





**LIFETIME DEVELOPMENTS IS PLEASED
TO INTRODUCE**

MECOURT ADVANTAGE.

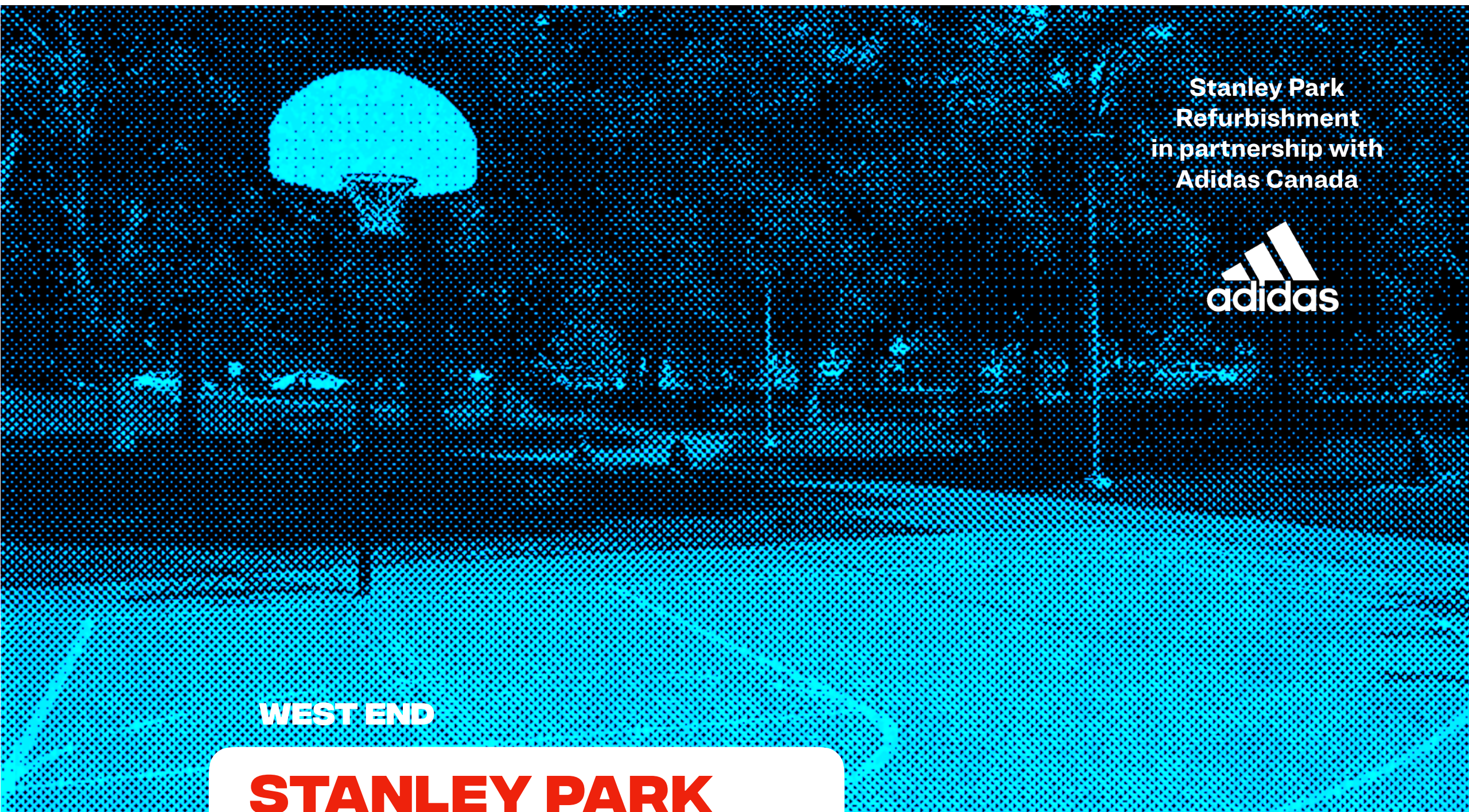
**THIS NEW PHILANTHROPIC PROGRAM WILL
REVITALIZE BASKETBALL COURTS IN NEED OF
SOME TLC ACROSS TORONTO, FUSING
VIBRANT ART AND THOUGHTFUL DESIGN TO
CREATE WELCOMING, OUTDOOR SPACES FOR
ALL TO ENJOY.**

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

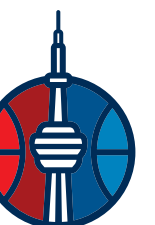


EAST END

OAK STREET PARK

165 River St in Cabbagetown

Lifetime Developments is refurbishing 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 IS 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.***

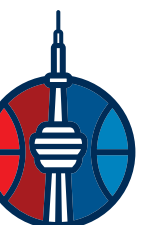
Artists' Rendering. Actual court design will vary

ARTIST PROFILE **BEN JOHNSTON**

Creative Director and Artist



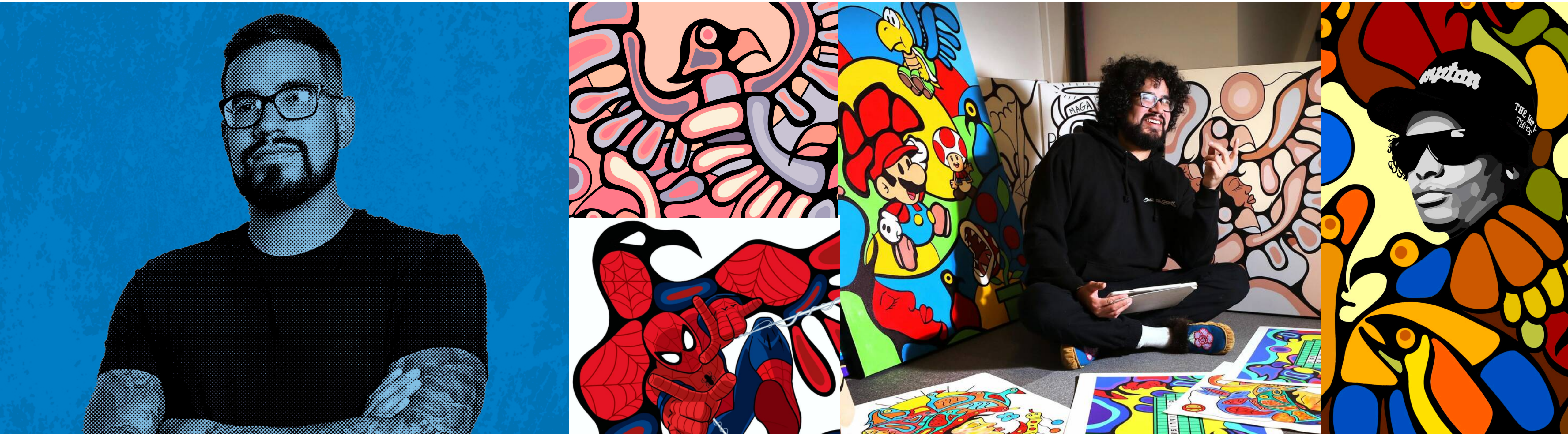
Ben Johnston is a multi-disciplinary artist and designer using custom typography for murals, advertising and public art, and consistently pushing the envelope in his field. He creates large-scale murals for corporate clients and NGOs in places such as San Francisco, Serbia, Hawaii and India. His fine art pieces appear in exhibitions internationally and he speaks and paints live at numerous conferences. Whether executing a mural in a remote part of India or an animated artwork for an NFT auction, he aims to find a unique approach, drawing on inspirations from his travels. Lifetime Developments and Ben have previously collaborated on murals for Liberty Market Tower, as well as the See You Soon program.



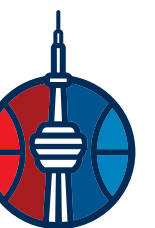
ARTIST PROFILE

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 \$3M 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



LEAD PARTNER

STANLEY PARK INITIATIVE

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.

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SPONSORSHIP OPPORTUNITIES

**NOW IS YOUR OPPORTUNITY TO GET YOUR BRAND INVOLVED
WITH A MEANINGFUL INITIATIVE THAT WILL BRING VIBRANCY
AND JOY TO TORONTO RESIDENTS.**

LEAD SPONSOR – \$100K **STANLEY PARK**

SOLD

PACKAGE INCLUDES

Complete **DIAMOND** Package **PLUS**

- Centre-court Branding

DIAMOND – \$50K

PACKAGE INCLUDES

Complete **PLATINUM** Package **PLUS**

- Branding on Homecourt Advantage T-Shirts
- Logo recognition at all events

GOLD – \$15K

PACKAGE INCLUDES

Complete **SILVER** Package **PLUS**

- Recognition on Construction Signage
- Recognition on social media

LEAD SPONSOR – \$100K **OAK STREET PARK**

PACKAGE INCLUDES

Complete **DIAMOND** Package **PLUS**

- Centre-court Branding

PLATINUM – \$25K

PACKAGE INCLUDES

Complete **GOLD** Package **PLUS**

- Logo recognition on park plaque

SILVER – \$7.5K

PACKAGE INCLUDES

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



HOMECOURT ADVANTAGE **IS PROUDLY SUPPORTED BY**



**FOR MORE INFORMATION OR
SPONSORSHIP OPPORTUNITIES
PLEASE CONTACT:**

Anastasia Testani
Lifetime Developments

anastasia@lifetimedevolutions.com
647-880-5753

For Media/PR:

Rebecca Risen (NKPR)
rebecca@nkpr.net
416-558-1733

homecourtadv.com

