

# PARTY for the PARKS

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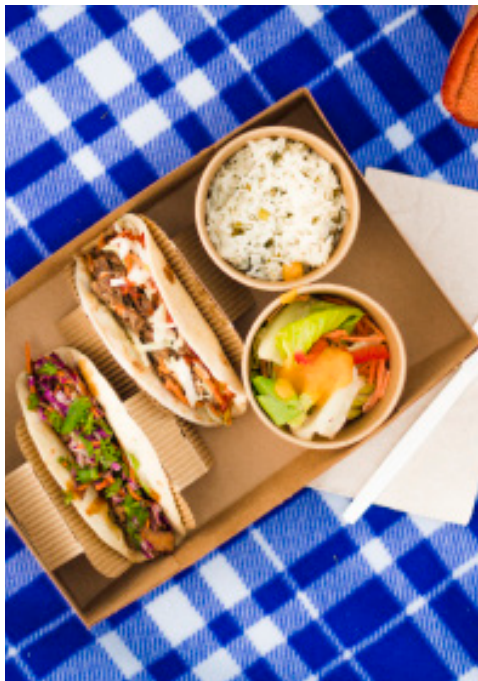


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## AUSTIN PARKS FOUNDATION

### WEDNESDAY, SEPTEMBER 30 | 6TH ANNUAL

Party for the Parks at Home will bring you the same local bites and tasty sips from the comfort of your home or in your neighborhood park with friends and family. Revelry and music will be delivered virtually, all to raise critical funds for our parks, trails and green spaces. Your sponsorship will be critical to the future of our beloved parks.



### WHY SPONSOR?

The importance and benefit of parks is more obvious than ever during this time. When our city needed green spaces most, our parks were ready thanks to Austin Park Foundation's (APF) 25-year commitment to improving parks. All proceeds from Party for the Parks benefit our work in caring for Austin's nearly 300 parks, including renovations at Georgian Acres and Little Walnut Creek, as well as ongoing care and maintenance of parks all across the city.

### SPONSOR BENEFITS

Sponsorship offers brand building and access to engaged, high-capacity individuals, plus digital and print recognition opportunities. Organizations seeking to gain exposure to influencers, corporate executives and government leaders, especially those who are active in our community and outdoor spaces, will benefit.

### CONTACT

LIZ RUSH-SMYTH, DEVELOPMENT MANAGER

[LIZ@AUSTINPARKS.ORG](mailto:LIZ@AUSTINPARKS.ORG) | 512-856-5328





# THE SPONSOR EXPERIENCE

Sponsorships are tailored to meet the needs and objectives of our corporate partners, and benefits include:

- VIP food and drinks, and an elevated cocktail experience
- Brand recognition in promotional materials including electronic/print media, and in food and beverage baskets being delivered and taken to-go.
- Dedicated volunteer park project managed by APF for your team.



# SPONSORSHIP BENEFITS BY LEVEL

BENEFITS	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000
BRAND RECOGNITION			
Paid Media + Press Release Inclusion	-	-	-
Official Naming Rights	Entertainment, Food, Signage or Activity Presented By [...]	-	-
Dedicated Social Posts	1 POST	-	-
Event Emails	LOGO	-	-
Digital Invitation	LOGO	LOGO	NAME
Event Website	LOGO	LOGO	NAME
Printed Recognition	LOGO	LOGO	NAME
PARTY EXPERIENCE			
VIP Food & Drinks + Delivery	16 VIP	12 VIP	8 VIP
2020 SPECIALTY BENEFITS			
See Next Page	✓	✓	✓





## ADDITIONAL BENEFITS

During the ongoing pandemic we have seen much higher engagement on all of our digital channels. We have put together the following benefits for Party for the Parks sponsors to receive brand recognition in addition to the standard sponsorship benefits on the previous page. **We are committed to properly recognizing our generous sponsors.**

### WEB

- Custom ad on Party for the Parks website
- Recognition on Party for the Parks blog footers

### EMAIL

- Special thank you linked to ads on Party for the Parks site, distributed via our August, September and October e-newsletters, sent to 26,000+ each month

### SOCIAL

- Semi-permanent highlights on Instagram

### PRINT

- Recognition in our winter direct mail piece sent to ~5,000 homes
- Recognition in Party for the Parks food & beverage baskets delivered to guests and taken to-go

BENEFIT	PLATINUM	GOLD	SILVER
AD ON P4P SITE	Full page	Shared page	Shared page
BLOG INCLUSION	Logo	Logo	Name
E-NEWS INCLUSION	Logo	Logo	Name
DIRECT MAIL	Logo	Logo	Name
PICNIC BASKET	Logo	Logo	Name
SOCIAL HIGHLIGHT	✓	✓	✓



# EVENT PROMOTION

## OUR AUDIENCE

- Socially conscious
- Austin influencers
- Business, non-profit and government leaders
- Outdoor and fitness oriented

## OWNED MEDIA

- APF website
- Party for the Parks website
- APF social media
- Direct emails to 26,000+ engaged constituents

## PAID MEDIA

- Tribeza
- Austin Monthly
- KUT/X

## EARNED MEDIA

- Spectrum News
- CultureMap
- Austin-American Statesman
- Community Impact
- Austin Chronicle
- KXAN
- The CW Austin
- Austin 360

## OUR REACH & ENGAGEMENT



**35,000+**

Social media followers



**26,500**

Engaged opt-in emails



**2 NEW**  
Video series



**163% Increase**  
in social engagements  
since shelter in place



**6.62% Click rate**  
industry average = 2.66%



**1100+**  
views thus far



# THANK YOU TO OUR 2019 SPONSORS

## PRESENTED BY



## WITH SUPPORT FROM



Akerman LLP | Jamil + Paige Alam | Alpheus Media | Catellus  
Cousins Properties | Endeavor Real Estate Group  
High Five Events | IBC Bank | Jackson Walker LLP  
Marrs Ellis & Hodge LLP | Maxwell Locke & Ritter, LLP  
Moreland Properties | Peached Tortilla | Riverside Resources  
St. David's Foundation | Ten Eyck Landscape Architects Inc.  
Trammell Crow | Urbanspace Real Estate + Interiors | YETI



## BECOME A SPONSOR

**Please return to APF by August 7, 2020 to secure your spot on the invitation:**

Austin Parks Foundation: 1023 Springdale Rd #4B, Austin, TX 78721

*Austin Parks Foundation is a 501(c)3 non-profit. Federal Tx ID# 74-2648803*

**Questions?** Contact Liz Rush-Smyth at [Liz@austinparks.org](mailto:Liz@austinparks.org) or 512-856-5328

### SPONSORSHIP LEVEL

☐ Platinum (\$20,000) ☐ Gold (\$10,000) ☐ Silver (\$5,000)

### PAYMENT OPTIONS

- ☐ My check payable to Austin Parks Foundation is enclosed  
☐ I will pay by credit card at [party.austinparks.org/sponsor](http://party.austinparks.org/sponsor)

### SPONSOR LISTING

Business/Recognition Name: \_\_\_\_\_  
(as you wish to appear in printed materials)

Address: \_\_\_\_\_  
Street City State Zip

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_