



# AUSTIN PARKS FOUNDATION

## YEAR ROUND SPONSORSHIP

Austin Parks Foundation (APF) partners with our community to enhance people's lives by improving and preserving our public parks, trails and green spaces. Your sponsorship invests in APF's work to fill the gap between what the City's Parks and Recreation Department can afford and what the growing city of Austin needs. Sponsorship offers brand building, on-site access and recognition opportunities that can be tailored to meet your company's strategic objectives.



### WHY SPONSOR?

Companies looking for broad community visibility, especially among family and outdoor audiences, will benefit from year-round sponsorship recognition.

### SPONSOR BENEFITS

- Brand visibility on APF digital platforms and at signature initiatives such as It's My Park Day and Little Hummingbird Society.
- On-site access to events like Movies in the Park and tickets to Party for the Parks.
- Custom volunteer experiences for employees and an early invitation to volunteer with us at ACL Music Festival.



## 2020 SPONSORSHIP BENEFITS\*

BENEFITS	METRO \$20,000	DISTRICT \$10,000	COMMUNITY \$6,000	NEIGHBORHOOD \$3,000	POCKET \$1,000
BRAND RECOGNITION					
Social Media Feature	✓	-	-	-	-
Presenting Event	✓	✓	-	-	-
Movies in the Park	LOGO	LOGO	NAME	-	-
It's My Park Day (x2)	LOGO	LOGO	NAME	-	-
E-news	LOGO	LOGO	NAME	NAME	-
Web	LOGO	LOGO	NAME	NAME	NAME
Annual Report	NAME	NAME	NAME	NAME	NAME
ON-SITE EVENT ACCESS					
Movies in the Park	✓	✓	✓	-	-
Party for the Parks	8 VIP	4 VIP	4 VIP	2 VIP	2 VIP
EMPLOYEE ENGAGEMENT					
Exclusive Mission Event Access	✓	✓	✓	-	-
Custom Volunteer Experience	UP TO 100 PARTICIPANTS	UP TO 100 PARTICIPANTS	UP TO 50 PARTICIPANTS	UP TO 50 PARTICIPANTS	-
Early Invite to ACL Volunteering	✓	✓	✓	✓	✓

\*Due to COVID-19, Year Round Sponsor benefits are subject to change as we awaiting City of Austin events guidelines



# NEW VIRTUAL BENEFITS

As the COVID-19 pandemic has proven, the APF value of being nimble is more important than ever. We have seen much higher engagement on all of our digital channels during this time - that's why we have put together the following benefits for year round sponsors to receive brand recognition throughout our new virtual programming and marketing initiatives. **While our in-person event strategy is evolving as rapidly as the pandemic news, we will be in touch to discuss final decisions as they are available.**

## WEB

- Display ads embedded in select blogs
- Opportunity for advertorial/sponsored content on the APF website
- Presenting sponsorship of select blog content
- Logo/name recognition on select blog footers

## EMAIL

- Presenting sponsorship of select stand alone emails
- Opportunity for advertorial/sponsored content on the APF website to be sent via email

## SOCIAL

- Paid ad boosts
- Opportunity for advertorial/sponsored content on the APF website to be posted on APF channels as stand-alone posts or story series
- Re-shares of your content as stand alone post or story series
- Logo recognition on select posts
- Name recognition on select posts
- Semi-permanent highlights on Instagram

## LIVE + VIRTUAL EVENTS

- Presenting sponsorship of select panel calls and live events
- Opportunity to present live event surrounding your content and co-hosted by your organization and APF
- Shout outs during panel calls and live events
- Logo/name recognition on slide decks, emails and RSVP forms
- "Commercial" breaks during select events
- Display ads during or before select panel calls and live events
- Opportunity for swag bag delivery/pick up/ mailers for select events featuring your branded items

## VIDEO

- Logo/name recognition on educational videos posted to APF channels
- Logo/name recognition on Colin's CEO update videos

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WEB					
Blog Display Ads	✓	✓	-	-	-
Advertorial	✓	✓	-	-	-
Presenting Blog Content	✓	✓	✓	-	-
Blog Recognition	LOGO	LOGO	NAME	NAME	-
EMAIL					
Presenting Email Content	✓	✓	-	-	-
Advertorial Promo	✓	✓	-	-	-
SOCIAL					
Paid ad boosts	✓	✓	-	-	-
Post recognition	LOGO	LOGO	NAME	-	-
Advertorial promo	✓	✓	-	-	-
Content re-shares	✓	✓	✓	-	-
Instagram highlights	✓	✓	✓	✓	✓
LIVE + VIRTUAL EVENTS					
Presenting Sponsorship	✓	✓	-	-	-
Co-Hosting Event	✓	✓	-	-	-
Video ad opportunity	✓	✓	-	-	-
Display ad opportunity	✓	✓	✓	-	-
Verbal recognition	✓	✓	✓	-	-
Visual recognition	LOGO	LOGO	NAME	-	-
Branded item inclusion	✓	✓	✓	✓	✓
VIDEO					
CEO update recognition	LOGO	NAME	-	-	-
Video recognition	LOGO	LOGO	NAME	-	-





# BRAND RECOGNITION

## OUR AUDIENCE

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

## PAID MEDIA

- Tribeza
- Austin Monthly
- KUT/X
- Community Impact
- SoulCiti

## OWNED MEDIA

- APF website
- Party for the Parks website
- APF social media
- Direct emails to 25,000 engaged constituents

## EARNED MEDIA

- Spectrum News
- Austin-American Statesman
- Austin Chronicle
- KXAN
- Austin 360 & more!

## OUR REACH & ENGAGEMENT



**33,500+**

Social media followers



**26,800+**

Engaged opt-in emails



**2 NEW**

Video series



**163% Increase**

in social engagements  
since shelter in place



**5.23% Click rate**

industry average = 2.66%



**750+**

views thus far