

A FUNDRAISER FOR

# PARTY FOR THE PARKS

AUSTIN CITY LIMITS.  
MUSIC FESTIVAL

AUSTIN PARKS FOUNDATION

# JOIN US

# OCTOBER 9<sup>TH</sup>

## *About Party For The Parks*

Nestled inside Austin City Limits Music Festival in Zilker Park, the Party for the Parks fundraiser brings together 1,000 “Parks People” from across Austin for revelry and live music featuring awesome eats, treats, drinks, games, fun and fellowship.

Celebrating its 10th year, the 2024 event will be held within the ACL Festival grounds at Zilker Park in Austin, TX. Showcasing the best of the Platinum ACL festival experience, party goers will enjoy a premium experience that includes a private concert with an ACL artist [to be announced soon], an array of delish dining options, lounge and reserved seating, and libations from some of Austin’s best beverage purveyors all while helping to raise essential funds for our parks, trails and green spaces.



**30+ YEARS OF PEOPLE PLUS PARKS**

**PARTY FOR THE PARKS**

# WHAT TO EXPECT

## *Who*

Influential and engaged Austinites including government leaders, corporate executives and community mavens who share an enthusiasm for improving our outdoor spaces.

## *Where*

ACL Music Festival's Tito's Stage in Zilker Park (a stone's throw from Lady Bird Lake in Austin, TX)



## *What*

Private Concert with ACL artist (TBD) featuring a premium festival experience (think all-inclusive eats, treats and drinks with access to luxury restrooms, lounge seating and shuttle service).

## *When*

Wednesday, October 9th, 2024, 6 - 10 p.m.  
(Pre-Party for sponsors from 5:00-6:00 p.m.)



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# ABOUT US

## *Our Brand Story*

For 30+ years, Austin Parks Foundation (APF) has been connecting people and parks in Austin. Our programming and strategic vision are aimed at helping to fill the funding and resource gap for our parks, and we strive to ensure that every Austinite has access to great parks, trails and green spaces no matter their neighborhood.

## *Our Mission*

Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

## *Our Vision*

Austin Parks Foundation envisions a community in which the lives of all people are enriched through access to Austin's well-maintained parks system.



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# MAKE A BIG IMPRESSION



## *Our Reach & Engagement*

**50,500+**

**TOTAL FOLLOWERS**

(GROWTH IN AUDIENCE OF  
~4.2% SINCE OCTOBER 2023)

**930,500+**

**TOTAL IMPRESSIONS**

(JANUARY - DECEMBER 2023)

**35,000+**

**EMAIL SUBSCRIBERS**

**183,600+**

**VIDEO VIEWS**

# HOW YOUR SUPPORT HELPS

*As our city continues to grow,* Austin Parks Foundation has welcomed and invited all Austinites, new and native alike, to come together to preserve our beautiful green spaces. Through donations, advocacy, and volunteerism, you are ensuring these essential resources thrive for years to come.

In 2023, we completed some of our most successful projects to date, due largely in part to the strength of our community's involvement. A few of the major impacts we made in the community this past year are featured on the next page.



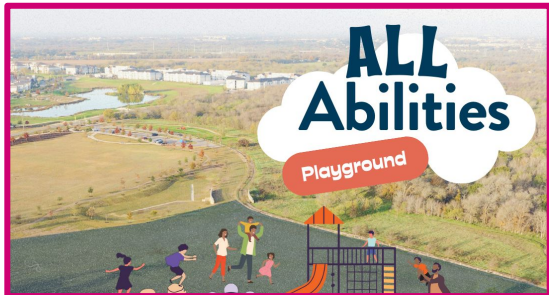
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# 2023 IMPACT

*Where your support goes...*



We started planning work on Austin's first public All Abilities Playground - which will be APF's largest project to date!



We celebrated the opening of the brand new Earl J. Pomerleau Pocket Park, in Northeast Austin.



We made a \$2M commitment to match the City of Austin's funds to provide manmade and natural shade structures at parks across Austin.



We awarded \$223,650 in ACL Music Festival Grants to fund improvements identified by community members at parks across the city.



Hosted 282 volunteer projects, including the 20th anniversary of It's My Park Day Spring and Fall, rallying volunteer labor from over 10,000 volunteers.

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

# GET INVOLVED

*Austin Parks Foundation* is pleased to offer a menu of partnership opportunities\* to meet the specific needs of our corporate partners and benefactors—featuring a variety of Party for the Parks benefits including VIP hospitality, promotional activities, signage, and effective marketing exposure—our packages are custom designed to meet your specific goals and objectives. We invite you to get involved and join us on our mission to enhance people’s lives by making our public parks, trails and green spaces better.

[Click Here for Sponsorship Levels](#)

[Click Here for Payment Form](#)

**\*To ensure inclusion in event marketing collateral, secure your sponsorship by September 1, 2024. For sponsorship inquiries, contact: [development@austinparks.org](mailto:development@austinparks.org)**



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# PARTNER BENEFITS OVERVIEW

## *Brand & Logo Exposure*

### **Onsite opportunities Include:**

- Naming rights
- Signage
- Stage PA's
- Printed program
- Slide show
- And more!

### **Marketing opportunities include:**

- Email newsletter
- Event website
- Print media
- Digital/web ads
- Social media

## *Activation*

- Opportunity to install custom activation/ display space
- Opportunity to conduct contests and promotions using the P4P logo
- Opportunity to distribute promotional materials, samples or premium items to P4P attendees
- Opportunity to incorporate brand/media's talent into P4P programming
- Opportunity to provide content for P4P owned media assets

## *Hospitality*

- Ticket packages (includes seats, dinner, open bar and luxury shuttle service)
- **Invitation to the Pre-Party (NEW FOR 2024)**
- **Reserved seating (NEW FOR 2024)**
- **A custom corporate workday for up to 50 people (NEW FOR 2024)**
- Custom P4P sponsor gifts



<i>Exposure Benefits</i>	<i>Acorn \$2,500</i>	<i>Seedling \$5,000+</i>	<i>Sprout \$10,000+</i>	<i>Sapling \$25,000+</i>	<i>Oak \$50,000+</i>
Category exclusivity	N/A	N/A	N/A	N/A	Yes
Sampling/giveaways	N/A	N/A	Yes	Yes	Yes
Inclusion in press release	N/A	N/A	Yes	Yes	Yes
Naming/branding for an area of the event	N/A	N/A	Yes	Yes	Yes
Recognition during on-stage program	N/A	N/A	Yes	Yes	Yes
Social media campaign inclusion	Name	Yes	Yes	Custom	Custom
Slide show recognition	Name - Group	Logo - Group	Logo - Group	Logo - Individual	Logo - Individual
Email campaign	N/A	Logo	Logo	Logo	Logo
Recognition in printed event program	Name	Logo	Logo	Logo	Logo
Website inclusion	Name	Logo	Logo	Logo	Logo
Sponsor recognition on signage at event	Name	Logo	Logo	Logo	Logo

### *Hospitality Benefits*

*Acorn*  
\$2,500

*Seedling*  
\$5,000+

*Sprout*  
\$10,000+

*Sapling*  
\$25,000+

*Oak*  
\$50,000+

	Acorn	Seedling	Sprout	Sapling	Oak
Corporate workday for up to 50 people	N/A	N/A	Yes	Yes	Yes
<b>Reserved seating (NEW FOR 2024!)</b>	N/A	Half table of 6	1 table of 12	2 tables of 12	3 tables of 12
Official sponsor gift	Yes	Yes	Yes	Yes	Yes
<b>Pre-Party Access (NEW FOR 2024!)</b>	Yes	Yes	Yes	Yes	Yes
Ticket package	4	6	12	24	36
Early bird pricing for additional tickets	Yes	Yes	Yes	Yes	Yes

### *Friend of the Parks* \$1,000

- ★ 2 Tickets
- ★ Access to Pre-Party
- ★ Recognition in printed program, slideshow, website and event signage
- ★ Official sponsor gift

### *Activation Sponsor* \$5,000-\$10,000

- ★ 4-8 Tickets (*dependent on level*)
- ★ Activation space for sampling
- ★ Name/logo (*dependent on level*) recognition in social media, printed program, slideshow, website and event signage
- ★ Official sponsor gift