

waterloo
greenway

glow in the park

October 8, 2026 Waterloo Park

Sponsorship Opportunities

Chairs

Melba and Ted Whatley
Geri and Matt Hooks

Honorary Chairs

Charles Attal and Amy Corbin
Rosemary and Russell Douglass





About

Waterloo Greenway Conservancy

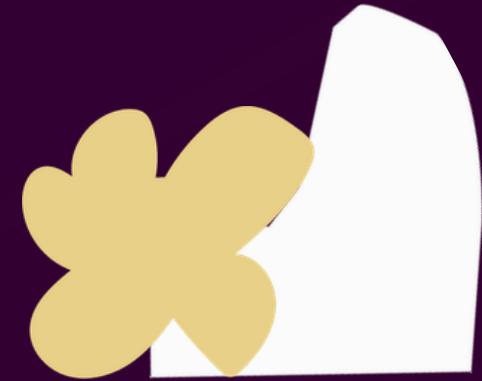
Waterloo Greenway Conservancy is a nonprofit organization dedicated to creating a vibrant urban greenspace in the heart of downtown Austin. Our mission is to connect people with nature, art, and education through a chain of parks surrounding a restored Waller Creek.

Spanning 1.5 miles through the heart of the city, Waterloo Greenway is an urban ecosystem with the power to bring the entire Austin community together. Since opening, Waterloo Park has welcomed more than 750,000 visitors and hosted over 140 free programs each year in partnership with 200 local organizations.



About

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Waterloo Greenway's annual fundraiser, ***Glow in the Park***, is an elegant evening featuring a cocktail reception, gourmet dinner, exclusive auction, and an intimate performance by a special musical guest.

On Thursday, **October 8, 2026**, Austin's most influential philanthropists, community leaders, and art enthusiasts will gather for an unforgettable night under the stars at Moody Amphitheater in Waterloo Park, beginning at 6 PM.

This premier event offers a unique opportunity to showcase your brand to a distinguished audience while supporting Waterloo Greenway's mission to create and sustain Austin's vibrant urban greenspaces.

Align your company with a transformative project that enhances our city and brings the community together.

Waterloo Greenway

VISITORS

300,000

PARK VISITORS PER YEAR

WEBSITE

91,000

UNIQUE VISITORS PER YEAR

SOCIAL MEDIA

80,000

REACH/FOLLOWERS

Glow in the Park 2025

700

ATTENDEES AT GLOW

ATTENDEES

\$1.6M

DOLLARS

RAISED

\$275K

FROM CORPORATIONS

SPONSORS

Audience

700 of Austin's most influential leaders and changemakers

- Top Philanthropists & Business Leaders
- Executives in Real Estate, Development, Private Equity, and Finance
- Partners at Leading Law Firms and Financial Institutions
- Austin's Top Elected Officials, reinforcing our public-private partnership with the City of Austin



Jamie & Blake Chandlee



Linea Avey



Charlene and Vinny Lingham
and table guests



2025 Glow Host Committee



Mayor Watson



Deborah Green, Mara Manus, Chris Mattsson,
Michael Marinelli, Clayton Aynesworth



Suzanne Deal Booth



Lynn & Tom Meredith
2025 Glow in the Park Chairs



Mark Ozdarski, Wende Parks,
Carl Alberty & Cameron Breed



Hannah Parker and Starla Terry
Elle Moody and Ross Moody



Dr. Colette Pierce Burnette, CEO of Waterloo Greenway
and Davon Barbour with Downtown Austin Alliance

2026 Sponsors

Entertainment Sponsors



Program Sponsor



512 Wealth Partners

Cocktail Reception Sponsor



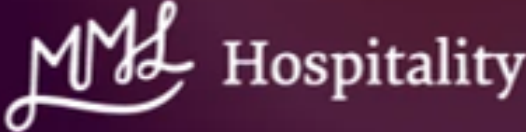
Live Auction Sponsor



Valet Sponsor



Dinner Sponsor



Wine Sponsor



Print Sponsor



Espresso Martini Sponsor



Flower Sponsor



Champions of Glow



Friend of Glow



In-Kind Sponsors



Media Sponsors



as of 08/22/2026

2026 Chairs and Host Committee

Chairs

Melba and Ted Whatley
Geri and Matt Hooks

Honorary Chairs

Charles Attal and Amy Corbin
Rosemary and Russell Douglass

Host Committee

Chloe Hooks
Hellen and Jeff Pennell
Janet and Wilson Allen
Melanie Barnes
Paula and Kevin Burns
Kelley and Tom Daniel
MaryAnn and Ben Frishman
Armando Zambrano and Bryan Gardner
Jessica Sherrets and Ryan Higgins
Kelly and Casey Kopecky
Clayton and Andrew Maebius
Carlotta and Bill McLean
Lynn and Tom Meredith

Lauren and Tommy Moorman
Beth and Brian Plater
Terry and Graham Quinn
Ryann and Jorge Rangel
Ellen and Mark Ray
Misty and Bill Reid
Annie and Cord Shiflet
Ellen and Jeremy Smitheal
Wendy and Tod Thompson
Katherine and Nathan Thornhill
Ashley and Tommy Washmon
Christiana and Josh Whitcraft

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Thursday, October 8, 2026 · Moody Amphitheater at Waterloo Park

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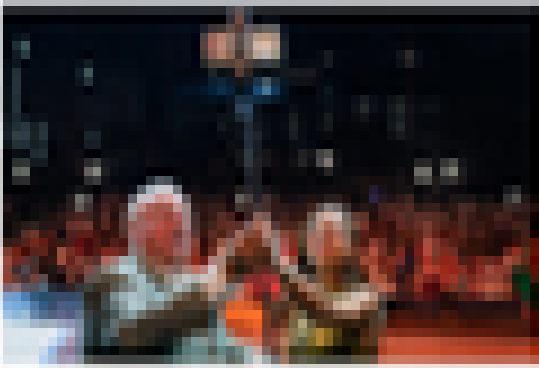
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Press & Marketing

Glenn Park

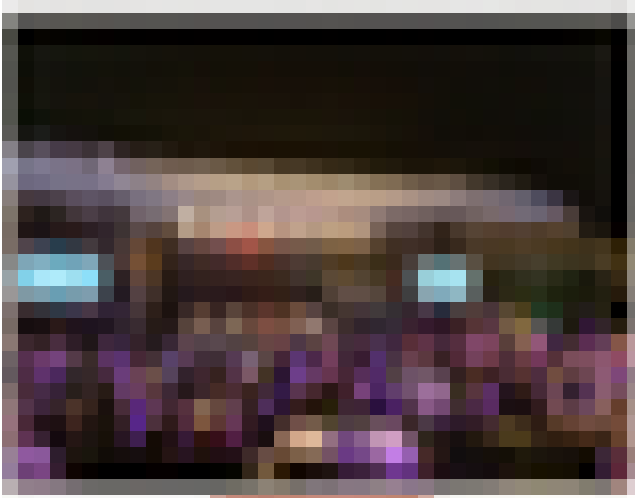
October 18, 2024

Glenn Park is a beautiful... (text continues)



TRIBEZA TIP

... (text continues) ...



... (text continues) ...

CURATED TEXAS

... (text continues) ...

Here's Why Waterloo Greenway Conservancy's "Glow in The Park" Tennis Shoe Glow Gala Is An Outstanding Success

... (text continues) ...





Presenting Sponsor

PNC BANK

Entertainment Sponsors

Fairmont
AUSTIN

kw
KELLER WILLIAMS

MOODY
FOUNDATION

Program Sponsor

KORMAN

Dinner Sponsor

TEXAS GLOBAL EQUITY

Cocktail Reception Sponsor

HERITAGE TITLE COMPANY
AUSTIN, TEXAS

Valet Sponsor

AUSTIN SUBARU
SUBARU

Live Auction Sponsor

KORMAN

Flowers Sponsor

D · K · D
Paris & Korie Designs, Inc.

Lounge Sponsor

Tito's
Handmade VODKA
AUSTIN & TEXAS

Wine Sponsor

TWIN LIQUORS
FINE WINE & SPIRITS

Photo Sponsor

TON ART INC.

Powder Room Sponsor

RUIZ SALON

In-Kind Sponsors

LALO
TEQUILA

Liquid Death

NINE BANDED
WHISKEY

revolution
SPIRITS

SOCIETY

TRIBEZA
AUSTIN CHAPTER

WATERLOO

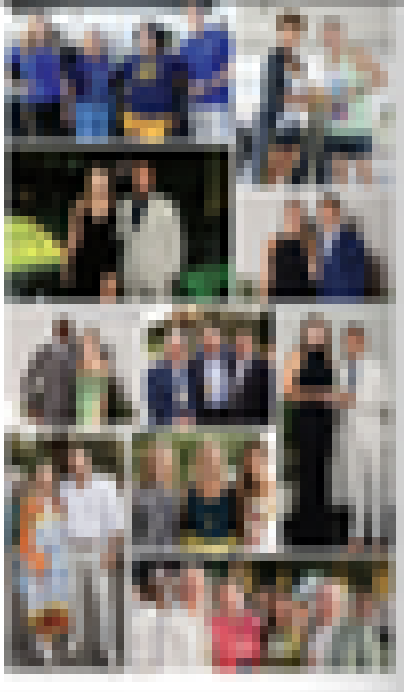
Zilker
BREWING COMPANY

TRIBEZA

... (text continues) ...



... (text continues) ...



Brand Placement



Creative and impactful moments that integrate your brand into the event organically

Sponsorship Packages

Presenting Sponsor

\$125,000

- Two Platinum Tables (10 guests each) - Valued at \$50,000; Fair Market Value: \$7,000
- Premium seating with prime placement for the auction and concert, including bottle service
- Top billing as “Presented by” in the main event logo
- Verbal recognition from the stage
- One-minute company-branded video shown prior to the band performance
- Speaking opportunity for an executive before the band performance
- Private box or pod for four at a Live Nation concert during the 2026-2027 season (based on availability)
- Rental facility fee for Waterloo Park (additional charges may apply, including staffing costs)
- Logo or name featured on all event collateral, including invitation, program, website, emails, signage, and video graphics
- Social media recognition, including one thank-you post, two promotional posts leading up to the event, and two posts on event day
- Exclusive logo placement across all promotional materials (digital, print, social media, and email)
- Minimum of two dedicated social posts promoting the event
- Exclusive logo placement on Waterloo stage for *Glow in the Park*
- Recognition as Presenting Sponsor of *Glow in the Park* across Waterloo Greenway Conservancy materials

Entertainment Sponsor

\$75,000 [2 of 2 Available]

- Platinum Table (valued at \$25,000 Fair Market Value \$4,500)
- Table for 10 with premium placement for Auction and Concert
- Bottle Service after dinner for Auction and Concert
- Meet and greet or photo with Artist (for 10 guests)
- Verbal Recognition from Stage
- Logo/Name in prominent position; listed as Entertainment Sponsor
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts
- Opportunity to schedule private tour of Waterloo Park

2 SOLD

Dinner Sponsor

- Platinum Table (valued at \$25,000 FAIR MARKET VALUE \$4,500)
- Table for 10 with premium placement for Auction and Concert
- Bottle Service after dinner for Auction and Concert
- Premium wine selection
- Verbal Recognition from Stage
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts
- Logo/Name on dinner menu; “Tonight’s dinner presented by”

\$50,000

SOLD

Program Sponsor

- Platinum Table (valued at \$25,000 FAIR MARKET VALUE \$4,500)
- Table for 10 with premium placement for Auction and Concert
- Bottle Service after dinner for Auction and Concert
- Premium wine selection
- Verbal Recognition from Stage
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts
- Logo/Name on program: “Tonight’s program presented by”

\$50,000

SOLD

Cocktail Reception Sponsor

- Branded Glow cocktail napkins
- Gold Table for 10 (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Recognition from the Stage
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

\$30,000

SOLD

Decoration Sponsor

\$25,000

- Branded Signage on tables
- Gold Table for 10 (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Recognition from the Stage
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

Live Auction Sponsor

\$25,000

SOLD

- Branding with Logo on all attendee Bid Paddles
- Gold Table (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Recognition from the Stage
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

Step & Repeat Sponsor

\$25,000

- Brand Glow Photo Booth area
- Gold Table for 10 (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

Valet Sponsor

- Brand Valet Drop-off/pick up signage and area at Event
- Gold Table (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Listed on website as official Valet Sponsor of Glow in the Park
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Opportunity to place branded swag and/or materials in guests’ vehicles.

\$25,000

SOLD

Invitation Sponsor

- Logo Placement on printed invitation
- Gold Table (valued at \$15,000 FAIR MARKET VALUE \$3,500)
- Premium wine selection
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

\$25,000

Champions of Glow

- 6 Tickets
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics
- Inclusion in social media thank you post; Inclusion in day of social media stories and posts

\$15,000 (Limited to 5)

Powder Room

- Signage in bathrooms with opportunity for takeaway + mints, mouthwash, flossers, hairspray
- 2 Tickets
- Logo/Name on all collateral including: Invitation, Program, Website, Emails, Signage and Video graphics

\$5,000 (1 Available)

Friends of Glow

- 2 Tickets
- Logo/Name on in Program, Website, and Video graphics at event.

\$5,000 (Limited to 10)

Contact info

**waterloo
greenway**



Nicole Russo

NRusso@WaterlooGreenway.org

www.waterloogreenway.org/glow