

The background features a dark teal color with several thick, wavy, multi-colored lines in shades of orange, yellow, and blue. The text is centered on a white background within this teal field.

**waterloo
greenway**

Programming Sponsorships

2022–2023



waterloo greenway



Texas Capitol

Moody Amphitheater
NOW OPEN

Waterloo Park
NOW OPEN

Symphony Square
NOW OPEN

The Refuge
UPCOMING

Palm Park
UPCOMING

The Confluence
GROUNDBREAKING 2023

Waterloo Greenway is a 1.5 mile urban ecosystem with the power to bring the entire Austin community together. Waterloo renews the natural environment, promotes play, health and wellness, economic vitality and mobility, and engages the community through outreach, education, cultural events, and the arts.



Waterloo Park and Moody Amphitheater

Waterloo Park is an 11-acre green space, located between 12th and 15th Streets and along Red River and Trinity Streets, that will soon transform the face of downtown Austin.

At the heart of Waterloo Park is Moody Amphitheater, a 5,000 capacity venue that will serve as a cultural hub for entertainment in the city. The venue's one-of-a-kind infrastructure was intentionally designed to support large-scale productions, but can easily revert back to park space for all to enjoy. The blending of these new developments provides a unique opportunity for partners to integrate themselves into the future of Austin and its thriving community.





Waterloo Park will unite our neighbors, honor different cultures in our community, and commemorate this green space as a common ground where we all come together.

Waterloo will CELEBRATE...

Our Community

Our Environment

Our Diversity

Our Creative Culture

Our Recovery & Revival

Our History

AUSTIN!



Morning Glories

Weekly; Spring & Fall

Weekly early childhood education series that aims to provide weekly hands-on activities and programs focusing on literacy, bilingual storytelling, music and dance workshops, cultural learnings, and nature play.

Estimated Attendance: 100–200 per class

FAMILIES & CHILDREN + EDUCATION



Wild Wednesdays

Weekly; Summer

Science, nature, and STEM programs designed to connect kids (ages 5-14) to the natural world through hands-on nature exploration and learning through problem-solving, outdoor play, and journal exercises.

Estimated Attendance: 100–200 per class

FAMILIES & CHILDREN + EDUCATION





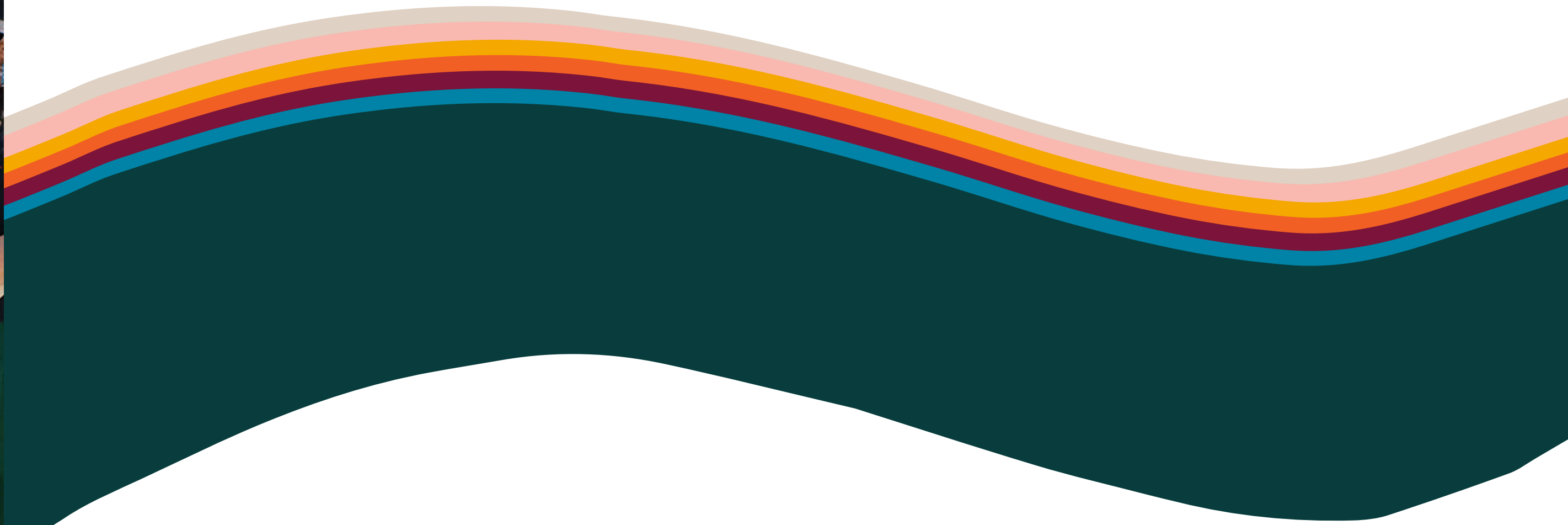
Tales on The Trail

Quarterly

Join our guided leisurely park tours that explore the community history and natural features that have shaped the landscape of Waterloo Park. Come early and enjoy breakfast bites and brunch cocktails.

Estimated Attendance: 100 per tour

EDUCATION + CIVIC ENGAGEMENT



Weekly Workouts at Waterloo

Weekly; Spring & Fall

SELF CARE SUNDAYS

An eclectic mix of mindful movement — from Qi Gong, Yoga & Meditation, and Sound Healing, Self-Care Sunday is all about starting the day grounded and with intention. (Attendance: 50–100 per class)

YOGA & SOUND

Set some feel-good vibes for the week with mindful movement accompanied by sound therapy. Each week features a different style of yoga and live music. (Attendance: 100–200 per class)

FITNESS FUN!

Turn the energy UP with a workout that'll bring on the sweat! Keep crushing your day in Turn-Up Tuesday's variety of fitness, dance, or Pilates workouts. (Attendance: 100 per class)

STAY STRONG *(Presented in partnership with Aging Is Cool)*

This 50+ workout improves cardio health, flexibility, and strength while you get to know other active agers in your community. Stay after class to socialize or have an early lunch from the nearby food trucks. (Attendance: 25–50 per class)

LATIN DANCE *(Presented in partnership with Esquina Tango)*

Come learn the structure, etiquette, and culture of a unique variety of Latin dance classes such as Tango, Samba, and Bachata. Students will learn about lead-follow connection and some dance moves to connect with music and navigate! Classes are open to beginners, as well as experienced dancers. No partner needed. (Estimated Attendance: 100 per class)

FITNESS + HEALTHY LIVING





Friday Flicks at Moody Amphiteater

Fridays; Summer

Spend a night under the stars enjoying beloved movies and exploring the beauty of Waterloo Park, with audience contests, live music, and family-friendly activities. Screenings begin at sunset.

Estimated Attendance: 1,000–2,000 per screening

ARTS & CULTURE + FAMILIES & CHILDREN



Waterloo Green Days

Multi-Day Series; April

Waterloo Green Days are designed to educate, inspire, and encourage sustainability, innovation, and environmental justice. This celebration during Earth Month will feature multi-day interactive exhibits, hands-on workshops, moderated panels, performances, and exhibit booths on topics ranging from climate change, alternative energy, water sustainability, overpopulation, Central Texas biodiversity, and the pollution and restoration of waterways.

Estimated Attendance: 2,000-3,000

EDUCATION + CIVIC ENGAGEMENT





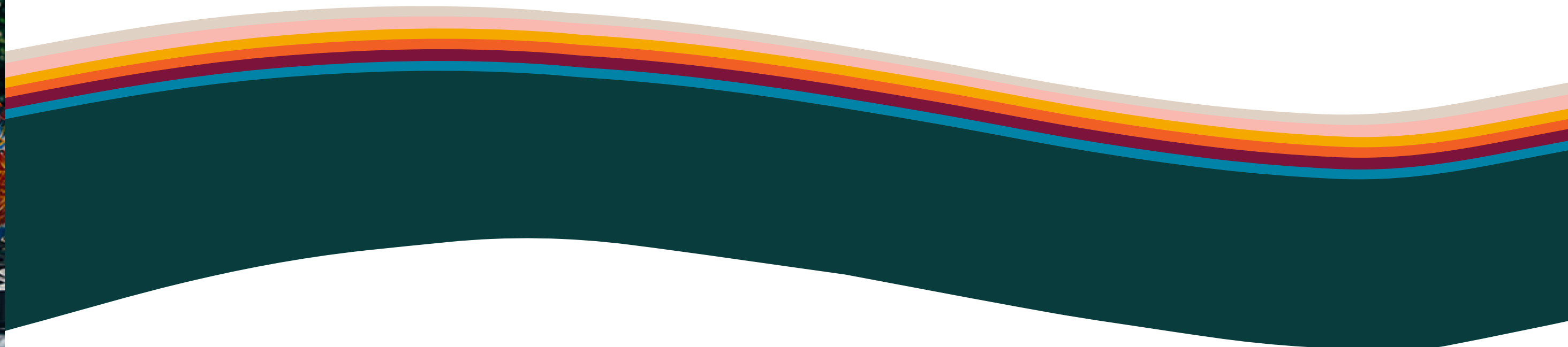
Rainbow on the Creek

June

A city wide LGBTQ+ family celebration including family activities, music, drag queen storytime, educational resources and more! Celebrate National Pride Month with activations by LGBTQIA+ nonprofits and partners, artisan & craft market, gender-affirming care & sexual health resources, and many more activities for the whole family.

Estimated Attendance: 5,000

ARTS & CULTURE + FAMILIES & CHILDREN





Creek Show

November

Waterloo Greenway's highly anticipated Creek Show brings the city together, experiencing unique and inspiring public art created by local artists, architects, and designers.

Creek Show is an annual outreach program designed to surprise and delight audiences with outstanding light-based art installations that celebrate, support, and educate our community.

Estimated Attendance: 75,000

ARTS & CULTURE



Past Deposits From A Future Yet To Come

Fall Premiere

Past Deposits From A Future Yet To Come aims to monumentalize “everyday” objects and create a celebratory parade of the ephemeral, intimate traces of everyday life. Visually, the project consists of monumentally-scaled, high resolution filmed images of these objects. The objects will slowly spin and float in darkness, and will be projected directly onto the concrete surface, filling the stage wall of the Moody Amphitheater. The objects will be filmed in a dramatic cinematic style with a high-resolution robotic camera. The work has no sound and will be seen from dusk until park closure on evenings whenever there are no other events scheduled for the amphitheater stage. The projections themselves invite interaction from passersby to cast their own presence within the array of objects.

ARTS & CULTURE



Day for Night Projection Tests





Premium Seats & Hospitality at Moody Amphitheater

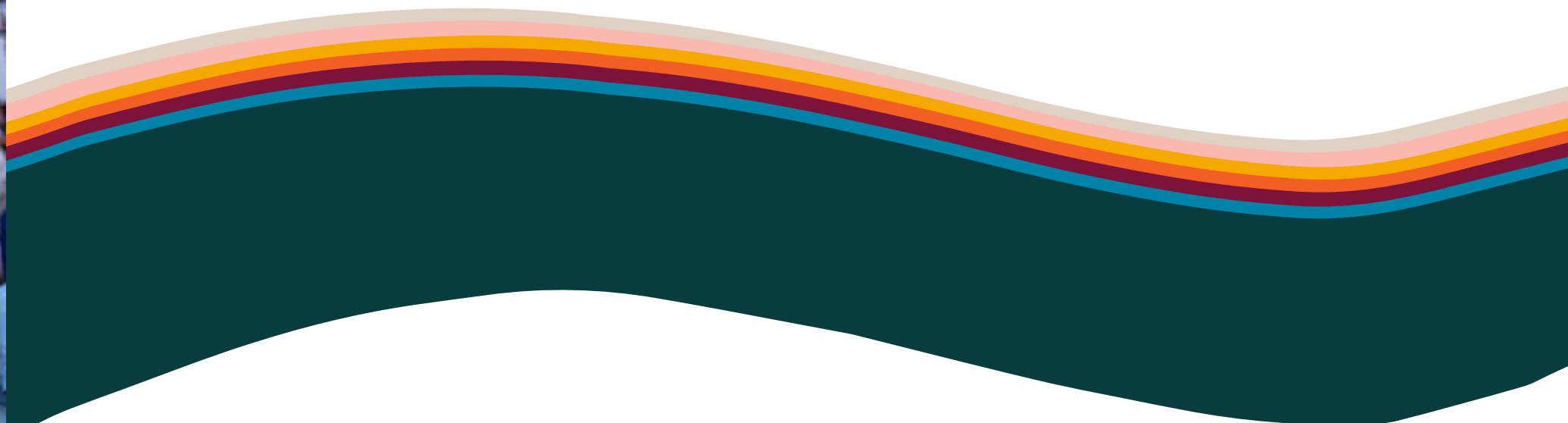
February - November

Moody Amphitheater at Waterloo Greenway provides many corporate hospitality services to bring your employees together and enjoy our state-of-the-art open-air venue. With up to 35 concerts annually, you and your employees, clients, and guests can enjoy the best sight lines in the house, with dedicated service, private entrance, parking nearby, and the full concierge touch.



Programming Strategic Goals

- Build partnerships to facilitate a wide range of organizations expanding existing and desired programs to Waterloo Park
- Intergenerational Cross Cultural Exchange and Festivals
- Interpret and Elevate narratives and public dialogue about Austin's past, present, and future
- Environmental Justice & Stewardship
- Expand economic opportunities for underserved or under-resourced communities





Programming Sponsorships

2022–2023

Presenting Sponsor · \$100,000

Premier Sponsor · \$55,000

Partner Sponsor · \$35,000

*WG to work with sponsor on customized opportunities.

All sponsorships receive recognition for a full 12 months after commitment and exposure to an estimated audience of 80,000+ annual program attendees.

For all sponsorship inquiries please contact development@waterloogreenway.org.

Benefits

	Presenting	Premier	Partner	In-Kind
Presenting Sponsor Placement & Announcement	✓			
Event Blog Featuring Brand When Applicable	✓			
Glow in the Park	✓			
Moody Amphitheater Concert Tickets	✓			
Logo on WG Website Event Listings (Estimated 20+ Event Pages)	✓	✓		
Verbal Recognition During Marquee Programs (Estimated 4 Annual Community Festivals)	✓	✓		
Logo on Moody Amphitheater Marquee Program Listing	✓	✓		
Moody Amphitheater Social Media Marquee Program Sponsor Listing (15K Combined Followers)	✓	✓		
Inclusion in Press Release Sponsor Listing (Estimated 10 Annually)	✓	✓	✓	
Inclusion in Paid Media When Applicable	✓	✓	✓	
Logo on Digital Screen When Applicable	✓	✓	✓	
Program Activations and/or Brand Placement*	4-5	3-4	1-2	
Virtual Lunch & Learn (100 people max)*	2	2	1	
Employee Volunteer Opportunities*	50	30	10	
Weekly Event Newsletter: Sponsor Family Recognition (31K Subscribers)	20	15	10	
Listing in Social Media Event Promotion (38K Combined Followers)	12	10	6	
Quarterly Instagram Spotlight (25.7K Followers; Highest Followers of any Downtown Park)	✓	✓		
Event Signage Sponsor Family Recognition (Estimated 20+ Events)	Logo	Logo	Logo	
Programming Poster Sponsor Listing (Distribution at 150 Austin Locations)	Logo	Logo	Logo	
Official Partner of Waterloo Greenway	✓	✓	✓	

Benefits Based on Value