

waterloo  
greenway

# Pop-Up Picnic

Saturday, April 9  
Waterloo Park

Nothing's better than a picnic ...  
unless it's the beloved Waterloo Greenway Pop-Up Picnic  
on the banks of Waller Creek. Spread out your blanket and enjoy incredible food,  
music, and sunset views with thousands of Austinites supporting the same vision — a  
boundless public park system in the heart of downtown Austin.

## Presenting Sponsor

\$40,000

- Presenting Sponsorship recognition
- 6 Premier Picnic Baskets
- 6 Picnic Friends Forever Packages
- Social media recognition and 1 dedicated post pre- and post-event
- Prominent listing on event brochure, website, and signage
- Branded merchandise opportunities

## Picnic Basket Sponsor

\$30,000

- Sponsor Status and logo visibility on Tote Bags
- 6 Premier Picnic Baskets
- 6 Picnic Friends Forever Packages
- Social media recognition and 1 dedicated post pre- and post-event
- Prominent listing on event brochure, website, and signage
- Branded merchandise opportunities

## Picnic Blanket Sponsor

\$20,000

- Sponsor Status and logo visibility on Blankets
- 6 Premier Picnic Baskets
- 6 Picnic Friends Forever Packages
- Social media recognition and 1 dedicated post pre- and post-event
- Prominent listing on event brochure, website, and signage
- Branded merchandise opportunities



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## Martini Cart Sponsor

\$12,500

- Sponsor logo/name on designated Martini Cart
- Sponsor logo/name on commemorative picnic cup
- 2 Premier Picnic Baskets
- 2 Picnic Friends Forever packages
- Listing on event brochure, website, and signage
- Social media recognition
- Branded merchandise opportunities

## Margarita Zone Sponsor

\$12,500

- Sponsor logo/name in designated Margarita Zone
- Sponsor logo/name on commemorative picnic cup
- 2 Premier Picnic Baskets
- 2 Picnic Friends Forever packages
- Listing on event brochure, website, and signage
- Social media recognition
- Branded merchandise opportunities

## Beer & Wine Bar Sponsor

\$12,500

- Sponsor logo/name on all Beer & Wine designated bars
- Sponsor logo/name on commemorative picnic cup for bar service
- 2 Premier Picnic Baskets
- 2 Picnic Friends Forever packages
- Listing on event brochure, website, and signage
- Social media recognition
- Branded merchandise opportunities



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## Entertainment/Music Underwriter

\$10,000

- Entertainment Sponsorship recognition
- Logo/name on or near stage during event
- 2 Premier Picnic Baskets
- 2 Picnic Friends Forever packages
- Social media Recognition and (1) dedicated post
- Listing on event brochure, website, and signage
- Branded merchandise opportunities

## Photo Booth

\$10,000

- Sponsor recognition on photo booth signage and all printed photos
- 1 Premier Picnic Basket
- 1 Picnic Friends Forever package
- Listing on event brochure, website, and signage
- Social media recognition and (1) dedicated post
- Branded merchandise opportunities

## Family Fun and Community Sponsor

\$10,000

- Sponsor recognition at Family Zone activation
- 1 Premier Picnic Basket
- 1 Picnic Friends Forever package
- Listing on event brochure, website, and signage
- Social media recognition and (1) dedicated post
- Branded merchandise opportunities



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## Oak Sponsor \$7,500

- 2 Premier Picnic Baskets
- 2 Picnic Friends Forever packages
- Social media recognition
- Listing on event brochure, website, and signage
- Branded merchandise opportunities

## Agave Sponsor \$5,000

- 1 Premier Picnic Basket
- 1 Picnic Friends Forever package
- Social media recognition
- Listing on event brochure, website, and signage
- Branded merchandise opportunities

## Bluebonnet Sponsor \$2,500

- 1 Premier Picnic Basket
- Social media recognition
- Listing on event brochure, website, and signage
- Branded merchandise opportunities

