



TOWN OF CROSSFIELD

# BIKE SKILLS & PUMP TRACK

SPONSORSHIP OPPORTUNITIES



STRONGER TOGETHER



ACTIVE LIFESTYLES



VIBRANT COMMUNITY



LASTING IMPACT

**BUILDING COMMUNITY**  
THROUGH RECREATION

# About Crossfield

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Located just north of Calgary along the Highway 2 corridor, Crossfield is a growing Alberta community that combines small-town character with strong regional connectivity and economic opportunity.

Home to approximately 4,200 residents, Crossfield is supported by a strong industrial and business sector, active community organizations, and a growing network of recreational amenities and family-oriented services.

As the community continues to grow, the Town remains committed to investing in community recreation infrastructure, healthy active living, and local spaces that enhance quality of life for residents of all ages.

The Bike Skills & Pump Track at Murdoch Park represents another important investment in Crossfield’s future, creating a new recreational amenity that encourages outdoor activity, youth engagement, and community connection.

## Sponsorship Guide

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# Project Overview

The Town of Crossfield is excited to move forward with the development of Crossfield’s first-ever Bike Skills & Pump Track at Murdoch Park, a unique recreation amenity designed to promote active living, outdoor recreation, youth engagement, and community connection.

As the community’s first facility of its kind, the Bike Skills & Pump Track will provide a safe, accessible, and exciting destination for residents and visitors of all ages to build cycling skills, stay active, and enjoy the outdoors. Designed for a range of ages and skill levels, the facility will create new opportunities for recreation, learning, and family-friendly outdoor fun within the community.

More than just a recreation feature, the project represents an investment in community wellness, healthy lifestyles, and the continued enhancement of Murdoch Park as a destination for outdoor recreation in Crossfield.

Construction officially began in mid-May 2026, bringing this exciting new community amenity one step closer to reality.

## PROJECT AT A GLANCE

- CROSSFIELD’S FIRST BIKE SKILLS & PUMP TRACK**

A new outdoor recreation amenity designed for riders of all ages and skill levels.
- LOCATED WITHIN MURDOCH PARK**

Integrated within an established recreation area featuring playgrounds, pathways, open green space, and community gathering areas.
- DESIGNED FOR COMMUNITY CONNECTION**

Supports active living, youth engagement, outdoor recreation, and family-friendly community use.
- HIGHLY VISIBLE PUBLIC AMENITY**

Situated within a well-used community park with strong visibility and year-round public access.
- OPPORTUNITIES FOR COMMUNITY EVENTS & PROGRAMMING**

May support future community events, youth programming, riding clinics, demonstrations, and recreation initiatives within Murdoch Park.
- SERVING OUR COMMUNITY**

Serving a growing community of approximately 4,200 residents, while creating opportunities to attract visitors from surrounding communities and the broader region.

# Project Snapshot

Location	Murdoch Park, Crossfield, Alberta
Facility Type	Bike Skills & Pump Track
Estimated Project Budget	\$220,000
Construction Timeline	May – August 2026
<b>Target Opening</b>	<b>Late August 2026</b>
Primary Audience	Youth, families, and riders of all skill levels



## Why This Project Matters

The Bike Skills & Pump Track Project will create an inclusive and engaging outdoor recreation space that supports active living, youth engagement, and community connection in Crossfield. Designed for **riders of all ages and skill levels**, the facility will provide a safe and welcoming space for recreation, skill development, and healthy outdoor activity while enhancing Murdoch Park as a long-term community amenity.

### This project will:

- Encourage active living, outdoor recreation, and healthy lifestyles;
- Support youth engagement, skill development, and social connection;
- Create a welcoming gathering space for families, youth, and visitors;
- Enhance Murdoch Park as a key recreation destination within the community;
- Support community wellness, vibrancy, and quality of life;
- Expand local recreation opportunities and active transportation connections; and
- Create a long-term recreational asset for residents and visitors to enjoy for years to come.

Sponsorship of the Murdoch Park Bike Skills & Pump Track Project is an opportunity to be part of something lasting — an investment in community connection, recreation, active living, and the long-term quality of life in Crossfield.

## Why Get Involved?

### By partnering with the Town, sponsors will:

- Support youth, families, and healthy active living initiatives within the community.
- Help create a safe, accessible, and engaging outdoor recreation space for residents and visitors.
- Contribute to a highly visible and well-used community amenity located within Murdoch Park.
- Demonstrate community leadership and a commitment to enhancing local quality of life.
- Receive meaningful recognition within a prominent public recreation space and through Town communications and project materials.
- Be recognized as a valued community partner helping bring a lasting recreational project to life.
- Create a legacy connection between your organization and a long-term community asset that will serve residents for years to come.



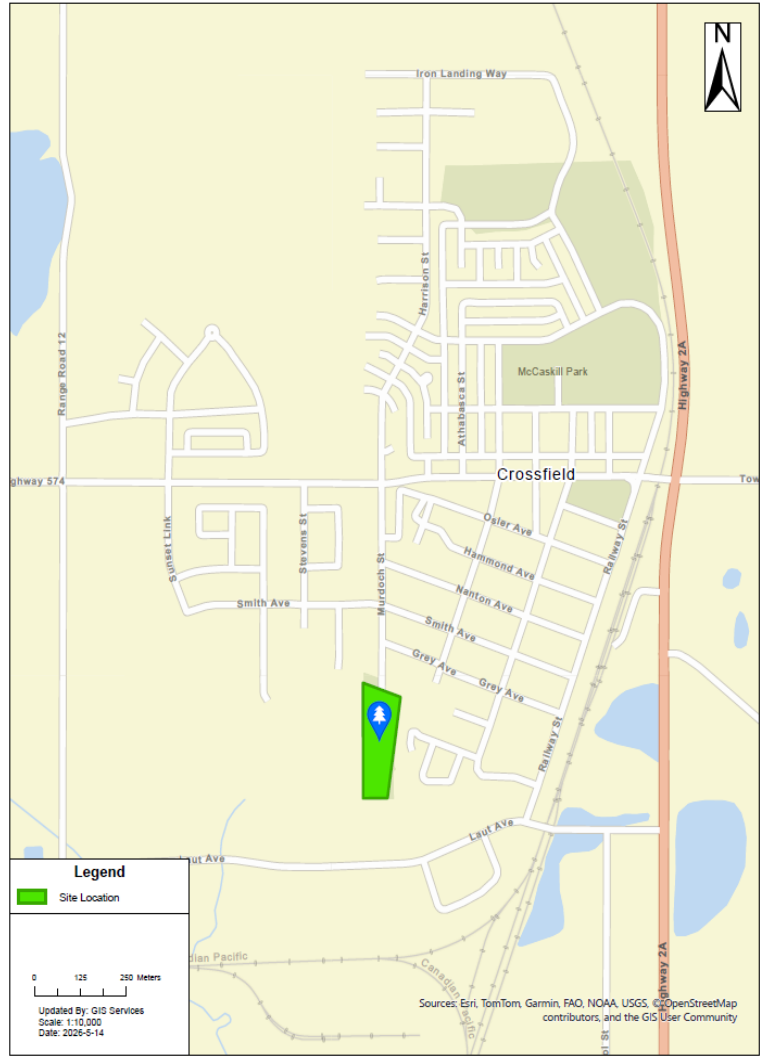
*Conceptual rendering shown for illustrative purposes only. Final design details, landscaping, amenities, and site features may vary.*

# Project Location & Community Visibility

Located within Murdoch Park, the Bike Skills & Pump Track site will be part of an established community recreation area that already includes an existing playground, open green space used for minor soccer, and pathway connections used by residents. The addition of the Bike Skills & Pump Track will further enhance the park as a welcoming, family-oriented recreation destination that encourages active living, outdoor play, skill development, and social connection within the community.

Designed to support riders of all ages and skill levels, the Bike Skills & Pump Track will create new opportunities for youth recreation, informal gathering, and healthy outdoor activity while complementing the existing amenities already available within the park. Together, these recreation features will help strengthen Murdoch Park as a vibrant community gathering space and long-term recreational asset for Crossfield residents and visitors alike.

To the west of the Bike Skills & Pump Track, existing pathway connections through Murdoch Park lead into a natural open area that offers expansive western views, including distant views of the Rocky Mountains on clear days, further contributing to the park’s welcoming outdoor setting and recreational experience.



*Initial site preparation and construction staging underway at the Murdoch Park Bike Skills & Pump Track site in advance of construction activities commencing in mid-May 2026.*



# Sponsorship Opportunities

The Town of Crossfield invites businesses, organizations, and community partners to become part of this exciting new community recreation initiative.

Sponsorship contributions will support the development, enhancement, and long-term sustainability of the Murdoch Park Bike Skills & Pump Track — a lasting community amenity designed to promote active living, outdoor recreation, youth engagement, and community connection for years to come.

By partnering with the Town, sponsors will be recognized as

contributors to a meaningful project that enhances recreation opportunities and supports the continued growth and vibrancy of the Crossfield community.

This opportunity provides a rare chance to align your organization with a highly visible, family-oriented recreation amenity that will serve the community for years to come.



*Conceptual rendering of Sponsor Recognition Signage at site location, shown for illustrative purposes.*

## Sponsorship Opportunities Overview

Tier		Investment	Availability	Purpose	Recognition Term
Naming Sponsor		\$30,000	1 Available	Exclusive lead sponsor	5-Year Naming Sponsorship + Permanent Founding Naming Sponsor Recognition
Founding Sponsors	Gold Sponsor	\$10,000	5 Available	Major project supporter	Permanent Founding Sponsor Recognition
	Silver Sponsor	\$5,000	5 Available	Significant community supporter	Permanent Founding Sponsor Recognition
	Bronze Sponsor	\$2,500	8 Available	Supporting contributor	Permanent Founding Sponsor Recognition
	Community Supporter	\$1,000 - \$2,499	12 Available	Community supporters	Project Launch Recognition

## Naming Sponsor

Anticipated Investment: \$30,000

### 1 Exclusive Opportunity Available

This exclusive sponsorship opportunity represents the highest level of project recognition and provides a unique opportunity to establish a lasting connection with Crossfield's first Bike Skills & Pump Track. As the sole Naming Sponsor, the sponsor will receive exclusive naming rights to this exciting new community amenity, along with premier visibility and recognition as a leading community partner supporting youth engagement, active living, healthy lifestyles, and outdoor recreation in Crossfield.

As the signature sponsor of one of Crossfield's newest recreation amenities, the Naming Sponsor will receive premier recognition through the facility entrance feature sign and across related project communications and promotional initiatives. Naming rights and associated sponsorship benefits will remain in place for a period of five (5) years from the date of the official facility opening. This opportunity provides a rare chance to align your organization with a highly visible, family-oriented recreation amenity that will serve the community for years to come.

#### Includes:

- Exclusive naming rights and recognition as the official Naming Sponsor for the term of the sponsorship;
- Premier sponsor recognition integrated into the primary facility entrance feature sign;
- Prominent logo recognition on the Town's dedicated Pump Track webpage, including company website linkage where applicable;
- Recognition as the Naming Sponsor within applicable Town-issued media releases, public announcements, and official project communications related to the facility;
- Ongoing recognition through Town newsletters and community updates throughout the sponsorship term;
- Feature recognition through Town social media posts, and project progress updates related to the facility;
- Recognition during the official facility opening event, including an opportunity for sponsor remarks, ceremonial participation, and inclusion in official opening event photographs;
- Recognition as a community leader in supporting recreation, youth engagement, and healthy lifestyles in Crossfield;
- Permanent acknowledgement on the facility sponsors recognition sign as the original Naming Sponsor following completion of the naming rights term;
- First opportunity to renew the Naming Sponsorship at the conclusion of the initial sponsorship term.

## Founding Sponsor Opportunities

Founding Sponsor opportunities represent a **one-time opportunity** to be recognized as an original community partner supporting the development of Crossfield's first Bike Skills & Pump Track. Recognition for Founding Sponsors will be permanently incorporated into the project sponsor recognition feature located at the facility site, creating a legacy contribution to this exciting community recreation amenity.

### Gold Founding Sponsors

**Investment: \$10,000**

#### Five (5) Opportunities Available



Recognition as a **Gold Founding Sponsor** acknowledges a significant contribution toward the development of Crossfield's first Bike Skills & Pump Track and demonstrates a strong commitment to recreation, youth engagement, active living, and community wellness in Crossfield. As a one-time Founding Sponsor opportunity, Gold Founding Sponsors will receive **permanent recognition as original supporters** who helped bring this exciting recreation amenity to life.

#### Includes:

- Large, shared logo placement within the Gold Founding Sponsor section of the facility sponsor recognition sign located at the Bike Skills & Pump Track site;
- Recognition as a Gold Founding Sponsor on the Town's dedicated Bike Skills & Pump Track webpage, including company logo and website linkage where applicable, for a period to be determined by the Town;
- Recognition opportunities during the project development, construction, and facility launch phases, which may include:
  - ✓ Inclusion in a minimum of five (5) Town social media posts related to the project;
  - ✓ Inclusion in select Town newsletters, project updates, and community communications related to the project;
  - ✓ Recognition within applicable project-related public communications issued following sponsorship confirmation;
- Public recognition during the official facility opening event, including acknowledgement during opening remarks;
- Invitation for sponsor representatives to participate in official opening event and commemorative project photography;
- Recognition as a Gold Founding Sponsor within applicable media releases and promotional materials associated with the project, where appropriate;
- Permanent recognition on the facility sponsors recognition sign as an original Gold Founding Sponsor for the lifespan of the amenity.

## Silver Founding Sponsor

Investment: \$5,000

### Five (5) Opportunities Available



Recognition as a **Silver Founding Sponsor** acknowledges a meaningful contribution toward the development of Crossfield's first Bike Skills & Pump Track and demonstrates support for recreation, youth engagement, active living, and community wellness within the community. As a one-time Founding Sponsor opportunity, Silver Founding Sponsors will receive **permanent recognition as original supporters** of this exciting new recreation amenity.

#### Includes:

- Shared logo placement within the Silver Founding Sponsor section of the facility sponsors recognition sign located at the Bike Skills & Pump Track site;
- Recognition as a Silver Founding Sponsor on the Town's dedicated Bike Skills & Pump Track webpage during active project promotion and launch communications, including company logo and website linkage where applicable;
- Recognition through applicable Town social media posts, newsletters, community updates, and project-related public communications associated with the facility;
- Public recognition during the official facility opening event, including acknowledgement during opening remarks;
- Invitation for sponsor representatives to participate in official opening event and commemorative project photography;
- Permanent recognition on the facility sponsors recognition sign as an original Silver Founding Sponsor the lifespan of the amenity.



*Conceptual rendering of Bike Skills & Pump Track, shown for illustrative purposes.*

## Bronze Founding Sponsor

Investment: \$2,500

Eight (8) Opportunities Available



Recognition as a **Bronze Founding Sponsor** acknowledges a valued contribution toward the development of Crossfield's first Bike Skills & Pump Track and demonstrates support for recreation, active living, youth engagement, and community wellness. As a one-time Founding Sponsor opportunity, Bronze Sponsors will receive **permanent recognition as original supporters** of this community recreation amenity.

### Includes:

- Shared logo placement within the Bronze Sponsor section of the facility sponsors recognition sign located at the Bike Skills & Pump Track site;
- Recognition on the Town's dedicated Bike Skills & Pump Track webpage during active project promotion and launch communications, including company logo and website linkage where applicable;
- Recognition through applicable Town social media posts, community updates, and project-related public communications;
- Public acknowledgement during the official facility opening event and opening remarks; and
- Permanent recognition on the facility sponsors recognition sign as an original Bronze Sponsor for the lifespan of the amenity.

## Community Supporter

Investment: \$1,000 - \$2,499

Twelve (12) Opportunities Available



Recognition as a **Community Supporter** acknowledges a valued contribution toward the development of Crossfield's first Bike Skills & Pump Track, and demonstrates support for recreation, active living, and community wellness. Community Supporters will be recognized as valued contributors who helped bring this recreation amenity to life.

### Includes:

- Name recognition within the Community Partner section of the facility sponsor recognition sign located at the Bike Skills & Pump Track site;
- Recognition on the Town's dedicated Bike Skills & Pump Track webpage during active project promotion and launch communications;
- Recognition through applicable Town community updates and project-related communications associated with the facility;
- Public acknowledgement during the official facility opening event;
- Permanent recognition on the facility sponsors recognition sign as an original Community Partner supporting Crossfield's first Bike Skills & Pump Track.

## Sponsorship Program Information & Guidelines

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- The Bike Skills & Pump Track project has been designed, and preliminary construction activities commenced in May 2026. Sponsorship opportunities will remain available until June 26, 2026, and may continue beyond that date where sponsorship opportunities remain available and project timelines permit.
- Sponsorship opportunities are limited and will be allocated on a first-confirmed basis, subject to Town approval.
- Sponsor recognition elements and installation timing may vary based on construction scheduling and final amenity installation requirements.
- Sponsorship contributions are not charitable donations. Any tax treatment or financial considerations remain the responsibility of the sponsor.
- All sponsor recognition signage will be designed, produced, and installed by the Town of Crossfield.
- The cost of sponsor recognition signage is included within the applicable sponsorship contribution.
- The Town retains final approval over the design, placement, content, and overall aesthetic of all sponsor recognition elements to ensure alignment with community standards and facility design objectives.

## Sponsorship Inquiries & Submission Information

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Organizations, businesses, and community members interested in supporting the Bike Skills & Pump Track Project are encouraged to contact the Town of Crossfield for more information or complete and submit the attached Expression of Interest Form to the Town Office.

**Email:** [town@crossfieldalberta.com](mailto:town@crossfieldalberta.com)

**Phone:** 403-946-5565

# Expression of Interest Form

## BIKE SKILLS & PUMP TRACK SPONSORSHIP OPPORTUNITY

Thank you for your interest in supporting the Town of Crossfield Bike Skills & Pump Track Project. Please complete the form below and submit it to the Town of Crossfield. A Town representative will contact you to discuss sponsorship opportunities and next steps.

**Submission Deadline: Friday, June 26, 2026**

### ORGANIZATION / CONTACT INFORMATION

Organization / Business Name	
Primary Contact Name	
Title / Position	
Mailing Address	
Phone Number	
Email Address	
Website / Social Media <i>(Optional)</i>	

### SPONSORSHIP INTEREST

- Naming Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Community Supporter
- Other / Custom Sponsorship Discussion

### ANTICIPATED SPONSORSHIP INVESTMENT *(Optional)*

\$



# BIKE SKILLS & PUMP TRACK SPONSORSHIP OPPORTUNITY

## COMMUNITY CONNECTION / INTEREST STATEMENT

Please share any connection your business or organization has to Crossfield, youth recreation, cycling, outdoor activity, healthy living, or community-building initiatives. We welcome hearing why supporting this project is meaningful to you.

## ADDITIONAL COMMENTS or INFORMATION

Please provide any additional comments or information you wish to share.

## SUBMISSION INFORMATION

Please submit completed Expression of Interest to:

**In Person or Courier Deliveries:**

Town of Crossfield  
1005 Ross Street  
Crossfield, Alberta T0M 0S0

**Mailing Address:**

P.O. Box 500  
Crossfield, Alberta T0M 0S0

**Email:** [town@crossfieldalberta.com](mailto:town@crossfieldalberta.com)

**Phone:** 403-946-5565

***Please Note:***

*Submission of this Expression of Interest does not constitute a binding agreement or sponsorship commitment. Sponsorship opportunities are subject to availability and Town approval.*