



JOIN US OCTOBER 12

Party for the Parks is Austin Parks Foundation's biggest fundraiser of the year! With a focus on local revelry, music, food and fun Party for the Parks raises **essential** funds for our parks, trails and green spaces.

Your sponsorship will be critical.

WHY SPONSOR?

For 30 years, Austin Parks Foundation has worked tirelessly to pursue our mission of enhancing people's lives by improving our city's public parks, trails, and green spaces. With more people choosing to become residents of Austin, our parks are more loved than ever before.

All proceeds from Party for the Parks benefit our work in caring for Austin's nearly 400 parks, including large scale improvements and renovations, as well as ongoing care and maintenance of parks all across the city.



PARTY FOR
THE **PARKS**

THE SPONSOR EXPERIENCE



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.

SPONSOR BENEFITS

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, before and after the big day
- ▶ Dedicated volunteer park project managed by APF for your team
- ▶ Other benefits listed on the next page



**AUSTIN
PARKS**
FOUNDATION

PARTY FOR
THE **PARKS**

SPONSORSHIP BENEFITS

BY LEVEL

BRAND RECOGNITION	PRESENTING \$50,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000
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				
Backstage Access for 10	✓	✓	✓	✓
VIP Food & Drinks	24 VIP	20 VIP	12 VIP	6 VIP
2022 SPECIALTY BENEFITS				
See Next Page	✓	✓	✓	✓

MORE 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.

	PRESENTING	PLATINUM	GOLD	SILVER
Ad on P4P Website	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	✓	✓	✓	✓

WEB

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

SOCIAL

- Semi-permanent highlights on APF's Instagram

EMAIL

- Special thank you linked to ads on Party for the Parks site, distributed via our fall e-newsletters, as well as, our Party for the Parks on-sale and reminder announcements sent to 30,000+ subscribers



**AUSTIN
PARKS**
FOUNDATION

PARTY FOR
THE **PARKS**

EVENT PROMOTION

Our Audience Is

- 🚩 Socially Conscious
- 🚩 Austin Influencers
- 🚩 Business, Non-Profit & Government Leaders
- 🚩 Outdoor & Fitness Oriented

Our Reach & Engagement

- 🚩 45,500+ Followers
- 🚩 30,000+ Email Subscribers
- 🚩 6.34% Click Rate Industry Average 2.66%
- 🚩 7,000+ Views on Video Series

EARNED MEDIA

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

OWNED MEDIA

- 🚩 APF Website
- 🚩 Party for the Parks website
- 🚩 APF Social Media
- 🚩 Direct emails to 30K+ engaged constituents

PAID MEDIA

- 🚩 Tribeza
- 🚩 Austin Monthly
- 🚩 KUT/X

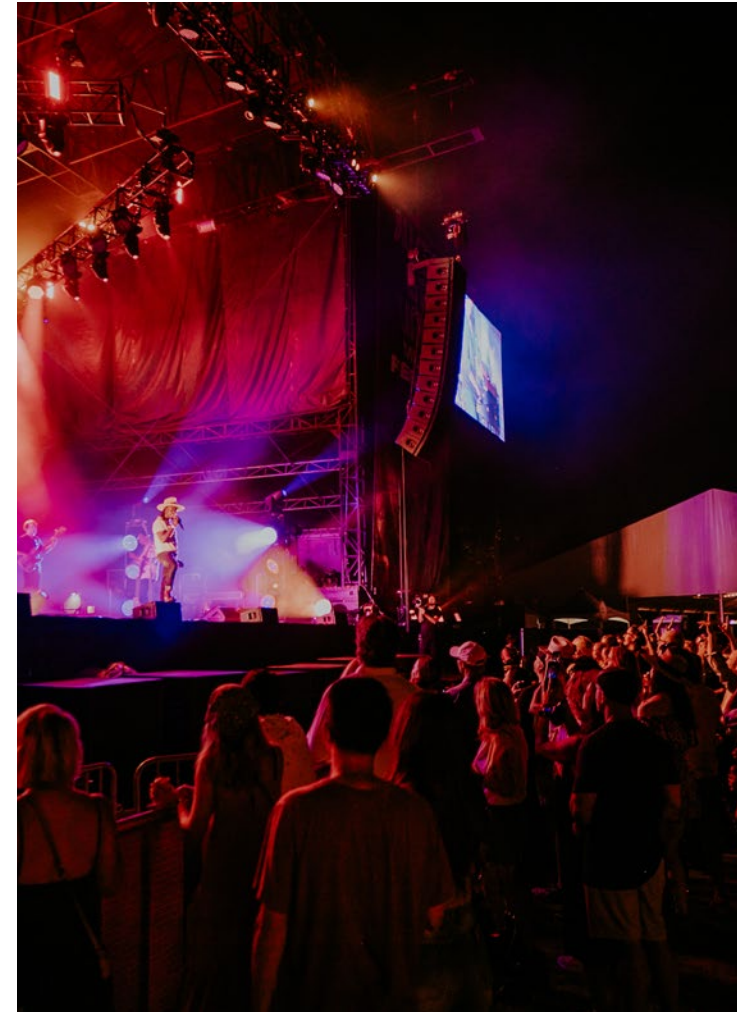


**AUSTIN
PARKS
FOUNDATION**

PARTY FOR
THE **PARKS**

BECOME A SPONSOR

Secure your 2022 Party for the Parks Sponsorship by August 5, 2022.
Questions? Contact development@austinparks.org



**AUSTIN
PARKS**
FOUNDATION

PARTY FOR
THE **PARKS**