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
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.
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PRESENTING $25,000</th>
<th>PLATINUM $20,000</th>
<th>GOLD $10,000</th>
<th>SILVER $5,000</th>
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<tr>
<td>BRAND RECOGNITION</td>
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<td>Paid Media + Press Release Inclusion</td>
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<tr>
<td>Official Naming Rights</td>
<td>Presented By</td>
<td>Music, Food, Activity, etc. Presented By [...]</td>
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<tr>
<td>Dedicated Social Posts</td>
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<td>Event Emails</td>
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<td>Digital Invitation</td>
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<td>Printed Recognition</td>
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<td>PARTY EXPERIENCE</td>
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<tr>
<td>VIP Food &amp; Drinks</td>
<td>24 VIP</td>
<td>20 VIP</td>
<td>12 VIP</td>
<td>6 VIP</td>
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<tr>
<td>2021 SPECIALTY BENEFITS</td>
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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

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<tr>
<td>AD ON P4P SITE</td>
<td>Full page</td>
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<td>Shared page</td>
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<td>BLOG INCLUSION</td>
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<td>EMAIL INCLUSION</td>
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<tr>
<td>SOCIAL HIGHLIGHT</td>
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</table>
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

OUR AUDIENCE

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

PAID MEDIA

• Tribeza
• Austin Monthly
• KUT/X

OWNED MEDIA

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

EARNED MEDIA

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

EVENT PROMOTION
THANK YOU TO
OUR 2020 SPONSORS

PRESENTED BY

SPONSORED BY

WITH SUPPORT FROM

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

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

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: _______________________________