



Waterloo Green Days

Sunday, April 16—Sunday, April 23 • Waterloo Park

Waterloo Green Days is a free week-long celebration of Earth Month designed to educate, inspire, and encourage sustainability, innovation, and environmental justice.

What events will be part of Waterloo Green Days?

WEEKLY WORKOUTS AT WATERLOO

One of the clearest benefits Waterloo Greenway can offer the community is access to parks and nature where Austinites can improve their health and wellness. Weekly Workouts at Waterloo provide body-moving and mind-rejuvenating health and wellness classes for all ages and abilities.

- **Sound & Yoga** • Combines mindful movement with live sound therapy
- **Fitness Fun!** • A workout that'll bring on the sweat with a variety of fitness and dance techniques.
- **Latin Dance** • Come learn the structure, etiquette, and culture of a unique variety of Latin dances, such as Tango, Samba, and Cumbia. Featuring live drummers!
- **Stay Strong!** • Low impact 50+ workout that's all about staying active and engaged to improve your cardio health, flexibility, and strength.

MORNING GLORIES

A special Earth Month edition of Waterloo Greenway's weekly early childhood education series, Morning Glories. Participants will take part in a variety of science and nature hands-on activities designed to connect kids (ages 5-14) to the natural world through storytelling, cultural learning, hands-on nature exploration, and outdoor play.

TALES ON THE TRAIL

Waterloo Greenway is a remarkable story that's still unfolding — one filled with generations of diverse communities and unforgettable moments that shaped the landscape of Waterloo Park. Join us for a series of discussion and guided tours that explore Waterloo Greenway's rich history, natural features, and sustainable practices. *Environmental Equity in Public Spaces*, will be a moderated discussion of the environmental history of downtown Austin's Waller Creek & Waterloo Park.

HAND to HAND FESTIVAL

A parkwide celebration to educate, inspire, and encourage sustainability, innovation, and environmental justice. Together Austin can build a more sustainable, more hopeful future where people and nature thrive together - hand to hand.

- 20 + Interactive Local Environmental Exhibitors
- Workshops & Demonstrations
- Plant ID Scavenger Hunt
- Live Artist
- Special Performance - Squonk - HAND to HAND





How to support or participate at **Waterloo Green Days**

TREE OF LIFE SPONSOR • \$30,000 (Limit 1)

- Waterloo Green Days Presenting Sponsor
- Waterloo Green Days Announcement featuring brand
- Waterloo Green Days event Blog featuring brand
- Logo on Waterloo Greenway website and social media assets
- Recognition on all on-site Waterloo Green Day on-site signage & digital event assets
- Inclusion in all Waterloo Green Days paid media
- Verbal recognition at all Waterloo Green Day events
- Logo on all Photo Booth digital assets
- 10x10 activation and/or brand placement opportunity at all Waterloo Green Day events
- 10x10 activation and/or brand placement opportunity at HAND to HAND

HAND to HAND SPONSOR • \$15,000 (Limit 1)

- HAND to HAND Presenting Sponsor
- Logo on Waterloo Greenway website and social media assets
- Recognition on all on-site Waterloo Green Day on-site signage & digital event assets
- Inclusion in all Waterloo Green Days paid media
- Verbal recognition at HAND to HAND
- Provide remarks or hosted mini-workshop at HAND to HAND
- 10x10 activation and/or brand placement at HAND to HAND

LIVE OAK SPONSOR • \$5,000 (Limit 5)

- Logo on Waterloo Greenway website and social media assets
- Recognition on all on-site Waterloo Green Day on-site signage & digital event assets
- Inclusion in all Waterloo Green Days paid media
- 10x10 activation and/or brand placement at HAND to HAND

SPROUTING ROOT SPONSOR • \$3,500 (Unlimited)

- Logo on Waterloo Greenway website and social media assets
- Recognition on all on-site Waterloo Green Day on-site signage & digital event assets
- Inclusion in all Waterloo Green Days paid media

HAND to HAND - EXHIBITOR • \$1,000 (Limit 5)

- 10x10 exhibitor space - tent, table and chairs provided by WGC

Sponsorship Deadline
March 22

