



**AUSTIN
PARKS
FOUNDATION**



YEAR-ROUND
Sponsorship Opportunities

PEOPLE + PARKS



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, your sponsorship ensures these essential resources will thrive for years to come.

OUR 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.



HOW TO GET INVOLVED



APF is pleased to offer a menu of sponsorship opportunities for companies of all sizes. Opportunities begin at \$1,000 and all levels offer excellent benefits and the potential for customization.

METRO PARK SPONSORSHIP

\$20,000+

- Opportunity to be the presenting sponsor of an APF program
- Logo and link prominently featured on APF website
- Logo and link prominently featured on monthly e-newsletter
- Logo prominently featured at all In the Parks Series events
- Logo on It's My Park Day shirts (bi-annually)
- Tabling, sampling, giveaway opportunities at APF programs
- Six tickets to Party for the Parks
- Two custom volunteer opportunities per calendar year for up to 100 people

DISTRICT PARK SPONSORSHIP

\$10,000+

- Opportunity to be a named sponsor of an APF program
- Logo and link prominently featured on APF website
- Logo and link prominently featured on monthly e-newsletter
- Logo featured at all In the Parks Series events
- Logo on It's My Park Day shirts (bi-annually)
- Tabling, sampling, giveaway opportunities at APF programs
- Four tickets to Party for the Parks
- Two custom volunteer opportunities per calendar year for up to 50 people

COMMUNITY PARK SPONSORSHIP

\$5,000+

- Opportunity to be a sponsor of an APF program
- Logo and link on APF website
- Logo and link on monthly e-newsletter
- Logo featured at all In the Parks Series events
- Logo on It's My Park Day shirts (bi-annually)
- Tabling, sampling, giveaway opportunities at APF programs
- One custom volunteer opportunity per calendar year for up to 50 people

NEIGHBORHOOD PARK SPONSORSHIP

\$2,500+

- Name and link on APF website
- Name and link on monthly e-newsletter
- Tabling, sampling, giveaway opportunities at APF programs
- One custom volunteer opportunity per calendar year for up to 50 people

POCKET PARK SPONSORSHIP

\$1,000+

- Name and link on APF website

WHY SPONSOR?



COMMUNITY VISIBILITY

Austin Parks Foundation offers companies broad community visibility, especially among family and outdoor audiences.

BRAND VISIBILITY

Your company will be highlighted on APF's digital platforms, and at signature, city-wide initiatives such as It's My Park Day (spring and fall), the In the Park Series, and the Parks Summit.

IMPACT

Your sponsorship provides critical funds for our nearly 400 parks throughout Austin.

EMPLOYEE ENGAGEMENT

We offer volunteer projects all year long and provide custom volunteer experiences for employees, as well as an early invitation for your team to volunteer with us at ACL Music Festival.

COMMUNITY ENGAGEMENT

APF offers on-site access for tabling or giveaways at events like Movies in the Park and VIP passes to Party for the Parks, our annual fundraiser held on the Austin City Limits Music Festival grounds.

OUR REACH & ENGAGEMENT

46,000+
TOTAL FOLLOWERS
~6% growth in audience*

755,000+
TOTAL IMPRESSIONS
~6% growth in audience*

32,500+
EMAIL SUBSCRIBERS

83,500+
VIDEO VIEWS
19% growth rate

*since June 2022



SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities include but are not limited to:

It's My Park Day

Movies in the Park

Playdates in the Park

The Parks Summit

In the Parks Series

APF Tool Room

Volunteer Champion

Matching Opportunities

Park Projects

Park Needs

such as shade, trees,
lighting, design services, tools,
conservation and more!



**AUSTIN PARKS
FOUNDATION**

PEOPLE PLUS PARKS

THANK YOU!

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

