

**waterloo
greenway**

pop-up picnic

**APRIL
2025**

5

**SATURDAY
6-10 PM**

SPONSORSHIP PACKAGE



Get ready for Austin's favorite tradition...

the 2025 Pop-Up Picnic is back!

Join us in supporting Waterloo Greenway's mission to build, operate, activate, and sustain a vibrant urban greenspace in the heart of downtown Austin. Gather with fellow Austinites for an unforgettable evening of delicious food, live music, and scenic sunset views - all in celebration of the vision that's transforming our city.

Don't miss your chance to be part of this beloved event!

For all inquiries please contact development@waterloogreenway.org

pop-up picnic

**APRIL | 5 | SATURDAY
2025 | 6-10 PM****PRESENTING SPONSOR \$50,000**

- “Pop-Up Picnic presented by” recognition
- 10 Premier Picnic Baskets, with 20 entry tickets
- 10 Picnic Friends Forever packages
- Social media recognition
- Opportunity for remarks at the event
- Prominent listing on event brochure, website, and signage

PICNIC BASKET SPONSOR \$20,000

- 6 Premier Picnic Baskets, with 12 entry tickets
- 6 Picnic Friends Forever Packages
- Social media recognition
- Recognition from the stage at the event
- Prominent listing on event brochure, website, and signage

PHOTO BOOTH SPONSOR \$15,000

- Sponsor Logo on signage and digital photos
- 4 Premier Picnic Baskets, with 8 entry tickets
- 4 Picnic Friends Forever packages
- Social media Recognition
- Listing on event brochure, website, and signage

MARGARITA BAR SPONSOR \$10,000

- Sponsor Logo in designated Margarita Zone
- Sponsor Logo on commemorative picnic cup
- 2 Premier Picnic Baskets, with 4 entry tickets
- 2 Picnic Friends Forever packages
- Listing on event brochure, website, and signage
- Social media recognition

SUSTAINABILITY SPONSOR \$10,000

- Sponsor eco-friendly initiatives like recycling stations or sustainable picnic materials.
- 2 Premier Picnic Basket, with 4 entry tickets
- 2 Picnic Friends Forever package
- Listing on event brochure, website, and signage
- Social media recognition

MEDIA SPONSOR \$10,000

- 2 Premier Picnic Baskets, with 4 entry tickets
- 2 Picnic Friends Forever packages
- Social media Recognition
- Listing on event brochure, website, and signage

PICNIC BLANKET SPONSOR \$20,000

- 6 Premier Picnic Baskets, with 12 entry tickets
- 6 Picnic Friends Forever Packages
- Social media recognition
- Recognition from the stage at the event
- Prominent listing on event brochure, website, and signage

VALET SPONSOR \$15,000

- Sponsor Logo on signage at Valet entry
- 4 Premier Picnic Baskets, with 8 entry tickets
- 4 Picnic Friends Forever packages
- Social media Recognition
- Listing on event brochure, website, and signage

MARTINI BAR SPONSOR \$10,000

- Sponsor Logo on designated Martini Bar
- Sponsor Logo on commemorative picnic cup
- 2 Premier Picnic Baskets, with 4 entry tickets
- 2 Picnic Friends Forever packages
- Listing on event brochure, website, and signage
- Social media recognition

ENTERTAINMENT/MUSIC UNDERWRITER \$10,000

- Sponsor Logo on or near stage during event
- 2 Premier Picnic Baskets, with 4 entry tickets
- 2 Picnic Friends Forever packages
- Social media Recognition
- Recognition during entertainment segment
- Listing on event brochure, website, and signage

FAMILY FUN SPONSOR \$10,000

- Sponsor recognition at Family Zone activation
- 2 Premier Picnic Basket, with 4 entry tickets
- 2 Picnic Friends Forever package
- Listing on event brochure, website, and signage
- Social media recognition

AGAVE SPONSOR \$5,000

- 1 Premier Picnic Basket, with 2 entry tickets
- 1 Picnic Friends Forever package
- Social media recognition
- Listing on event brochure, website, and signage

BLUEBONNET SPONSOR \$2,500

- 1 Premier Picnic Basket, with 2 entry tickets
- Social media recognition
- Listing on event brochure, website, and signage

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SPONSORSHIP INFORMATION

COMPANY NAME _____ CONTACT _____

PHONE _____ EMAIL _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

RECOGNIZED IN SPONSORSHIP AS: _____

DONATION LEVEL

- | | |
|--|---|
| <input type="checkbox"/> PRESENTING SPONSOR [\$50,000 - LIMIT 1] | <input type="checkbox"/> PICNIC BLANKET SPONSOR [\$20,000] |
| <input type="checkbox"/> PICNIC BASKET SPONSOR [\$20,000] | <input type="checkbox"/> VALET [\$15,000] SOLD |
| <input type="checkbox"/> PHOTO BOOTH SPONSOR [\$15,000] | <input type="checkbox"/> MARTINI BAR SPONSOR [\$10,000] SOLD |
| <input type="checkbox"/> MARGARITA BAR SPONSOR [\$10,000] | <input type="checkbox"/> ENTERTAINMENT SPONSOR [\$10,000] SOLD |
| <input type="checkbox"/> SUSTAINABILITY SPONSOR [\$10,000] | <input type="checkbox"/> FAMILY FUN SPONSOR [\$10,000] |
| <input type="checkbox"/> MEDIA SPONSOR [\$10,000] | <input type="checkbox"/> AGAVE SPONSOR [\$5,000] |
| | <input type="checkbox"/> BLUEBONNET SPONSOR [\$2,500] |

PAYMENT OPTIONS

- CHECK ENCLOSED PLEASE INVOICE ME CREDIT CARD (BELOW)
- CARD NUMBER _____ EXP _____ CVV _____

Please mail completed form with payment to 1111 Red River Street, Austin, TX 78701.
Checks can be made to Waterloo Greenway Conservancy.

Questions? email development@waterloogreenway.org