

Skatewave[®] Skatepark Grand Opening Event Guide



Planning the Grand Opening of your Skatewave® Skatepark—We Make It Easy!

A grand opening is about much more than just your skatepark. It's about involving the community and celebrating what you've built together. It's an opportunity to recognize and thank supporters and fundraisers. This event guide will give you the tools and resources you need to plan an exciting, hassle-free event that will thrill local riders and offer other members of the community an opportunity to learn more about your skatepark.



HERE ARE FIVE STEPS TO A SUCCESSFUL SKATEWAVE™ GRAND OPENING EVENT

1. Plan the date for your event. We suggest you plan ahead at least 45 to 60 days. Please remember that your event date needs to be scheduled with Skatewave® a minimum of 30 days ahead of time in order to receive all of your grand opening materials. Other aspects will also impact your event date. For example, you'll want to make sure city officials and committee members are available to attend your event.



2. Recruit volunteers to help with the event. Depending on the size of your skatepark and your event, you may need extra volunteers. Volunteers will help with grand opening promotion and event planning, on-site crowd control, food and beverage; and they will be a great source of energy at the event. You may want to have volunteers wear customized t-shirts to help them stand out at the event. This is also an opportunity to ask well-known local skaters to show their stuff and promote their involvement in your community!

3. Start your public relations and promotions campaign. About three to four weeks before your event, hang posters at local skate shops, at the skatepark, at schools and at youth centers around town. Send out invitations to local dignitaries and the community, and make sure the local media is notified about the event. Invite a local radio station to provide music. Be sure to have a P.A. system available for speeches and music.

4. Make sure you have all the essentials in place. You will need to have plenty of water available, a first aid kit, trash cans and restrooms. Define an area with shade for riders to cool off and designate someone to be in charge of taking photos and video throughout the day. If a pro rider will be attending your grand opening, coordinate the day's schedule with your local Skatewave representative. They will pick the rider up at the airport, make sure they are briefed on the event, and return them to the airport following the event. The pro rider can help facilitate giveaways and contests to get everyone involved. If a pro rider will be making an appearance, you should plan for a designated autograph area equipped with Sharpie® markers and rider cards—this is a big deal for the kids! Think about having food and beverages available and provide bleachers for additional seating.

5. Don't forget to follow up after the event! Send thank you cards to any local dignitaries who attend, be sure to thank your volunteers and request feedback from attendees on the event and on the skatepark. Watch the local media for articles about your skatepark and event and thank reporters for attending.



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