



JOIN US OCTOBER 7th

About Party For The Parks

Nestled inside the heart of Austin City Limits (ACL) Music Festival, Party for the Parks is one of the most coveted experiences in Zilker Park. This private, VIP celebration brings together 1,000 of Austin's most passionate park supporters for an unforgettable night of live music, great local bites, park-themed cocktails, and immersive activations. It's the only place where ACL energy meets a mission-driven purpose — and every moment helps fuel essential support for Austin's parks, trails, and green spaces.

When

Wednesday, October 7th, 2026, 6:00 - 10:00 p.m.
(Sponsor pre-party from 5:00 - 6:00 p.m.)

Where

On the grounds of ACL Music Festival at the Tito's Stage in Zilker Park



WHAT TO EXPECT

Celebrating its 12th year, the 2026 Party for the Parks will showcase the best of the Platinum ACL Festival experience. Party goers will enjoy a premium experience that includes a private concert with an ACL artist (artist TBD), an array of delish dining options, and libations from some of Austin's best beverage purveyors.

Past Bands Featured at Party for the Parks



2022
Spoon



2023
Portugal. The Man



2024
Orville Peck



2025
Passion Pit

SPONSORSHIP OPPORTUNITIES



HOSPITALITY BENEFITS

<i>Metro Park</i>	<i>District Park</i>	<i>Community Park</i>	<i>Neighborhood Park</i>	<i>Pocket Park</i>	<i>Friend of the Park</i>
\$35,000	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+

Number of tickets	36	24	12	6	4	2
Access to concert V.I.P. side stage	x					
Exclusive Party for the Parks gift	x	x				
Reserved seats for dinner and program	x	x	x	x		
Pre-party access	x	x	x	x	x	x
Official sponsor gift	x	x	x	x	x	x
Access to luxury comfort stations throughout event	x	x	x	x	x	x
Invite to band announcement party in summer 2026	x	x	x	x	x	x

* For sponsors \$5,000+, cost for additional seated tickets will be \$500 per ticket/seat

* For all sponsors, additional Party Passes (non-seated tickets) with pre-party access will be \$350 per Party Pass

RECOGNITION BENEFITS

<i>Metro Park</i>	<i>District Park</i>	<i>Community Park</i>	<i>Neighborhood Park</i>	<i>Pocket Park</i>	<i>Friend of the Park</i>
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Exclusive listing as Presenting Sponsor on all promotional materials	x				
Logo featured on live auction bidder paddles	x				
Inclusion in press release	x	x			
Social media post	x	x			
Branding for an area of the event	x	x	x		
Emcee recognition during on-stage program	x	x	x		
Activation space for product giveaways or sampling	x	x	x	x	
Instagram story shout out	x	x	x	x	
Inclusion in promotional email campaign	Logo	Logo	Logo	Logo	Name
Slideshow recognition	Logo	Logo	Logo	Logo	Name
Recognition in printed event program	Logo	Logo	Logo	Logo	Name
Recognition on signage at event	Logo	Logo	Logo	Logo	Name
Recognition on event website	Logo	Logo	Logo	Logo	Name

*In-kind donations will receive recognition benefits based on 50% of the fair market value of the donation.

MAKE A BIG IMPRESSION

Our Reach & Engagement

50,650+

TOTAL FOLLOWERS

(GROWTH IN AUDIENCE OF
~10.3% in 2025)

1.25M+

TOTAL IMPRESSIONS

(JANUARY - DECEMBER 2025)

37,660+

EMAIL SUBSCRIBERS

330.6K+

VIDEO VIEWS

ABOUT US

Our Story

For 30+ years, Austin Parks Foundation has been connecting people and parks in Austin. Our programs help fill the funding and resource gap for our parks. We strive to ensure that every Austinite has access to great parks, trails and green spaces no matter their neighborhood.

Our Impact

In 2025, we completed 282 park projects, worked on 220 parks across the city, and engaged 16,430 volunteers to improve parks across all of Austin. See below for some of our largest projects from 2025!



**AUSTIN
PARKS
FOUNDATION**

30+ YEARS OF PEOPLE PLUS PARKS

**PARTY FOR
THE
PARKS**



For more information, please contact:

Caitlyn Denham at caitlyn.denham@austinparks.org

To ensure inclusion in the event marketing collateral, secure your sponsorship by

September 1, 2026.

[Click here for the sponsorship payment form.](#)