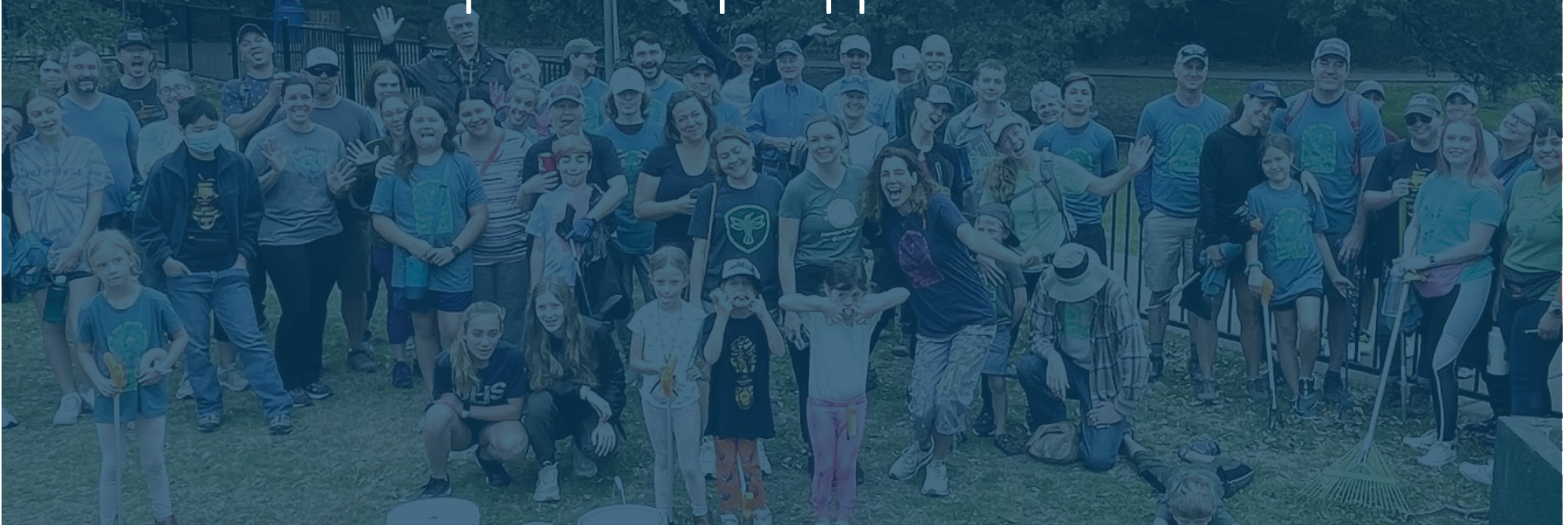




AUSTIN PARKS FOUNDATION

YEAR-ROUND Sponsorship Opportunities



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. Year-round sponsorship also offers many opportunities for employee engagement with the community.

SPONSOR BENEFITS

- ✓ Brand visibility on APF digital platforms and at signature initiatives such as **It's My Park Day** Spring and Fall, and the **In the Park Series**.
- ✓ On-site access to events like **Movies in the Park** and VIP passes to **Party for the Parks**.
- ✓ Custom volunteer experiences for employees and an early invitation for your team to volunteer with us at **ACL Music Festival**.



2023 SPONSORSHIP OPPORTUNITIES

	METRO \$20,000	DISTRICT \$10,000	COMMUNITY \$5,000	NEIGHBORHOOD \$3,000	POCKET \$1,000
BRAND RECOGNITION					
Social Media Feature	✓	--	--	--	--
Presenting Event	✓	✓	--	--	--
In the Park Series	LOGO	LOGO	LOGO	--	--
It's My Park Day (x2)	LOGO	LOGO	LOGO	--	--
E-news	LOGO	LOGO	NAME	NAME	--
Web	LOGO	LOGO	NAME	NAME	NAME
Annual Report	LOGO	LOGO	NAME	NAME	NAME
ON-SITE EVENT ACCESS					
In the Park Series	✓	✓	✓	--	--
Party for the Parks	6 VIP	4 VIP	2 VIP	--	--
EMPLOYEE ENGAGEMENT					
Exclusive Mission Event Access	✓	--	--	--	--
Custom Volunteer Experience (1)	UP TO 100 TWICE ANNUALLY	UP TO 100 PARTICIPANTS	UP TO 50 PARTICIPANTS	UP TO 50 PARTICIPANTS	--
Early Invite to ACL Volunteering	✓	✓	✓	✓	✓

BRAND RECOGNITION



OUR AUDIENCE

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

OWNED MEDIA

- ✓ APF website
- ✓ Party for the Parks website
- ✓ APF social media
- ✓ Direct emails to 32,000 engaged constituents

EARNED MEDIA

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

PAID MEDIA

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



45,000

Social media followers



300,000+

Website sessions (2022)



32,000+

Engaged opt-in emails



1.5 Million

YouTube views



58,000+

Social media impressions



65 Million

Media impressions





THANK YOU!



**AUSTIN PARKS
FOUNDATION**

PEOPLE PLUS PARKS

Sponsorship offers community visibility, employee engagement and recognition opportunities that can be tailored to meet your company's strategic objectives.

For more information about sponsorship opportunities email shannon@austinparks.org