

PARTY for the PARKS

20



21

AUSTIN PARKS FOUNDATION

WEDNESDAY, SEPTEMBER 29 | 7TH ANNUAL

Party for the Parks will bring you the dinner, drinks and experiences you've come to enjoy whether we are at home or in-person. With a focus on local revelry, music, food and fun Party for the Parks raises critical funds for our parks, trails and green spaces. Your sponsorship will be critical.



WHY SPONSOR?

The importance and benefit of parks is more obvious than ever. When our city needed green spaces most, our parks were ready thanks to Austin Park Foundation's (APF) 28-year commitment to improving parks. All proceeds from Party for the Parks benefit our work in caring for Austin's nearly 300 parks, including large scale improvements and renovations, 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 | 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 and print applications on-site and before and after the big day.
- Dedicated volunteer park project managed by APF for your team.



SPONSORSHIP BENEFITS BY LEVEL

| BENEFITS | PRESENTING \$25,000 | PLATINUM \$20,000 | GOLD \$10,000 | SILVER \$5,000 |
|--------------------------------------|------------------------|---|------------------|-------------------|
| BRAND RECOGNITION | | | | |
| Paid Media + Press Release Inclusion | ✓ | - | - | - |
| Official Naming Rights | Presented By | Music, Food, Activity, etc. Presented By [...] | - | - |
| Dedicated Social Posts | 1 POST | 1 POST | - | - |
| Event Emails | LOGO | LOGO | - | - |
| Digital Invitation | LOGO | LOGO | LOGO | NAME |
| Event Website | LOGO | LOGO | LOGO | NAME |
| Printed Recognition | LOGO | LOGO | LOGO | NAME |
| PARTY EXPERIENCE | | | | |
| VIP Food & Drinks | 24 VIP | 20 VIP | 12 VIP | 6 VIP |
| 2021 SPECIALTY BENEFITS | | | | |
| See Next Page | ✓ | ✓ | ✓ | ✓ |

ADDITIONAL BENEFITS

In addition to the standard benefits on the previous page, we have put together the following benefits for Party for the Parks sponsors to receive brand recognition on our digital channels and through engagement activities. **If there are any other benefits your company finds valuable, we are more than willing to discuss customizations to meet your goals.**

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, as well as our Party for the Parks on-sale and reminder announcements, sent to 26,000+.

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 should the event need to be delivered to guests or taken to-go

| BENEFIT | PRESENTING | PLATINUM | GOLD | SILVER |
|------------------|------------|-----------|-------------|-------------|
| AD ON P4P SITE | Full page | Full page | Shared page | Shared page |
| BLOG INCLUSION | Logo | Logo | Logo | Name |
| EMAIL INCLUSION | Logo | Logo | Logo | Name |
| DIRECT MAIL | Logo | Logo | Logo | Name |
| PRINT INCLUSION | Logo | 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



35,700+

Social media followers



26,500

Engaged opt-in emails



2 NEW
Video series



Increased

social engagement
since shelter in place



6.34%

Click rate - industry
average = 2.66%



6,000+

views thus far

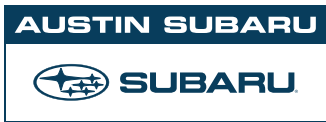


THANK YOU TO OUR 2020 SPONSORS

PRESENTED BY



SPONSORED BY



Brightmark | Brown Advisory | Catellus | Cousins Properties | Endeavor | IBC Bank
Jackson Walker, LLP | Lincoln Properties | Maxwell Locke & Ritter | Moreland Properties
Precision Management Company | Riverside Resources | SolarWinds | TBG Partners
Texas Mutual Insurance | Urbanspace Real Estate + Interiors

WITH SUPPORT FROM

Big Swig | Farm to Table | JuneShine | Kammok | Republic National Distributing Company
Tito's Handmade Vodka | TWANG | Union Wine Company | YETI | Zilker Brewing



BECOME A SPONSOR

Please return to APF by August 6, 2021 to secure your spot on the invitation:

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

Questions? Contact Liz Rush-Smyth at 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

SPONSOR LISTING

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

Address: _____
Street City State Zip

Contact Name: _____

Email: _____ Phone: _____

Signature: _____ Date: _____