



**The Trail
Conservancy**

2025 GIVING OPPORTUNITIES

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 ANNUAL IMPACT



7,176

Volunteer
Hours



50

Community
Events



27.8K

Social Media
Followers



4.9 M

Trail Visits
per Year



18K LBS

of Trash
Removed



5,010

Native Plants
Planted



17K

Newsletter
Subscribers



116.5K

Website Visits
Annually



SPONSORSHIP
OPPORTUNITIES

Signature Events

EARTH DAY JUBILEE

SATURDAY, APRIL 26, 2025
INTERNATIONAL SHORES



The Earth Day Jubilee is a vibrant community celebration that showcases the environmental and ecological impact of the Butler Trail - one of Austin's most beloved natural resources. This free, family-friendly event brings together the community for interactive workshops, sustainability resources, earth-conscious vendors, delicious local eats, and lively entertainment.

As a sponsor, you'll have the opportunity to create a custom activation that connects directly with Austin's outdoor enthusiasts, families, and four-legged companions. Align your brand with sustainability, engage with a passionate audience, and help us close out Earth Week with an unforgettable day!



EARTH DAY JUBILEE

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$10,000

- Logo prominently featured on all promotional materials for the event (including but not limited to invitations, flyers, posters, e-blasts, and calendar listings)
- Logo prominently featured on the event landing page of the website
- Logo prominently featured on any on-Trail event signage
- Logo integrated into the photo opportunity
- Tagged in all social posts and announcements
- Recognition in the press release
- Opportunity to have a booth on-site with activities or giveaways
- Collaboration on a signature promotional giveaway
- Dedicated volunteer day with TTC for up to 30 people

COMMUNITY SPONSOR

\$2,500

- Logo featured on all promotional materials for the event, including flyers, posters, and e-blasts
- Logo featured on the event landing page of the website
- Logo featured on any on-Trail event signage



MOONLIGHT RUN

THURSDAY, JUNE 5, 2025

AUDITORIUM SHORES

MAUDIE'S
TEX-MEX
MOONLIGHT
RUN 2025

BENEFITING  The Trail
Conservancy

Run, Walk, and Celebrate - Austin's Favorite Fun-Run-Raiser!

For over two decades, runners, walkers, and margarita lovers have gathered along the Butler Hike-and-Bike Trail for this high-energy 5K fun-run. Kicking off with a shotgun start, the route winds through the scenic streets of downtown Austin, bordering the Butler Trail and Lady Bird Lake. The race ends in a lively community celebration at Auditorium Shores, filled with music and festivities!

This annual fun-run-raiser embodies The Trail Conservancy's commitment to active living, wellness, and community fun. Participants of all levels can run, walk, or roll to the finish line, where fellowship and entertainment await.

As a sponsor, you'll have the opportunity to align with one of Austin's most beloved outdoor traditions, connecting with thousands of enthusiastic participants who value health, fitness, and fun.



MOONLIGHT RUN

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$15,000

- Logo projection
- Opportunity to address the crowd at the Starting Line
- Invitation to Plant it Forward Planting Day (exclusive work day for sponsors)
- Prominent logo recognition on event signage*
- Prominent logo recognition on race shirt
- Logo recognition in all marketing materials for the event (website, newsletters, social posts, flyers, etc.)
- Vendor booth**
- 25 VIP Run Passes + discount code for additional passes

GOLD SPONSOR

\$10,000

- Mentioned from the Start/Finish line stage
- Invitation to Plant it Forward Planting Day (exclusive work day for sponsors)
- Prominent recognition on event signage*
- Logo recognition on race shirt
- Recognition in all marketing materials for the event (website, newsletters, social posts, flyers, etc.)
- Vendor booth**
- 10 VIP Run Passes + discount code for additional passes

SILVER SPONSOR

\$5,000

- One chosen location for recognition on event signage*
- Name recognition on race shirt
- Recognition in all marketing materials for the event (website, newsletters, social posts, flyers, etc.)
- Vendor booth**
- 8 VIP Run Passes + discount code for additional passes

BRONZE SPONSOR

\$2,500

- Name recognition on race shirt
- Recognition in all marketing materials for the event (website, newsletters, social posts, flyers, etc.)
- Vendor booth**
- 5 VIP Run Passes + discount code for additional passes

VENDOR SPONSOR

\$1,000

- Recognition in The Trail Conservancy marketing
- Vendor booth*
- 2 VIP Run Passes + discount code for additional passes

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

***Vendor booth materials are to be supplied by the vendor. TTC will provide a table, power, and one tent light.*

VIP Run Passes include a race bib plus access to the VIP Lounge with food and beverage.



TWILIGHT ON THE TRAIL

SUNDAY, OCTOBER 26, 2025

THE FOUR SEASONS HOTEL

twilight
**ON THE
TRAIL**

Twilight on the Trail - An Evening to Celebrate and Support the Butler Trail

Twilight on the Trail is The Trail Conservancy's largest fundraising event, bringing together philanthropic leaders, outdoor enthusiasts, and community supporters for an unforgettable evening under the stars. As the sun sets over Austin, painting the sky in shades of pink and blue, guests will be treated to live music, curated eats, and a breathtaking sight of bats taking flight over Lady Bird Lake.

More than just a gala, this event blends elegance with Austin's laid-back spirit - with an attire theme of "cocktail on top, Trail on bottom." Guests gather for delicious food, refreshing drinks and an exciting live auction, all in support of preserving and enhancing the Butler Hike-and-Bike Trail for generations to come.



TWILIGHT ON THE TRAIL

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$50,000

- All benefits listed at the Trailblazer level, plus:
- On-stage recognition by the event host
- Opportunity to give brief remarks
- Dedicated social media post

TRAILBLAZER

\$25,000

- All benefits listed at the Bridge Builder level, plus:
- Premium table location
- Thank you in event's social media post
- On-Trail team building Day in the Dirt in 2026

BRIDGE BUILDER

\$15,000

PHOTO BOOTH SPONSOR

- All benefits listed at the Pathway Partner level, plus:
- Logo recognition on all photos from photo booth
- Recognition as Photo Booth Sponsor on printed materials
- Thank you in event's social media post
- Thank you by event host during the event

SILENT AUCTION SPONSOR

- All benefits listed at the Pathway Partner level, plus:
- Logo recognition on the silent auction webpage
- Recognition as Silent Auction Sponsor in program
- Thank you in the silent auction social media post
- Thank you by event host during the silent auction reminder

ENTERTAINMENT SPONSOR

- All benefits listed at the Pathway Partner level, plus:
- Logo recognition on entertainment signage
- Recognition as Entertainment Sponsor in program
- Thank you in event's social media post
- Thank you by the event host when entertainment announced

COCKTAIL HOUR SPONSOR

- All benefits listed at the Pathway Partner level, plus:
- Logo recognition on bar signage
- Recognition as Bar Sponsor on program
- Thank you in event social media post
- Thank you by event host at beginning of event

PATHWAY PARTNER

\$10,000

- All benefits listed at the Lakeside Steward level, plus:
- Opportunity to provide a giveaway to attending guests
- Recognition in TTC's monthly newsletter (16,000 subscribers)
- Invitation to TTC's Annual Plant It Forward event (January 2026)
- Complimentary valet parking for guests

LAKESIDE STEWARD

\$5,000

- One table for 10 guests
- Logo featured on all gala marketing materials (website, signage, print collateral, email)

FRIEND OF THE TRAIL

\$3,000

- One table for 6 guests
- Name included on the gala event webpage



For information on sponsorship levels, scan the QR code.

THE BIG DAY IN THE DIRT

FRIDAY, DECEMBER 5, 2025

THE ANN & ROY BUTLER HIKE-AND-BIKE TRAIL



Promote team building, volunteerism, and sustainability within your organization by joining The Trail Conservancy and your fellow corporations on Friday, December 5, 2025 from 9 a.m. - 12:00 p.m. for The BIG Day in the Dirt to help kick off planting season on the Trail!

Festival season can be hard on the Trail, and we need your team's help removing left-behind litter, preparing our soil for freezing temperatures, and planting the native species that help our ecosystem thrive. TTC's expert staff will lead the day's efforts, providing all necessary tools, equipment, and guidance for a successful and impactful experience. Your sponsorship will help cover the cost of plants, supplies, and maintenance, ensuring the park is restored and ready for the season ahead.

Enhance environmental stewardship and foster a sense of community and shared purpose among your team with this meaningful day.



THE BIG DAY IN THE DIRT

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$15,000

- Logo Inclusion: Your logo will be prominently featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 50 employees for the Presenting Sponsor.
- Complimentary Volunteer Experience: This sponsorship includes a complimentary Day in the Dirt volunteer experience for your firm, allowing your team to contribute to environmental conservation efforts through the year.
- Plant it Forward invitation: Receive an invitation to TTC's annual Plant it Forward volunteer event, an exclusive opportunity reserved for leading sponsors.

PLANTING SPONSOR

\$5,000

- Logo Inclusion: Your logo will be featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 25 employees for the Community Sponsor.
- Complimentary Volunteer Experience: Two for one! This sponsorship includes a complimentary volunteer experience exclusively for your organization on another available date of your choice.

PARTICIPATING SPONSOR

\$3,000

- Logo Inclusion: Your logo will be featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 15 employees for the Participating Sponsor.

EARTH DAY CLEANUP

FRIDAY, APRIL 25, 2025

9 AM & 12 PM



We are excited to team up again with the Rowing Dock for Austin's largest land and lake Earth Day clean-up! Austin is known for its beautiful green spaces and natural attractions like the Butler Hike-and-Bike Trail and Lady Bird Lake. We are all grateful for the opportunity to live and work in Austin, and it's time to give back to the spaces that provide us with so much.



For information on sponsorship levels, scan the QR code.





The Trail
Conservancy



The Trail
Conservancy

Conservancy



SPONSORSHIP
OPPORTUNITIES

On-Trail Programming

MUSIC ON THE TRAIL SERIES

RAINEY STREET TRAILHEAD PARK

Live music, much like the Trail, is at the heart of Austin's culture. Music on the Trail, TTC's longest-running program, has found a permanent home at the Rainey Street Trailhead. This 6-8 week series happens twice a year, features free performances by up-and-coming local musicians, and creates a vibrant and welcoming atmosphere on the Trail.



2024 PROGRAM IMPACT

33
PERFORMANCES

600+ EVENT
ATTENDEES

238 LOCAL MUSICIANS
SUPPORTED SINCE 2020

1,457 AVERAGE DAILY
SIGNAGE EXPOSURE
ON THE TRAIL

PRIMARY DEMOGRAPHIC:
YOUNG FAMILIES

55,500 SOCIAL
IMPRESSIONS

719
NEWSLETTER
CLICKS

19
SOCIAL POSTS
& STORIES

1,430 SOCIAL ENGAGEMENTS
& INTERACTIONS

MUSIC ON THE TRAIL SERIES

SPONSORSHIP OPPORTUNITIES

ANNUAL PRESENTING SPONSOR

\$50,000

- Logo recognition on the Music on the Trail website page as presenting sponsor
- Logo and/or name inclusion in all social media, media alerts, and all other marketing and promotional pieces as the presenting sponsor
- Opportunity to have an on-site presence and distribute promotional materials
- Logo inclusion on all on-Trail signage at the event location
- Opportunity to address the crowd during event series

SEASONAL SPONSOR

\$25,000

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

WEEKLY SPONSOR

\$2,500

- Social media mentions
- Ability to distribute promotional items at Music on the Trail events



TRAILFIT

AUDITORIUM SHORES

As a recreational resource for the residents of Austin, the Butler Trail supports our community's mental and physical health. TrailFit is a monthly wellness series designed to encourage physical and mental well-being while building community along the Butler Trail. This program offers Trail users free, guided fitness activities such as yoga, meditation, boot camps, group walks, and more.



2024 PROGRAM IMPACT

7
EVENTS

127 EVENT
ATTENDEES

3,863

AVERAGE SIGNAGE
EXPOSURE ON THE TRAIL

CLASSES ACCESSIBLE TO
**ALL AGES
& ABILITIES**

305 SOCIAL
ENGAGEMENTS

11,702 SOCIAL
IMPRESSIONS

254 NEWSLETTER
CLICKS

2024
INSTRUCTIONAL
PARTNERS

TRUFUSION
AUSTIN



FrigNFit

TRAILFIT

SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSOR

\$15,000

- Logo featured on all program-related promotional messaging
- Logo featured on all program-related marketing materials
- Logo featured on all program-related on-Trail signage

QUARTERLY/SEASONAL SPONSOR

\$5,000

- Logo featured on all seasonal program-related promotional messaging
- Logo featured on all seasonal program-related marketing materials
- Logo featured on all seasonal program-related on-Trail signage

EVENT SPONSOR (1 DATE)

\$2,000

- Logo featured on event promotional messaging
- Logo featured on all event marketing materials
- Logo featured on all event on-Trail signage



HOLIDAYS ON THE TRAIL

VARIOUS LOCATIONS

SANTA ON THE TRAIL

INTERNATIONAL SHORES

Santa on the Trail brings the holiday magic to the Ann and Roy Butler Hike-&-Bike Trail with free photos with Santa, live music, and a festive holiday pop-up market.



2024 PROGRAM IMPACT

115 EVENT
ATTENDEES

7,783 SOCIAL
IMPRESSIONS

169 NEWSLETTER
CLICKS

TRAIL OR TREAT

RAINEY STREET TRAILHEAD

Trail or Treat transforms the Trail into a festive Halloween destination, bringing spooky fun for all ages! This family-friendly event features engaging activities in partnership with community organizations, including exciting games, live music



2024 PROGRAM IMPACT

105 EVENT
ATTENDEES

23,953 SOCIAL
IMPRESSIONS

178 NEWSLETTER
CLICKS

HOLIDAYS ON THE TRAIL

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$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

EVENT SPONSOR

\$2,500

- Logo on the specific holiday landing page of the website as a tiered sponsor
- Logo included on all promotional materials
- Opportunity to have an on-site presence and distribute promotional materials



1920 E RIVERSIDE DRIVE, SUITE A-120 PMB 223
AUSTIN, TX 78762
1 (855) 44-TRAIL (87245)
WWW.THETRAILCONSERVANCY.ORG
@THETRAILCONSERVANCY

LILA WEATHERLY RIVERA, DEVELOPMENT DIRECTOR
LILA@THETRAILCONSERVANCY.ORG

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. 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.

