

ON-TRAIL PROGRAMMING 2024

MUSIC ON THE TRAIL SERIES

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 co-presenting and secondary sponsorship opportunities available.



SPONSORSHIP OPPORTUNITIES

CO-PRESENTING ANNUAL PARTNER

\$50,000

- Logo recognition in Music on the Trail marketing collateral
- Social media mentions
- Ability to distribute promotional items at Music on the Trail events

ANNUAL SPONSOR

\$25,000

- Name recognition in Music on the Trail marketing collateral
- Social media mentions
- Ability to distribute promotional items at Music on the Trail events

MONTHLY SPONSOR

\$2,500

- Name recognition in Music on the Trail marketing collateral
- Social media mentions
- Ability to distribute promotional items at Music on the Trail events

TRAIL FIT SERIES

ANNUAL SPONSOR: \$20,000

SEASONAL SPONSOR: \$5,000

EVENT SPONSOR (1 DATE): \$1,000

The next iteration of our yoga series, Flow + Thrive, Trail Fit, is a free monthly wellness class featuring all ages and abilities 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



RUNNING CLUB PARTNER

\$2,500/YEAR

We love the run clubs that frequent the Trail! For the first time, we're looking for running groups and brands to support stewardship of the Trail so that TTC can continue to ensure it is a clean, safe, and thriving space for all those who run there. Includes year-round website dedication and exposure during MMR.

SCAVENGER HUNT SPONSORSHIP

\$10,000/YEAR

The next iteration of our yoga series, Flow + Thrive, the Trail Scavenger Hunt is directed toward children and families to encourage outdoor activities and learning about nature and history. Participants utilize printable virtual materials to explore the Trail using QR codes for clues. Prizes are awarded to those who complete the game. Benefits:

- Name on on-Trail scavenger hunt signs (4)
- Logo printable map
- Recognition in all email & social media promotions
- Opportunity to provide branded prizes

ART ON THE TRAIL PUBLIC ART INSTALLATION

\$120,000 TO UNDERWRITE FOR TWO YEARS

\$60,000 TO UNDERWRITE FOR ONE YEAR

In 2023, The Trail Conservancy published an Arts + Culture Plan for the Butler Trail in partnership with the City of Austin. 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 the spring and fall of each year, starting with a call for artists in 2024 to be installed in early 2025

SPONSORSHIP BENEFITS INCLUDE

- NAME 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 during art specific programming



HOLIDAYS ON THE TRAIL

ANNUAL PRESENTING SPONSOR: \$25,000

Expanding on our popular Santa on the Trail and Trail or Treat, 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 TITLE SPONSOR

\$5,000 EVENT SPONSOR

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-OR-TREAT HALLOWEEN

\$10,000 TITLE SPONSOR

\$2,500 EVENT SPONSOR

Join us for the second annual Trail or Treat festivities this Halloween. We will celebrate with kids of all ages with costume contests, themed giveaways, partner programming, and more.

EASTER ON THE TRAIL

\$5,000 EVENT SPONSOR

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

\$5,000 EVENT SPONSOR

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!

HOLIDAYS ON THE TRAIL

SPONSORSHIP OPPORTUNITIES

SANTA ON THE TRAIL

\$10,000

- Logo representation in all photos as either a sign or photo overlay
- Logo on the specific holiday landing page of the website
- Logo included on all promotional materials
- Opportunity to have an on-site presence and distribute promotional materials
- On-Trail signage at the event location
- Link in all social media posts about the event
- Opportunity to collaborate on any promotional giveaways

TRICK-OR-TREAT ON THE TRAIL

\$10,000

- Logo representation in all photos as either a sign or photo overlay
- Logo on the specific holiday landing page of the website
- Logo included on all promotional materials
- Opportunity to have an on-site presence and distribute promotional materials
- On-Trail signage at the event location
- Link in all social media posts about the event
- Opportunity to collaborate on any promotional giveaways

EASTER ON THE TRAIL

\$5,000

- Logo representation in all photos as either a sign or photo overlay
- Logo on the specific holiday landing page of the website
- Logo included on all promotional materials
- On-Trail signage at the event location
- Link in all social media posts about the event
- Opportunity to collaborate on any promotional giveaways

VALENTINE'S DAY ON THE TRAIL

\$5,000

- Logo on the specific holiday landing page of the website
- Logo included on all promotional materials
- Link in all social media posts about the event
- Opportunity to collaborate on any promotional giveaways