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**LIFETIME DEVELOPMENTS
AND ADIDAS CANADA
HAVE TEAMED UP TO LAUNCH
HOMECOURT ADVANTAGE**

**AN URBAN REVITALIZATION PROJECT
DESIGNED TO BRING NEW LIFE AND ENERGY
TO AGING BASKETBALL COURTS AROUND
TORONTO – FUSING VIBRANT ART AND
THOUGHTFUL DESIGN TO CREATE WELCOMING,
REFRESHED OUTDOOR SPACES THAT WILL
BRING COMMUNITIES TOGETHER.**

WE PUT TRUST IN BASKETBALL

A UNIFYING SPORT, BASKETBALL BRINGS TOGETHER A DIVERSE MIX OF PLAYERS, LIMITING BARRIERS SET BY AGE, RACE, ETHNICITY AND SOCIO-ECONOMIC BACKGROUNDS.

NOT ONLY DOES IT SERVE AS A PHYSICAL OUTLET, THE SPORT PROVIDES THE SPACE TO INCREASE CONFIDENCE, DEVELOP PROBLEM SOLVING SKILLS AND BUILD FRIENDSHIPS.

HOMECOURT ADVANTAGE ***INAUGURAL PROPERTIES***



WEST END

STANLEY PARK

890 King St W. near Liberty Village

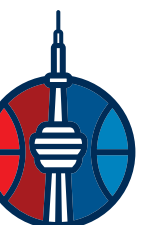


EAST END

OAK STREET PARK

165 River St in Cabbagetown

Lifetime Developments x Adidas Canada have partnered to refurbish two of Toronto's most-revered neighbourhood courts, serving both the East and West ends of the city. With expert input from a team of consulting landscape architects, sports professionals, designers, artists and builders, each court has been redesigned to be enriched by top-of-the-line equipment, providing long-lasting and safe environments for both communities.



ARTIST PARTNERSHIP

***LIFETIME DEVELOPMENTS X ADIDAS CANADA ARE PROUD TO
CELEBRATE THE FUSION OF ART AND SPORT, MAKING BOTH
ACCESSIBLE TO ALL TORONTONIANS.***

**WITH HOMECOURT ADVANTAGE, WE'VE PARTNERED WITH
RISING CANADIAN ARTISTS TO BRING VIBRANCY, BEAUTY AND
SPIRIT TO OUR REVITALIZED NEIGHBOURHOOD COURTS.**

Artists' Rendering. Actual court design will vary.

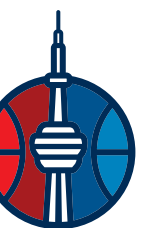
ARTIST PROFILE

BRYAN ESPIRITU

Toronto painter, designer and artist



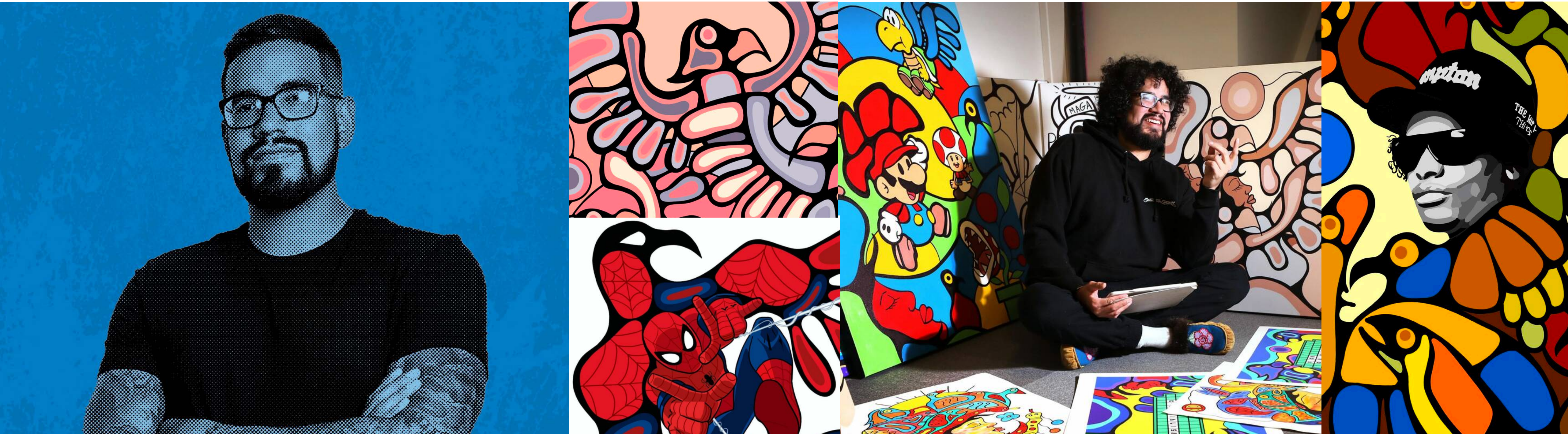
Bryan's creative output ranges from apparel and street wear to large scale acrylic paintings, and his signature typographic patterns. Focusing his work largely on mental health, trauma, and the paths to self betterment, he distorts words and subverts images to submit private themes for public interpretation.



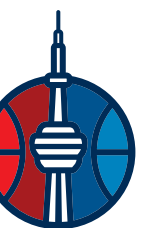
ARTIST PROFILE

BLAKE ANGECONEB

Treaty 3 Territory, Anishinaabe woodlands artist



Blake first ventured into art during a fun painting session with his niece, launching him into a full-time career as an artist. Primarily working in acrylic on canvas and digital illustration, the self-trained artist blends traditional woodlands art with pop culture references. He is part of the Caribou clan and a proud member of Lac Seul First Nation.





For over four decades, Lifetime Developments has been renowned for its creation of thriving residential neighbourhoods and successful commercial properties. With an artistic fervour woven into every project, Lifetime is dedicated to holistic city building in the Greater Toronto Area, building interconnected communities with the purpose of greatly enhancing the city's vibrant real estate and development sectors.

***Lifeline*, Lifetime Development's charitable foundation, was founded in 2014 out of Lifetime's commitment to actively support and enhance the communities in which they build. The foundation has since raised more than \$2M for organizations that provide necessary aid and support for some of the most vulnerable and at-risk communities in the GTA and across the country.**

lifetimedevolutions.com



Adidas is a global designer and developer of athletic and lifestyle footwear, apparel, and accessories with the mission to be the best sports brand in the world.

As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster, and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

adidas.ca

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR YOUR BRAND TO GET INVOLVED WITH A MEANINGFUL PROGRAM THAT WILL BRING VIBRANCY AND JOY TO TORONTO RESIDENTS.

DIAMOND – \$50K

PACKAGE INCLUDES

- Logo recognition on park plaque
- Logo recognition on all web and print
- Recognition on Construction Signage
- Recognition on social media
- Branding on Homecourt Advantage T-Shirts
- Logo recognition at all events

GOLD – \$15K

PACKAGE INCLUDES

- Logo recognition on park plaque
- Logo recognition on all web and print
- Recognition on Construction Signage
- Recognition on social media
- Logo recognition at all events

PLATINUM – \$25K

PACKAGE INCLUDES

- Logo recognition on all web and print
- Recognition on Construction Signage
- Recognition on social media
- Logo recognition at all events

SILVER – \$7.5K

PACKAGE INCLUDES

- Logo recognition on all web and print
- Sponsorship recognition on social media



**FOR MORE INFORMATION OR FOR
SPONSORSHIP OPPORTUNITIES
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