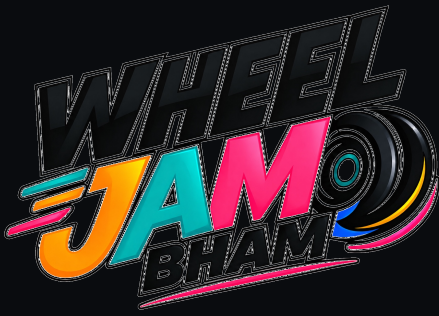


PRESENTED BY BIG IMPACT ALLIANCE



SOMETHING NEW IS COMING TO BIRMINGHAM.

BE PART OF IT FROM THE BEGINNING.

A new signature experience bringing skating, music, wellness, family, culture and community together for one unforgettable day.

DON'T WAIT TO SEE WHAT IT BECOMES.

HELP BIRMINGHAM EXPERIENCE IT FIRST.

2027 FOUNDING PARTNERSHIPS NOW OPEN

\$5,000 - \$100,000+

1 EXCLUSIVE NAMING RIGHTS PARTNER

3 PRESENTING PARTNERS

LIMITED SIGNATURE EXPERIENCES + IMPACT ADD-ONS

A new Birmingham tradition in the making.

Wheel Jam Birmingham is a citywide, all-ages experience built around movement, purpose and culture. The core community experience is free to attend, while distinct paid competition programming, vendor participation and corporate partnerships help build a sustainable event model.

2027

LAUNCH YEAR

FREE

CORE COMMUNITY ACCESS

BHM

BUILT FOR BIRMINGHAM

SKATE. GIVE. INSPIRE. IMPACT.

Not another generic festival. Wheel Jam is designed around a recognizable participation hook - skating - and layers wellness, family experiences, local business, purpose and live entertainment around it.

A city ready for a new shared experience.

COMMUNITY	A reason for neighborhoods, families, companies, schools and organizations to gather together.
MOVEMENT	A highly participatory event centered on skating, recreation and active fun.
CULTURE	Music, local talent, food, marketplace activity and Birmingham identity woven into the day.
VISIBILITY	A platform capable of bringing residents, partners and visitors into a highly visible public experience.
PURPOSE	Skate for Purpose connects participation to causes, people and community impact.
GROWTH	A Birmingham-first property designed to mature responsibly into a recognizable annual tradition.

One event. An entire city experience.

UP TO 3,500

PEOPLE. ONE SHARED EXPERIENCE.

Working attendance planning target only. Final capacity is subject to the selected venue, route, public-safety plan and agency approvals.

6+

CORE EXPERIENCE AREAS

1

CITYWIDE PURPOSE MOVEMENT

1

MAJOR LIVE SHOWCASE

Six reasons to stay all day.

SKATE FOR PURPOSE

Community Skate-A-Thon built around teams, causes and participation.

SKATE COMPETITION

Separate paid competitive experience for registered pairs and crews.

WELLNESS VILLAGE

Screenings, prevention education, health resources and approved partners.

KIDS + FAMILY

Family activities plus an approved foam/cool-down experience.

FOOD + MARKETPLACE

Food trucks, retail vendors and community-resource participation.

HALFTIME SHOWCASE

Live entertainment and stage programming anchoring the later-day experience.

From purpose to celebration.

ARRIVE	Check-in, teams, opening and guest welcome.
ROLL FOR PURPOSE	Community Skate for Purpose on the approved route/footprint.
COMPETE + EXPLORE	Competition runs alongside wellness, marketplace and family experiences.
CONNECT	Sponsors, nonprofits, health partners and local businesses engage guests.
CELEBRATE	Halftime Showcase and live entertainment create a shared cultural moment.
RESTORE	Managed departure, breakdown, cleanup and site restoration.

In the heart of Birmingham.

Preliminary concept - final venue, route and public-way use remain subject to approval.

RAILROAD PARK

Potential start / staging anchor:
check-in, teams, opening, hydration
and medical support.

HISTORIC 4TH AVENUE

Potential cultural / purpose
connection if supported by the
approved route.

CITY WALK BHAM

Potential destination / festival
anchor for wellness, family,
marketplace and entertainment.

THE ROUTE IS NOT FINAL.

Wheel Jam will not advertise an unapproved street course. The route should be engineered with Birmingham around safety, emergency access, traffic control, business access and participant flow.

Roll for something bigger.

The mission-centered heart of Wheel Jam is a mass-participation community skate designed around teams, causes and personal meaning.

COMMUNITY PARTICIPATION

A broad, noncompetitive experience separate from the paid skate competition.

TEAMS + CAUSES

Companies, schools, churches, nonprofits, clubs and families can participate around purpose.

I ROLL FOR...

A simple storytelling platform connecting each participant to a person, cause or reason.

PARTNER VALUE

A natural platform for companies that want employee engagement and visible community impact.

THE COMPETITION

A stage for skaters to shine.

A separate paid competition adds energy, skill and a clear competitive element without changing the free core community experience.

PAIR / DUO	\$25 registration for two skaters.
CREW	\$50 registration for groups of 3-6 skaters.
PRIZE EXPERIENCE	Registration supports the competitive experience and prize structure.
BRANDABLE ASSET	One exclusive Signature Experience partnership can own the competition association.

Health that meets people where they are.

The Wellness Village brings preventive health, screenings, education and community resources into an event people already want to attend.

SCREENINGS	Approved health-screening opportunities.
PREVENTION	Education, prevention and resource navigation.
HYDRATION + REST	Hydration, shade/rest and heat-aware guest care.
PARTNERS	Health systems, insurers, nonprofits and community organizations.

A reason for the whole family to stay.

Wheel Jam is designed as an all-ages experience with dedicated family programming rather than an adult event with children added later.

- FAMILY ACTIVITIES**

Interactive experiences designed for broad age participation.
- COOL-DOWN**

Approved foam/cool-down feature subject to venue, drainage and safety requirements.
- ACCESS**

Free core admission supports family accessibility.
- OWNABLE EXPERIENCE**

One exclusive Kids + Family Signature Experience partnership.

Birmingham on stage.

Live entertainment expands Wheel Jam from a skate event into a full cultural experience while giving the later-day program a major shared moment.

HALFTIME SHOWCASE	A major stage moment integrated into the event-day flow.
LOCAL + FEATURED TALENT	Programming can combine Birmingham talent with contracted entertainment.
PRODUCTION	Stage, sound, lighting, power and backstage infrastructure scaled to final plan.
OWNABLE EXPERIENCE	One exclusive Halftime Showcase Signature Experience partnership.

Food. Marketplace. Community.

Wheel Jam creates structured opportunities for approved food, retail and community-resource participation.

RESOURCE LISTING	\$50 - listing only; no tent/table/on-site activation.
WELLNESS SPACE	\$100 - approved health education, screening or prevention partner.
RETAIL VENDOR	\$150 - approved merchandise / retail space.
FOOD VENDOR	\$250 - approved food truck / food vendor space.
CORPORATE ACTIVATION	\$500+ - branded activation footprint.

Impact people can see and feel.

ACTIVE

COMMUNITY PARTICIPATION

LOCAL

VENDOR + BUSINESS VISIBILITY

FAMILY

ALL-AGES ENGAGEMENT

HEALTH + WELLNESS

Preventive-health resources embedded in a high-energy public experience.

YOUTH + FAMILY

A positive, all-ages destination with purposeful programming.

DOWNTOWN ACTIVITY

A new reason to activate Birmingham's public and cultural spaces.

CIVIC IDENTITY

A Birmingham-first tradition that can grow without losing its local identity.

See the difference at a glance.

Final benefits, category rights and activation details are confirmed in each partner agreement.

BENEFIT	\$100K+	\$50K	\$25K	\$15K	\$10K	\$5K
	NAMING	PRESENTING	SIGNATURE	IMPACT	COMMUNITY	SUPPORTING
EVENT-WIDE NAMING LOCKUP	YES	-	-	-	-	-
PRESENTING STATUS	YES	YES	-	-	-	-
SIGNATURE EXPERIENCE OWNERSHIP	OPT	OPT	YES	-	-	-
CATEGORY EXCLUSIVITY	NEG	NEG	ASSET	-	-	-
TOP-TIER LOGO HIERARCHY	1ST	2ND	3RD	4TH	5TH	6TH
ON-SITE BRAND ACTIVATION	YES	YES	YES	YES	SEL	SEL
STAGE / LIVE RECOGNITION	YES	YES	YES	SEL	SEL	-
WEBSITE + DIGITAL RECOGNITION	YES	YES	YES	YES	YES	YES
CORPORATE TEAM / VOLUNTEER ACCESS	YES	YES	YES	YES	ADD	ADD
IMPACT MENU ADD-ONS	YES	YES	YES	YES	YES	YES

KEY OPT = available option NEG = negotiated ASSET = exclusive to selected experience SEL = selected benefits ADD = available add-on

THE RULE THAT PROTECTS PARTNER VALUE

Add-ons deepen a partnership but do not elevate its official title. Naming Rights remains one exclusive opportunity. Conflicting category exclusivity will not be sold, and exclusive assets are secured by executed agreement.

What we need to build it responsibly.

VENUE + DATE	Help advance the strongest available 2027 footprint and operating window.
ROUTE + RIGHT-OF-WAY	Feasibility, street blockage, traffic control and emergency/business access.
PUBLIC SAFETY	Coordination around Police, Fire/EMS, security, medical and emergency planning.
PERMITTING	Clear pathway for applicable venue, food, vendor, temporary-structure and public-space requirements.
INFRASTRUCTURE	Coordination on sanitation, waste, transportation, power, signage and guest operations.
COMMUNITY CONNECTIONS	Support introductions, promotion and participation across Birmingham and Jefferson County.

Don't just sponsor an event. Help launch a Birmingham tradition.

\$5K - \$100K+

LIMITED INVENTORY. REAL OWNERSHIP. BUILT-IN SCARCITY.

Partnership levels establish a brand's official status. Available Impact Menu add-ons can deepen activation, hospitality, employee engagement or infrastructure support without changing the base title.

1

NAMING RIGHTS

3

PRESENTING PARTNERS

LIMITED

SIGNATURE EXPERIENCES

Choose your level. Then build your impact.

\$100K+

NAMING RIGHTS PARTNER

1 only - exclusive event-wide 'presented by' naming association.

\$50K

PRESENTING PARTNER

Up to 3 - major event-wide status beneath Naming Rights.

\$25K

SIGNATURE EXPERIENCE

Limited - own one available major experience/category.

\$15K

IMPACT PARTNER

High-visibility community or infrastructure support.

\$10K

COMMUNITY PARTNER

Strong recognition plus selected engagement benefits.

\$5K

SUPPORTING PARTNER

Accessible corporate entry point with meaningful visibility.

ONE NAME. ONE OPPORTUNITY.

Exclusive Naming Rights Partner

\$100,000+

WHEEL JAM BIRMINGHAM

presented by

[YOUR BRAND]

Only one partner receives event-wide 'presented by' naming association. Premium logo hierarchy, negotiated category rights, activation, hospitality and recognition are documented by agreement and protected against conflicting sales.

ONCE IT'S TAKEN, IT'S GONE.

Signature Experience Partnerships - \$25,000 each.

One partner per available signature experience unless otherwise negotiated.

SKATE FOR PURPOSE
1 available

WELLNESS VILLAGE
1 available

KIDS + FAMILY
1 available

SKATE COMPETITION
1 available

HALFTIME SHOWCASE
1 available

COMMUNITY IMPACT
1 available

Availability is first committed / contracted, first secured and subject to non-conflict with higher-level partner rights.

Every partnership can become more valuable.

Partners may add available opportunities from the Impact Menu. Add-ons expand the relationship but do not change the sponsor's official partnership title.

BRAND ACTIVATION

Expanded footprint, sampling, interactive guest engagement.

EMPLOYEE ENGAGEMENT

Corporate teams, volunteer opportunities and staff participation.

HOSPITALITY

VIP/partner hospitality, guest credentials and approved viewing opportunities.

COMMUNITY IMPACT

Youth/family support, skater support, wellness resources and volunteer support.

EVENT INFRASTRUCTURE

Hydration, signage, mobility, sanitation, safety, production or hospitality.

CUSTOM OPPORTUNITY

A mutually developed asset that fits the brand and does not conflict with exclusivity.

BIRMINGHAM, LET'S ROLL.

Something new is coming. Be one of the partners that made it happen.

BE THERE FROM THE BEGINNING.

Founding partnerships are now open. Naming Rights, Presenting and Signature Experience inventory is intentionally limited.

SECURE YOUR PLACE.

Choose your level. Choose your impact. Help launch it.

Amyah McKenzie | Event Coordinator

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