

FITNESS COMPETITION RECREATION ACTIVATION SPORT



2026
ATHLETIC BUSINESS MAGAZINE
AQUATIC
DESIGN
PORTFOLIO

2026
ATHLETIC BUSINESS MAGAZINE
AQUATICS INTERNATIONAL
DREAM
DESIGNS
HONOREE

TRANSFORM
YOUR POOL
WITH THE PUSH OF A BUTTON
RETRACTS IN 60 SECONDS

2026
HOSPITALITY & REAL ESTATE
CITY BUSINESS
CAPSTONE
AWARD
WINNER

2026
ATHLETIC BUSINESS MAGAZINE
ARCHITECTURAL
SHOWCASE



NinjaCross™ — the retractable obstacle course.

Indoor or Outdoor

Retracts in 60 Seconds On-Demand

Developed for facilities battling empty schedules and still waters, the system deploys in under 60 seconds to supplement profitable programming – from high-intensity, low-impact exercise to fan-driven competitive events. Generate new member loyalty, sales and new revenue streams with paid memberships, entrance fees and center-of-attention events.

- Differentiate your facility from the competition
- Zero interference with existing programs
- Member Retention - Member Acquisition - New Revenue Streams

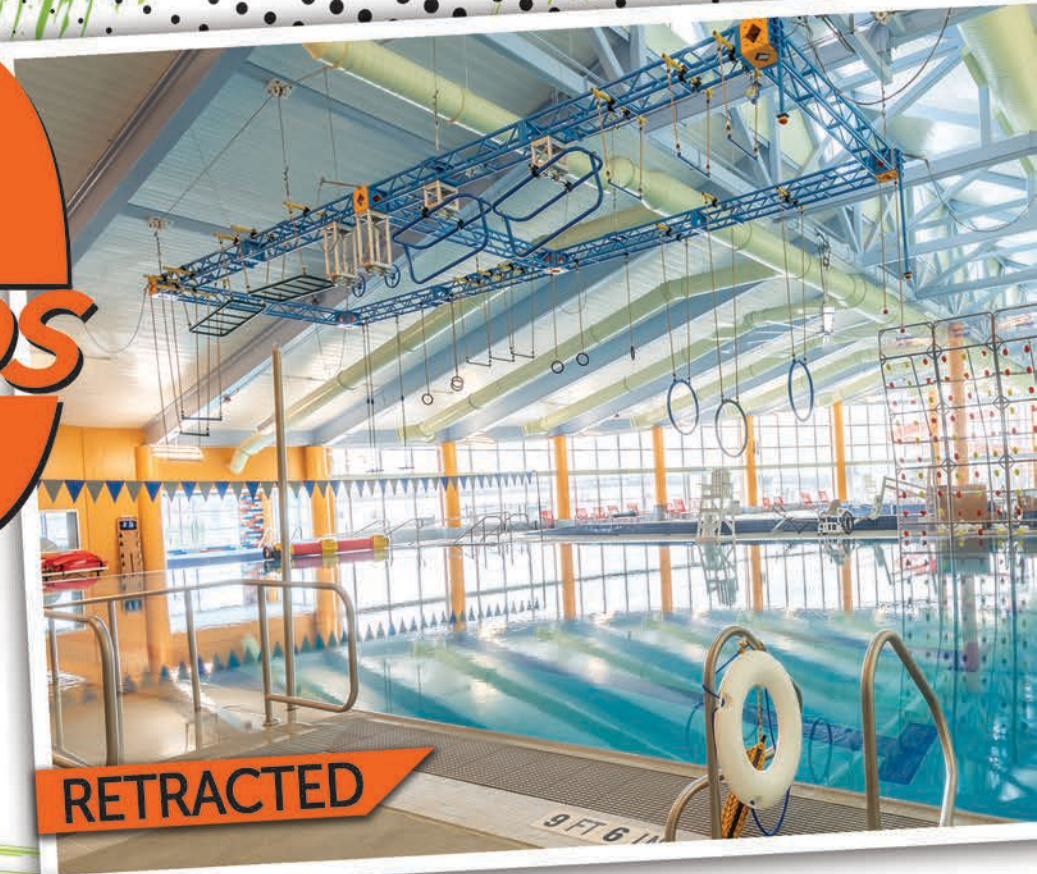
**Welcome to the new
ARENA IN AQUATICS.**

Drive sponsorship
dollars through
corporate naming
rights opportunities
& partnerships.

Ask about our
upgraded display!
Display sponsors,
announcements,
facility schedules,
etc with our CTS
(computer to screen)
feature.

less than

60 SECONDS



RETRACTED



DEPLOYED

Change the aquatic facility game with **NinjaCross.**

With the simple push of a button, you can transform your flat water into a challenging & rewarding obstacle course! **GAME ON!**

SAND MOUNTAIN
PARK & AMPHITHEATER
ALBERTVILLE, AL



NEW REVENUE AND EXCLUSIVITY. GAME CHANGER.

“Owners have begun signing exclusivity agreements for their territory as they see the real marketing value NinjaCross™ can add. New members. Retention. New revenue. Sponsors. Game on.

~Kyle Rieger, Managing Partner, NinjaCross Systems

Albertville, Alabama reinvigorates Sand Mountain Park & Amphitheater indoor aquatics facility with NinjaCross™ System.

When looking to reinvigorate an indoor aquatics facility, Albertville, Alabama wanted to stand out from the crowd. Not only did the NinjaCross retractable obstacle course fit that bill, but they upped their game by creating an exclusive three-year partnership that makes their facility the only one of its kind in the entire state.

"Our team at SMPA is excited to add a new experience for our members and guests that you cannot get anywhere else in Alabama," says Brent Boatwright, General Manager of Sand Mountain Park & Amphitheater. "NinjaCross™ will be a great addition to our facility that will add to our mission of enhancing the mental and physical well-being of our region."





SPONSORS, SPECTATORS GRANTS & NEW REVENUE...

With the simple push of a button, facilities can combat downtime, drive sponsorship dollars, and boost revenue with NinjaCross™.

The City of Williston, North Dakota went years without a community pool. In a true testament of the power of community, Williston Water World was funded through a public-private partnership centered around more than \$15 to \$17 million raised by private donors, local fundraising, and community grants.

Community Fundraising: The all-volunteer Williston Community Builders and its Pool Action Committee (PAC) drove the multi-year campaign starting in 2020/2021.

Creative Events: They organized local events like golf tournaments, community concerts, and themed fundraisers (e.g., "Pumping for a Pool" and "Pints for a Pool").

Grants and Support: The project applied for over 50 grants, including a matching grant from the North Dakota Parks & Recreation Department, and received local economic assistance via Williston Economic Development's STAR Fund.

Land Contribution: The City of Williston donated a 3-acre site for the facility as part of a land swap.

Major Pledges: Major private donors stepped in during the groundbreaking phase to ensure the entire \$15.7+ million project could be built at once rather than in delayed phases.



UNIVERSITY OF
SOUTH DAKOTA
WELLNESS CENTER NATATORIUM
VERMILLION, SD

ELEVATING HEALTH, COMPETITION, AND COMMUNITY

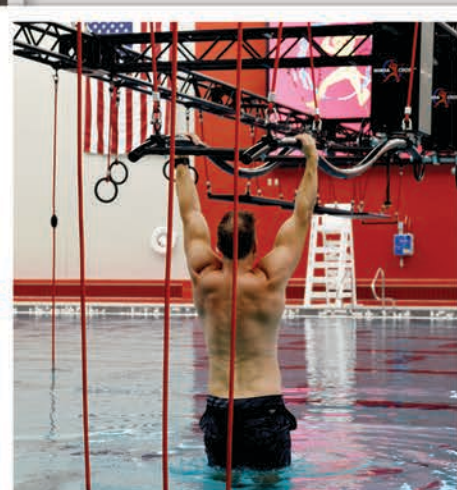
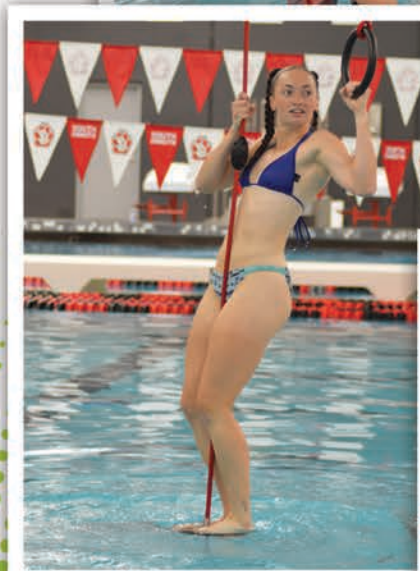
When the University of South Dakota set out to enhance its campus recreation and competitive sports offerings, the vision was clear: create a best-in-class aquatics venue that would serve students, athletes, and the Vermillion community alike.

Built in part with support from the City of Vermillion, the aquatic facility adds an estimated 45,800 gross square feet to the existing Wellness Center. It allows USD to host everything from public swimming classes to large swimming competitions, providing many new opportunities in water fitness and wellness for all age groups.

The natatorium houses an Olympic-sized competition pool, activity pool, NinjaCross™ aquatic obstacle course, multipurpose room, hot tub, steam room, athletic locker rooms, expanded wellness locker rooms, meet management room, coaches' offices and lifeguard room.

“One of the most exciting features of the expansion will be the addition of NinjaCross™, a fully customizable obstacle course that can be raised or lowered from the ceiling in under 60 seconds. This obstacle course will create three-dimensional challenges for swimmers and exercisers for all ages & any fitness level.

~Sheila Gestring, President
University of South Dakota



MARGARET CARPENTER
RECREATION CENTER
THORNTON, CO

CELEBRATING SUCCESS

The City of Thornton breathes new life
into aging facility by re-imagining aquatics.

NinjaCross is proud to be a part of this incredible \$14 million renovation to the Margaret Carpenter Recreation Center.

"The ability to retrofit to aging facilities both indoor & outdoors is a game changer for operators, architects & aquatics design firms. Our engineers are licensed in all 50 states and experienced with steel, concrete, timber & glulam structures. We are able to take an otherwise "vanilla", aging facility and introduce a unique amenity that creates a destination for members they cannot experience anywhere else. Owners have begun signing exclusivity agreements for their territory as they see the real marketing value NinjaCross™ can add. **New members. Retention. New revenue. Sponsors. Game on.**"

~ Kyle Rieger, Managing Partner, NinjaCross™ Systems



Our clients are constantly seeking out new ways to keep people returning to their pools again and again. With the push of a button, to be able to transform otherwise flat water into an engaging, challenging and rewarding obstacle course? Wow
-The NinjaCross System definitely delivers!

~ Robert (Bob) McDonald



Athletic Business
ELEVATING FACILITIES. EMPOWERING PROGRAMS. EMPOWERING LEADERS.
ATHLETICBUSINESS.COM



Congratulations to the City of Thornton and everyone at Margaret Carpenter Recreation Center on receiving the Colorado Parks & Recreation Association — Columbine Award for Design for a Renovated Facility!



FEATURED IN 2023 ATHLETIC BUSINESS
ARCHITECTURAL SHOWCASE

36TH ANNUAL
ARCHITECTURAL
SHOWCASE

MORE THAN ENTERTAINMENT



It's Physical Therapy.
It's Group Fitness.
It's Personal Training.
It's Sports Training.
It's Competitions.
It's Team Building.

Unique NinjaCross
Programming Revolutionizes
Fitness and Increases Profits.

Let NinjaCross™ transform your facility into a hub of fitness innovation and community excitement!

Forget empty schedules and still waters. Supplement profitable programming from high-intensity, low-impact exercise to fan driven competitive events. Generate new member loyalty, sales and new revenue streams with paid memberships, entrance fees and events.

Programming Opportunities Are Endless...

- HIIT - Boot Camps
- Military & Intramurals
- Swim Teams
- Student Athletes
- High Schools
- Leagues & Tournaments
- Birthday Parties
- Physical Therapy
- Local Gym Partnerships
- Circuit Training (with up to 10 people at a time)
- Conditioning & Strength Training
- Adaptive Athlete
- Sponsorships & Summer Camps
- Corporate Outings

Why NinjaCross?

- | | |
|---------------------|-----------------------------|
| Attract new member | Member retention |
| New revenue streams | Target wide user groups |
| Aid cost-recovery | Boost pool utilization |
| Combat downtime | Zero setup & breakdown time |
| High throughput | Create 2 pools in 1 |

NINJACROSS™ has helped facilities raise close to \$10M for their projects through grants, sponsorships & naming rights...attract sponsors in perpetuity for year-after-year revenue and offset operational costs.

PROGRAMMING REVENUE STREAMS PROFIT CENTERS

Target Populations...

CHILDREN

Healthier than weight training

ACTIVE ADULTS

Bouyancy assisted

Easier on joint

Low impact

SILVER DOLPHINS

push/pull exercises, core, lower body kicking, resistance & leg lifts

OUTDOOR WORKOUT

FUNCTIONAL FITNESS FANS

Highlight:

Personal Training

Small Groups

Group Fitness & Boot Camp

Circuit Training

Cross-Fit Style

Kid Fitness

Para-athlete Fitness

Fitness Competitions



From beginners to athletes, children to seniors, the NINJACROSS™ delivers additional revenue potential with specialty programs ranging from one-on-one training to bootcamps and group classes.

— Nick Bolton, Celebrity Trainer
Owner of Fire House Fitness





MEET THE

MINI NINJA

Small But Mighty...

Have an existing space that needs an update? Planning a new facility that stands out from the crowd? Scratch the lily pad & amplify the fun with the new Mini-Ninja!

The Mini-Ninja delivers the excitement of our standard system but is designed to fit a tighter space while saving money.

- Ideal for replacing a lily pad walk or net climb system
- Indoor or outdoor
- Anchors into existing concrete slab or concrete piers
- 1 lane or 2 lane systems available
- Available in spans up to 60' in length
- Select from our library of interchangeable obstacles
- Installs in 2 day by facility staff



Challenged Athletes Foundation
& Mission 43 Headquarters –
**THE IDAHO OUTDOOR
FIELDHOUSE**



Accessible Recreation for Veterans and Athletes with Physical Disabilities

J.A. and Kathryn Albertson Family Foundation, Mission 43, & Challenged Athletes Foundation celebrate completion of Boise, Idaho premier training facility — setting the bar for accessible world-class recreation.

"It's a campus designed to redefine boundaries, shatter barriers, and create a future where individuals, regardless of ability, can thrive in a world-class recreational environment," said Roger Quarles, Executive Director, J.A. & Kathryn Albertson Family Foundation.

From an aquatic center, gymnasium, rock climbing wall, ninja warrior course, outdoor track, and functional fitness areas – to conference rooms, administrative offices and a Hyperbaric Oxygen Therapy chamber, the 46,000 square-foot facility has been designed to create an inclusive and empowering environment for military veterans and athletes with physical disabilities.



Most people don't consider hydrotherapy, or aquatic exercise, a form of exercise unless you're hurt, or old.

Whether you want to compete in a league, tournament, against your own best time, or work on your develop strength using buoyancy to propel you in a way not possible on land-based calisthenics; our system offers a safe environment to build strength and naturally assist proper form.

~Kyle Rieger, Managing Partner, NinjaCross Systems



SEA OF DISCS

Customize Your Challenges & Courses.

The NinjaCross™ was creatively designed with interchangeable obstacles that are fully customizable to continually create new courses and challenges with a range of difficulty. With nearly 30 obstacles placed above, below and on the water, courses create three-dimensional challenges for swimmers and aquatics exercisers of all ages and at any fitness level.

Meet the OBSTACLES



FIDGET SPINNER



FLYING SQUIRREL

NORTHGLENN
RECREATION CENTER
NORTHGLENN, CO



DON'T LAY DORMANT DOMINATE

Northglenn Rec Center Reinvests In Their Community.

Northglenn officials believe going Ninja style could kick-start the city's indoor lap pool.

"NinjaCross™ is a fantastic addition," said Recreation Manager Justin Perdue, in a news release. "This facility opened in October 2021 and is an exceptional asset to Northglenn. Adding NinjaCross™ in 2024 further enhances our community's recreational options and provides a fresh, engaging way to stay active."

According to Northglenn's director of parks, recreation and culture, Amanda Peterson, there has been a steady increase in the number of people visiting the 87,887-square-foot facility since opening in 2021. "Even though the center is not that old we want to continue to evolve to meet the needs of as many people as we can," she said. "That's something we take very seriously."

"This project is a direct result of planning, partnership & execution with the City" says Kyle Rieger with NinjaCross™. "We began working with the City of Northglenn in 2022 to provide photos, video & copy to include with their grant application. In less than 12 months they were awarded grants totaling \$500,000 from 2 courses and we received the green light from City Council to proceed with their project."



**BLUE SURF BAY
WATERPARK**
CARSON ROSS COMMUNITY
RECREATION COMPLEX
BLUE SPRINGS, MO

BLUE SURF
Bay
WATERPARK

Comprehensive aquatic center has **SOMETHING FOR EVERYONE**

Since 2000, the community of Blue Springs, Missouri, has asked for an aquatics park with modern amenities like slides, lazy rivers, etc. Fast forward to November 3, 2022, and the city answered the call by breaking ground on Blue Surf Bay Waterpark.

Through an aquatics study a conceptual design was developed considering the residents' top desires. That was then included in a dedicated sales tax initiative for park improvements. The tax was passed with an 80% yes vote on April 2021.

Fast-forward to May 2024, Blue Surf Bay Waterpark now offers over 110,000 square feet of indoor and 60,000 square feet of outdoor are designed with inclusivity and accessibility top of mind.

Everyone said we wanted a new aquatics center, but never thought it would be like this. This is beyond what we thought. We are not trying to be better than anyone, just trying to be the best we can be while serving our community. Too many people settle for the ordinary. Try being extraordinary and see how the community responds.

~Dennis Dovel

Director of Parks and Recreation, City of Blue Springs MO

Blue Surf Bay stands at the intersection of multi-generational indoor recreation, wellness, and aquatics in a municipal facility. It reflects the community's needs, wants and desire to have the best possible quality of life amenities that support health, wellness, and unique programs where all ages and abilities can be active together!

~Brian Garvey, AIA DBIA LEED

Principal and Recreation Specialist, SFS Architecture





- 2024 Leading Edge Award
World Waterpark Association
- 2024 Industries Best Sports/
Entertainment Projects
Engineering News Record
- 2025 Aquatic Design Portfolio
Athletic Business Magazine
- 2026 Architectural Showcase
Athletic Business Magazine
- 2026 Aquatic Design Portfolio
Athletic Business Magazine
- 2026 Dream Designs Honoree
Aquatics International
- 2026 Capstone Award Winner
Hospitality & Real Estate
Kansas City Business Journal

PATENT NO. US 9,889,387 B2
Transform your pool with the push of a button - 60 second retraction time

“

It's truly been a pleasure working with the NinjaCross team before, during, and after construction. The system has been incredibly well-received by the community and is being used daily across all age groups. The flexibility of the course has allowed us to expand programming, host special events, and support a growing number of rentals.

Interest has been so strong that a few companies are now considering naming-rights opportunities. The public response has been overwhelming.

— Tony Tuck, Aquatic Manager, City of Pasco

NINJA
CROSS™

NINJACROSS SYSTEMS OVERLAND PARK, KS
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NinjaCrossSystems.com