

# PARTY for the PARKS

20



21

## AUSTIN PARKS FOUNDATION

### WEDNESDAY, OCTOBER 6TH | LIVE & IN-PERSON AT ACL MUSIC FEST

After a fully virtual party, and one of our most successful to date in 2020, we're excited to announce that this year's Party for the Parks will be back in person and for the first time ever, we'll be celebrating under the stars live from ACL Music Festival! Join Austin Parks Foundation and help us raise critical funds for our parks – the places that have kept us healthy, safe and sane over the past 16 months! Your sponsorship is critical to the success of our event.



### 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) 29-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

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# 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 COMMITTED SPONSORS

## SPONSORED BY

AUSTIN PARKS FOUNDATION PRESENTS

**AUSTIN CITY LIMITS<sup>®</sup>**  
**MUSIC FESTIVAL**



**SAGE CREEK**  
WEALTH MANAGEMENT  
OF  
**RAYMOND JAMES<sup>®</sup>**

**GSD & M**



**TexasMutual<sup>®</sup>**  
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Marrs, Ellis & Hodge | Maxwell Locke & Ritter | Urbanspace Real Estate + Interiors