Sponsorship



	Prominent sponsor board, Trailhead and Park Map Logo	Trail, Feature, Jump Naming	Logo on event promotional material for 5 years	Social Media Recognition on Posts/ Stories/ Reels	Name + Logo on Website, Park Sponsors Board
<b>\$75,000</b> Titanium	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>\$50,000</b> Carbon Fibre		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>\$25,000</b> Aluminum			<b>X</b>	<b>X</b>	<b>X</b>
<b>\$5,000</b> Steel					<b>X</b>

We are also accepting in kind sponsorships. Please reach out to us if you would like to make one.

## In-Kind



# Brand Exposure

**Sponsoring Edmonton Bike Park has substantial community reach and engagement opportunities.**

**EMBA's influence and reach spans broad sectors and socio-demographics which highlights the valuable exposure your brand could gain by supporting this project.**

## Key Engagement Statistics

### Membership and Community Network:

° EMBA Members: Approximately 979 (479 single and up to 500 from 125 family memberships)

° Total Contacts: 1,704 individuals actively engaged with our initiatives.

### Email Communication

Our emails achieve an impressive ~70% open rate, reflecting the community's keen interest in our activities.

### Social Media Impact

° Facebook Followers: 4,301

° Instagram Followers: 1,746

° Notably, some of our Facebook posts have reached over 40,000 unique views, demonstrating our ability to significantly extend our influence.

## Bike Park Survey

We surveyed local riders in October/November 2021 and received 1,663 responses.

### How Often Participants Ride

A few times a week:	68%
Everyday:	21%
Other:	8%

### Rider Level

Expert (competition level):	11%
Advanced:	49%
Intermediate:	40%
Beginner:	4%

### Age:

18-24:	7%
25-34:	31%
35-44:	33%
45-54:	20%
55-64:	4%
65+:	1%

# Thank You

We're building Edmonton's  
first mountain bike park!

And we need your help!



+



+

**YOU!**

[info@edmbikepark.ca](mailto:info@edmbikepark.ca), [donate@edmbikepark.ca](mailto:donate@edmbikepark.ca)

[www.edmbikepark.ca](http://www.edmbikepark.ca)