2023 Giving Opportunities

The Trail Conservancy
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For more information on any of these opportunities, please contact Cassie Bernhardt, CDO at cassie@thetrailconservancy.org
The Ann and Roy Butler Hike-and-Bike Trail recently celebrated 50 years since Lady Bird Johnson, Ann Butler, and friends stepped up and led fellow Austinites in transforming a dusty strip of shoreline bordering then "Town Lake" into the largest and most complete natural area in downtown Austin.

For the past 20 years, The Trail Conservancy has followed the community’s lead with a mission to protect, enhance, and connect the Butler Trail for everyone. We work hard to ensure that the natural habitat of the Trail maintains its native beauty and integrity while enhancing what the Trail offers to every visitor and community that surrounds it.

Over the next ten years, The Trail Conservancy will assume responsibility for operations and maintenance of the Butler Trail and almost 300 acres of surrounding parkland from the City of Austin. And, as we look into the next 50 years, we know that community will continue to be at the core of everything we do.

Thank you for being a part of our mission and vision for the Butler Trail.

Heidi Anderson
CEO, The Trail Conservancy
Our Mission

To protect, enhance, and connect the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake for the benefit of all.
Our Impact

- 3,500 Volunteer Hours
- 14 Acres Seeded
- 11,000 lbs of Trash Removed
- 4,500 Plants Planted

Our Reach

- 4.9 Million Trail Visits per year
- 94K Average Annual Website Visitors
- 22K+ Social Media Followers
- 17K+ Newsletter Subscribers
Vision for the Trail

The beloved Butler Trail is a natural sanctuary that hugs the shores of Lady Bird Lake in the heart of downtown Austin. It’s a healing place, a place where people go to clear their minds, commune with nature, gather for fun, or stretch their boundaries. It’s miles of well-loved places—a place to splash in the lake, push a stroller, spot a heron, hear live music, grab a beer, catch up with friends, ride a bike, run for miles, or just be.

It’s a place to experience Austin in all its diversity at every stage of our lives. And it’s the center of the city’s expanding network of connected urban paths.

Ultimately, the Trail will extend further eastward and westward along the lake. It’s easy for everyone in Austin to get to. It connects people to nature and us to one another for generations to come.
Our Core Values

Community
Champion diversity, equity, and inclusion for all.

Excellence
Dream big, set a bold vision and achieve transformative results.

Collaboration
Cultivate strong partnerships to amplify our efforts.

Stewardship
Honor the legacy of the Trail and ensure its vitality for generations to come.

Environment
Preserve and protect the urban natural setting and our experience in it.

Well-Being
Stay safe, be healthy, have fun.
Event Sponsorships
Anticipated Weekend Attendance: 2,000+

April 21
Kicking off Earth Day 2023 is the 2nd Annual Earth Day Kayak Clean-Up Crew Event hosted by the Rowing Dock in partnership with The Trail Conservancy. Participants register for a 2-hour volunteer block, removing trash by paddling the lake or traversing the Trail on foot. Prizes will be awarded throughout the day for “Most Trash Collected” and “Austin’s Weirdest Item Collected.”

April 22
Earth Day Jubilee, in its inaugural year, is a community celebration of the environmental and ecological impact of the Butler Trail as a natural resource to Austin. The event will feature workshops by community partners, resources, unique earth-friendly vendors, food and beverage, and family-friendly entertainment.
# Earth Week Sponsorship

<table>
<thead>
<tr>
<th>Events Included</th>
<th>Presenting Sponsor</th>
<th>Event Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Logo featured on event website at corresponding level</em></td>
<td>BOTH</td>
<td>BOTH</td>
</tr>
<tr>
<td><em>Dedicated social posts from both Rowing Dock &amp; TTC accounts</em></td>
<td>BOTH</td>
<td>BOTH</td>
</tr>
<tr>
<td><em>Roundup social posts from both Rowing Dock &amp; TTC accounts</em></td>
<td>BOTH</td>
<td>BOTH</td>
</tr>
<tr>
<td><em>Included on volunteer t-shirts</em></td>
<td>VOLUNTEER DAY</td>
<td>LOGO</td>
</tr>
<tr>
<td><em>Featured on event signage &amp; promo materials</em></td>
<td>BOTH</td>
<td>LOGO</td>
</tr>
<tr>
<td><em>Number of corporate attendees participating as volunteers for Earth Day Clean-Up</em></td>
<td>VOLUNTEER DAY</td>
<td>Unlimited</td>
</tr>
<tr>
<td><em>Company prize awards to volunteers for unique categories for Earth Day Clean-Up</em></td>
<td>VOLUNTEER DAY</td>
<td></td>
</tr>
<tr>
<td><em>Opportunity to include promo item in volunteer gift bag</em></td>
<td>BOTH</td>
<td>BOTH</td>
</tr>
<tr>
<td><em>On-site presence with a station or activity</em></td>
<td>BOTH</td>
<td>BOTH</td>
</tr>
<tr>
<td><em>Exclusivity in category</em></td>
<td>BOTH</td>
<td></td>
</tr>
</tbody>
</table>
## Opportunities

<table>
<thead>
<tr>
<th>T-Shirt Hero</th>
<th>Time Slot Sponsor</th>
<th>Prize Sponsor</th>
<th>Food and Beverage Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$2,000</td>
<td>$500 + in Kind</td>
<td>In Kind</td>
</tr>
<tr>
<td>(multiple available)</td>
<td>(nine available)</td>
<td>(multiple available)</td>
<td>(multiple available)</td>
</tr>
</tbody>
</table>

- **LOGO**
- **NAME**
- **Unlimited**
- **Up to 150**
- **Up to 15**
- **Up to 50**
Anticipated Attendance: 2,000
The Trail Conservancy’s 20th Annual Maudie’s Moonlight Margarita Run combines two of Austin’s favorite things – running and margaritas! The annual fun-run-raiser combines TTC’s profile of active living and having fun. Participants can choose to run, walk, or skip through the 5K race ending in a celebration with Maudie’s Tex-Mex eats and drinks at the finish line.
# Sponsorship Opportunities

**Title Sponsor - Maudie's Tex-Mex**

<table>
<thead>
<tr>
<th></th>
<th>Presenting $25,000 (one available)</th>
<th>Gold $10,000 (multiple available)</th>
<th>Silver $5,000 (multiple available)</th>
<th>Bronze $2,500 (multiple available)</th>
<th>Vendor $750 (multiple available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo Projection</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
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<tr>
<td>Stage Shoutouts</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
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<td><img src="shoe.png" alt="Shoe Icon" /></td>
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<tr>
<td>Invitation to Annual Sapling Planting Day</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
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<tr>
<td>Recognition on Event Sinage</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
</tr>
<tr>
<td>Celebratory Plaque</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
</tr>
<tr>
<td>Recognition on Race Shirt</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
</tr>
<tr>
<td>Recognition in the Trail Conservancy Marketing</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
</tr>
<tr>
<td>Vendor Booth**</td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
<td><img src="shoe.png" alt="Shoe Icon" /></td>
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</tr>
<tr>
<td>MMR Run Passes</td>
<td>25</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

*Signage location options include Start/Finish Line, Packet Pick-Up, Lounge, Water Stop, and Pace Car.

**Vendor booth materials are to be supplied by the vendor. TTC will provide a table, power, and lighting.
Anticipated Attendance: 500

The Trail Conservancy’s biggest fundraising event of the year, Twilight on the Trail, is our easygoing take on the traditional gala. The event highlights everything you love about the Butler Trail alongside food and beverage, live and silent auctions, entertainment, and more – all while overlooking the beauty of the Trail itself. Guests celebrate their love of the Trail with a twist on traditional gala attire - “cocktail on top, Trail on bottom.”

Sunday
November 5th, 2023
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Title $50,000 (one available)</th>
<th>Presenting $25,000 (two available)</th>
<th>Champion $10,000 (multiple)</th>
<th>Advocate $5,000 (multiple)</th>
<th>Supporter $2,500 (multiple)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to Address the Crowd</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>On-Trail Team-Building / Day in The Dirt</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Invitation to Annual Sapling Planting Day</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Parking Provided</td>
<td>VALET</td>
<td>VALET</td>
<td>VALET</td>
<td>VALET</td>
<td>VALET</td>
</tr>
<tr>
<td>Promo Items at Event</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Recognition at Twilight</td>
<td>PRIME LOGO</td>
<td>PROMINENT LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
</tr>
<tr>
<td>Recognition in the Trail Conservancy Marketing</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
</tr>
<tr>
<td>Twilight Guests</td>
<td>20 (two tables)</td>
<td>10 (one table)</td>
<td>10 (one table)</td>
<td>10 (one table)</td>
<td>10 (one table)</td>
</tr>
</tbody>
</table>
December
2023

*Anticipated Attendance: 200*
Each December, The Trail Conservancy hosts our annual State of the Trail breakfast celebrating the year's accomplishments and giving a sneak peek into the projects and programs on the horizon for the coming year. State of the Trail is an invitation-only event for TTC’s donors, members, partners, and community stakeholders.

<table>
<thead>
<tr>
<th>$10,000 Underwriter</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Title sponsorship</td>
</tr>
<tr>
<td>• Inclusion on invitations and in the membership newsletters</td>
</tr>
<tr>
<td>• Logo inclusion on the State of the Trail webpage</td>
</tr>
<tr>
<td>• Opportunity to give a welcome speech</td>
</tr>
<tr>
<td>• Logo Recognition on all signage and printed materials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$5,000 Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Name Recognition on signage and printed materials</td>
</tr>
<tr>
<td>• Logo inclusion on the State of the Trail webpage</td>
</tr>
<tr>
<td>• Mentioned in the membership newsletters</td>
</tr>
</tbody>
</table>
20th Anniversary Sponsorship - $20,000

This sponsorship shows your commitment to the future of Butler Trail and The Trail Conservancy. Available only in 2023, the 20th Anniversary Sponsor will receive multiple recognition opportunities throughout the year.

Benefits Include:
- Recognition as Anniversary Sponsor in a minimum of 4 newsletters
- Recognition at State of the Trail in December 2023
- Inclusion in all 20th Anniversary-related press releases in 2023
- Spotlight article in a minimum of two newsletters
- Spotlight posts (minimum of 2) on TTC’s social media
- Invitation to the Annual Sapling Planting Day in 2024
- Listed as the Underwriting Partner for all Community Engagement activities with the opportunity to table where appropriate
On-Trail Programming

Our weekly Music on the Trail series brings Austin’s most beloved musicians and artists to the Trail for pop-up concerts each Saturday morning. The series features two musicians each weekend (with breaks in both summer and winter due to extreme weather). This program is currently presented by H-E-B, with secondary sponsorship opportunities available.

<table>
<thead>
<tr>
<th></th>
<th>Co-Presenting Annual Partner $50,000</th>
<th>Annual $25,000</th>
<th>Weekly $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition in Music on The Trail marketing collateral</td>
<td>🎵</td>
<td>🎵</td>
<td>🎵</td>
</tr>
<tr>
<td>Name recognition in Music on The Trail marketing collateral</td>
<td>🎵</td>
<td>🎵</td>
<td>🎵</td>
</tr>
<tr>
<td>Social media mentions</td>
<td>🎵</td>
<td>🎵</td>
<td>🎵</td>
</tr>
<tr>
<td>Ability to distribute promotional items at Music on the Trail events</td>
<td>🎵</td>
<td>🎵</td>
<td>🎵</td>
</tr>
</tbody>
</table>
Fitness on the Trail (Monthly)

Annual Sponsorship: $10,000
Individual Sponsorship: $1,000 per session (two sessions per month)

The next iteration of our yoga series Flow + Thrive, Fitness on the Trail, is a free monthly wellness class featuring all ability group workout activities ranging from boot camps, yoga practice, group walks, and more to serve Trail users better.

As a sponsor, your company will be included on:
- All program-related promotional messaging
- All program-related marketing materials
- All program-related on-Trail signage

EXPLORE
Scavenger Hunt (Ongoing)

Annual Sponsorship: $10,000
Monthly Sponsorship: $1,000

Our Scavenger Hunts are geared towards children and families, encouraging group outdoor activity with prizes awarded to those completing the hunts. Participants utilize printable and virtual materials to explore the Butler Trail looking for QR code markers.

As a sponsor, your company name and logo will be included on:
- Program-related printable maps
- Scavenger hunt landing website pages
- Program-related marketing materials and messaging

Additional Kids/Family Programming

- A Reading & Adventure Program
- Expansion of the Kids Adopt-a-Garden Program
- Summer Exploration Series

If you're interested in supporting these programs, please contact:
Cassie Bernhardt, CDO | cassie@thetrailconservancy.org
Holidays on the Trail

Annual Sponsorship: $25,000

Expanding on our popular Santa on the Trail, The Trail Conservancy will add holiday programming throughout the year with holiday-themed popups at multiple Trail locations. As our Title Sponsor, you will receive all benefits referenced in the following chart.

Santa on the Trail: $10,000

Help kick off the holiday season with cheer and underwriting Santa’s travel expenses from the North Pole! Each year, Santa visits the Butler Trail for photos with visitors.

Trail Trick-or-Treat: $10,000

Join us at our inaugural Trail Trick or Treat festivities this Halloween. We will celebrate with kids of all ages with costume contests, themed giveaways, and more.

Easter on the Trail: $5,000

Hop in as our first-ever Easter on the Trail Sponsor, and help bring the Easter Bunny to the Butler Trail for photos with visitors!

Valentine’s Day on the Trail: $2,500

Join The Trail Conservancy in spreading happy messages along the Trail during Valentine’s Day/Week. Whether signs of inspiration or on-Trail giveaways, we want all Trail users to know that we love them!
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Santa on the Trail ($10,000)</th>
<th>Trick-or-Treat on the Trail ($10,000)</th>
<th>Easter on the Trail ($5,000)</th>
<th>Valentine’s Day on the Trail ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo representation in all photos as either a sign or photo overlay</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>Logo on the specific holiday landing page of the website</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>Logo included on all promotional materials</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>Opportunity to have an on-site presence and distribute promotional materials.</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>On-Trail signage at the event location</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>Link in all social media posts about the event/day</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
<tr>
<td>Opportunity to collaborate on any promotional giveaways</td>
<td>![Santa Icon]</td>
<td>![Trick-or-Treat Icon]</td>
<td>![Easter Icon]</td>
<td>![Valentine’s Day Icon]</td>
</tr>
</tbody>
</table>
Arts + Culture Program Opportunities

Fortlandia Sponsor
$30,000 to Underwrite

For the third year, The Trail Conservancy will partner with the Lady Bird Johnson Wildflower Center to host a satellite fort as part of the 2023 Fortlandia exhibition. Debuting in 2018, the Wildflower Center hosts fantasy forts created by local artists, architects, and designers, highlighting the appreciation of natural environments through innovative and sustainable designs, materials, and constructions – all evoking childhood memories of play and wonder in the outdoors. The Trail Conservancy’s Satellite Fort is free and open to all ages and abilities along the Butler Trail.

Sponsorship Benefits Include:
- Logo inclusion on the temporary signage located at the Butler Trail satellite fort from October 2023 – January 2024
- Logo included on the Fortlandia landing page on the TTC website
- Mentions in all TTC social posts promoting the satellite fort
- Tabling opportunity at the TTC satellite fort grand opening celebration
Public Art Installation/Creative Activation

$120,000 to Underwrite for two years
$60,000 to Underwrite for one year

After a year of community engagement, and in partnership with the Austin Parks and Recreation Department (PARD) and the City of Austin Art in Public Places (AIPP), The Trail Conservancy will launch an Arts + Culture Plan for the Butler Trail in 2023. This is more than a visionary plan for art exhibits on the Trail. It is a plan for the Trail and its users designed to contribute to the space by elevating experiences without overwhelming, distracting, or complicating the environment.

Temporary art installations will begin with a theme and fit into a space. Creative activations will start with the space and create an experience.

The Trail Conservancy plans to launch one installation in 2023 and is looking for an underwriter.

Sponsorship Benefits Include:

- Logo inclusion on all temporary signage located near the on-Trail installation
- Logo included on the Arts & Culture landing page of the TTC website
- Inclusion in any press releases about the installation
- Mentions in all TTC social posts and newsletters promoting the installation or activation
- Tabling opportunity at the grand opening celebration
Ecological Programs

Native Plant & Seed Sponsor

Sponsorship: $50,000

Underwrite an entire year’s worth of plantings along the Trail. From native grasses to wildflowers, these seeds are the pivotal hero behind our ecological restoration efforts. In 2022, TTC seeded over 14 acres of parkland, creating native habitats and pushing out encroaching invasive species.

Plant & Seed Sponsorship includes:
- Logo inclusion on all wildflower seed packets used for TTC events and stewardship
- Logo inclusion on the website
- Logo inclusion on temporary on-Trail signage relating to ecological restoration efforts
- Name included on any permanent on-Trail signage relating to ecological restoration efforts for 2023

All-Terrain Vehicle Sponsor

Sponsorship: $50,000

Contribute towards the next chapter of impact on the Trail by helping to purchase utility terrain vehicles, the first in TTC’s fleet of vehicles servicing the Trail. As TTC takes on more park operations and maintenance as part of the 2022 Park Operations and Maintenance Agreement with the City of Austin, these vehicles will be critical in our ability to grow our operational efforts along the Trail.

The All-Terrain Vehicle Sponsor will receive permanent logo placement on the vehicles.
GIS Mapping Sponsor

*Sponsorship: $35,000*

From advanced mapping software capabilities to getting ground-truthing and data-gathering students out on the Trail, the expansion of TTC’s Geographic Information Systems (GIS) capabilities will play a critical role in the future of the organization and the Trail. GIS Mapping will give key insights into the ecological health and function of the land and the sustainability of maintenance efforts.

Sponsorship includes logo inclusion on the TTC website and publically available TTC maps.

Goat Sponsor

*Sponsorship: $20,000*

In its inaugural year, The Trail Conservancy’s Goat Program will tackle up to 15 acres of disturbed vegetation along the lake, munching out invasive woody and herbaceous species and excessive vine growth. Goats will help in difficult-to-reach areas and allow contractors greater efficiency when doing invasive species work. Goat herbivory on poison ivy will allow for better, safer access to volunteer groups in natural areas for stewardship.

Goat Sponsorship includes logo recognition on Trail signage relating to active goat programming and logo recognition on the TTC website.

Greenhouse Sponsor

*Sponsorship: $15,000*

In collaboration with the Watershed Protection Department, The Trail Conservancy grows and stages native, uncommon riparian plant species to be used in restoration projects on Lady Bird Lake along the Trail. The shared greenhouse is a central location for many of TTC’s public volunteer days and shoreline maintenance efforts.

The Greenhouse Sponsor will receive logo recognition on the TTC website and on-site at related Volunteer events.
Corporate Involvement
Matching Opportunities:

Matching Opportunities are a great way to encourage other donors - doubling their giving efforts on behalf of The Trail Conservancy mission.

Amplify Austin (March 1-2, 2023)

*Provide a Matching Gift: $5,000 - $25,000*

For the past ten years, the community has come together for a 24-hour day of giving known as Amplify Austin. By signing up as a Match Partner, your gift will be used to incentivize (and multiply) more than 2,500 donors with the brand and name recognition in our:

- Newsletters
- Social media
- Website
- The Trail Conservancy Amplify Austin giving page

Giving Tuesday (November 28, 2023)

*Provide a Matching Gift: $5,000 - $25,000*

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. The Tuesday following Thanksgiving is now a global movement. By signing up as a Match Partner, your gift will be used to incentivize (and multiply) more than 5,000 donors with the brand and name recognition in our:

- Newsletters
- Social media
- Website
- The Trail Conservancy Giving Tuesday donation page

End-of-Year Giving

(November - December 2023)

*Provide a Matching Gift: $25,000 - $100,000*

The Trail Conservancy raises almost one-third of our annual operating budget each year during our end-of-year giving campaign. The campaign is vital to The Trail Conservancy’s sustainability, raising critical unrestricted funds. By providing a one-to-one match, you can double the impact of 10,000 potential donors and receive brand and name recognition in our:

- Newsletter
- Social media
- In-home mailers
- All online donation forms
Corporate Conservation Partners

$25,000 annual donation

The Trail Conservancy has implemented a robust ecological restoration program on the Butler Trail and approximately 220 acres of parkland. As part of our mission to protect and enhance the Trail, we must promote a healthy ecosystem with native plants and trees.

In addition to skilled labor, The Trail Conservancy leverages volunteers to assist with ecological restoration work throughout the year. Last year, over 1,000 volunteers worked around the Trail. With the help of those volunteers, over 3,900 native plants and trees were planted, 575 cubic yards of mulch were spread, and 10.4 acres of meadow were seeded. Your sponsorship of the ecological restoration program of the Trail will help us expand the program even further in 2023.

Corporate Conservation Sponsorship includes:

- Opportunity to address the group at our annual Sapling Planting Day (over 100 volunteers in attendance)
- Day in the Dirt team-building day on the Trail
- Opportunity to table and distribute marketing materials/swag at a Volunteer Event
- Invitation to our annual Sapling Planting Day for your team
- Prominent brand and logo recognition on Volunteer Signage located on the Trail at volunteer events throughout the year
- Name and logo recognition in ecological marketing materials produced by the Trail Conservancy
- Logo and hyperlink on the Ecological pages of the website
- Permanent on Trail Recognition
Day in the Dirt

Our corporate volunteer program promotes team building, volunteerism, and environmental stewardship. The customizable volunteer day, led by the Trail Conservancy staff, provides your team with the tools and equipment needed to facilitate their volunteer day. Day in the Dirt activities can include building gardens, installing native plants and saplings, spreading wildflower seeds, removing invasive plants, spreading mulch, and more. On Trail signage with company logo will be provided by TTC during the event.

<table>
<thead>
<tr>
<th>Number of Volunteers</th>
<th>10-30 Volunteers</th>
<th>31-50 Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per Volunteer</td>
<td>$55 per Volunteer</td>
<td>$65 per Volunteer</td>
</tr>
</tbody>
</table>

For groups of over 50 people, please contact Jessica Burford at jessica@thetrailconservancy.org
Festival Beach Shoreline Restoration

Fundraising Goal: $650,000

Festival Beach is our largest capital project focused on restoring ecological function and fixing a large-scale erosion issue. Shoreline restoration, bioswales, and retention gardens built in this area will enhance shoreline resiliency and tree health in the area.
Comprehensive Signage

Fundraising Goal: $120,000

The Trail is currently undergoing a Comprehensive Signage review that will produce a list of recommendations for consistent signage and wayfinding directing Trail users and visitors to and along the Butler Trail. New signage will improve connections between areas along the Trail, including trailheads, parks, and other community areas. The project aims to enhance the Trail experience without taking away from the natural beauty while highlighting natural systems and educating users about the systems’ functions. Improved wayfinding will increase safety on the Trail and promote The Trail Conservancy’s new identity as the primary steward of the Trail with increased branding. New signage would present information simply and uniformly, using clear fonts and simple design, contributing to Austin’s diverse communities with multilingual text.
East Side Play Area
Fundraising Goal: $2,000,000

The 2015 Holly Shores/Edward Rendon Sr. Park at Festival Beach Vision Plan identified the need for an additional play area along the Butler Hike-and-Bike Trail, where it was recently realigned. Sitting between Fiesta Gardens and the Camacho Center, the northeastern corner of the lagoon has the most potential to host this area. This ideal site is an open grassy over a half-acre outside the protected floodplains and watershed boundaries. The vision for the children’s play area is for accessible paths to meander through the area, allowing families of all ages and abilities to participate. Shade trees and planted areas will give children the joy of playing in a natural environment and create comfortable shaded areas for seating.
Seaholm Campaign

The Austin Parks & Recreation Department completed Phase 1 restoration work in September 2022, which included cleaning and removing graffiti, restoring the original windows, adding acoustic ceiling tiles, updating the interior and exterior lighting, and adding ADA accessibility improvements.

The Trail Conservancy is excited to lead Phase 2 of this monumental project, bringing the historic water intake building to life and providing the amenities and maintenance needed for daily operations. Phase 2 plans include an expanded lawn area, water access, daily concessions, an indoor stage, and more. Upon completion, the Seaholm building will be a community gathering space for everyday use by the public alongside the Trail.

This year, the Trail Conservancy, in partnership with PARD, is launching an approximately $12,000,000 capital campaign to fund Phase 2 and begin construction once the goal has been reached.

For more information on this campaign, please contact Cassie Bernhardt at cassie@thetrailconservancy.org.
Individual Opportunities
Memberships

Our membership programs are made up of like-minded individuals who enjoy the Butler Trail. There are a variety of levels and ways to get involved, with benefits that include networking events, early access to events, TTC merchandise, quarterly newsletters, and more.

- Conservation Circle starting at $10,000 a year
- Live Oak Circle starting at $5,000 a year
- Cypress Circle starts at $1,000 a year
- Redbud Circle starts at $250 a year

Contact Cassie Bernhardt, CDO for more information

Commemorative Bricks: $250 - 4”x8” brick | $500 - 8”x8” | $1,000 - 12”x12” brick

On-Trail Recognition

Our on-Trail recognition programs are an impactful way to personalize part of the Trail and honor friends, family, and pets with a lasting legacy. Personalize a commemorative brick at either Lakeshore or Butler Shores or adopt a bench at the Rainey Street Trailhead.

- Commemorative Bricks: $250 - 4”x8” brick | $500 - 8”x8” | $1,000 - 12”x12” brick
- Benches: $12,500 for ten years | $25,000 for permanent recognition

Contact Cassie Bernhardt, CDO for more information
cassie@thetrailconservancy.org
Including The Trail Conservancy in your estate plans is an easy way to accomplish your charitable goals, while helping to ensure the trail’s future!

Supporting The Trail Conservancy through gifts from wills, living trusts, and gifts from IRA’s are just a few easy and smart ways to make a difference for Austin’s most treasured asset.

To learn more about ways to support The Trail Conservancy in your estate planning, contact Cassie Bernhardt, Chief Development Officer. 855.44.TRAIL (87245)
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Mary Yancy
The Butler Trail is the 10-mile lush, urban path in the heart of Austin that gets more than 4.9 million visits every year. The Trail Conservancy’s mission is to protect, enhance, and connect the Butler Hike-and-Bike Trail at Lady Bird Lake for the benefit of all. Since its founding in 2003, The Trail Conservancy has achieved restoration and beautification projects to the Trail’s infrastructure and environment while honoring the original vision of the Trail’s founders and ensuring its vibrancy for generations to come.

Permanent Trail recognition is restricted by city code to name only and amounts over $25,000.

The Trail Conservancy is a non-profit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code with the Tax ID: 87-0699956.