

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

# waterloo greenway Glow in the Park



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

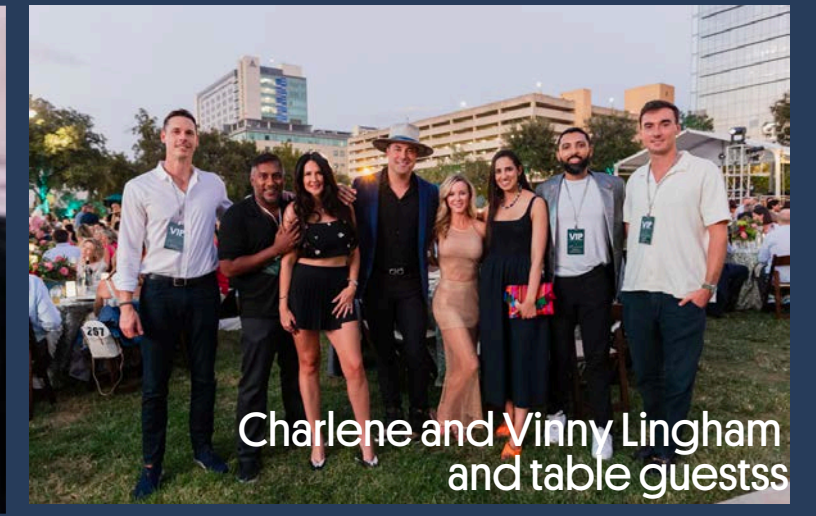
- Top Philanthropists & Business Leaders
- Executives in Real Estate, Development, Private Equity, and Finance
- Partners at Leading Law Firms and Financial Institutions
- Austin's Top Elected Officials, reinforcing our public-private partnership with the City of Austin



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



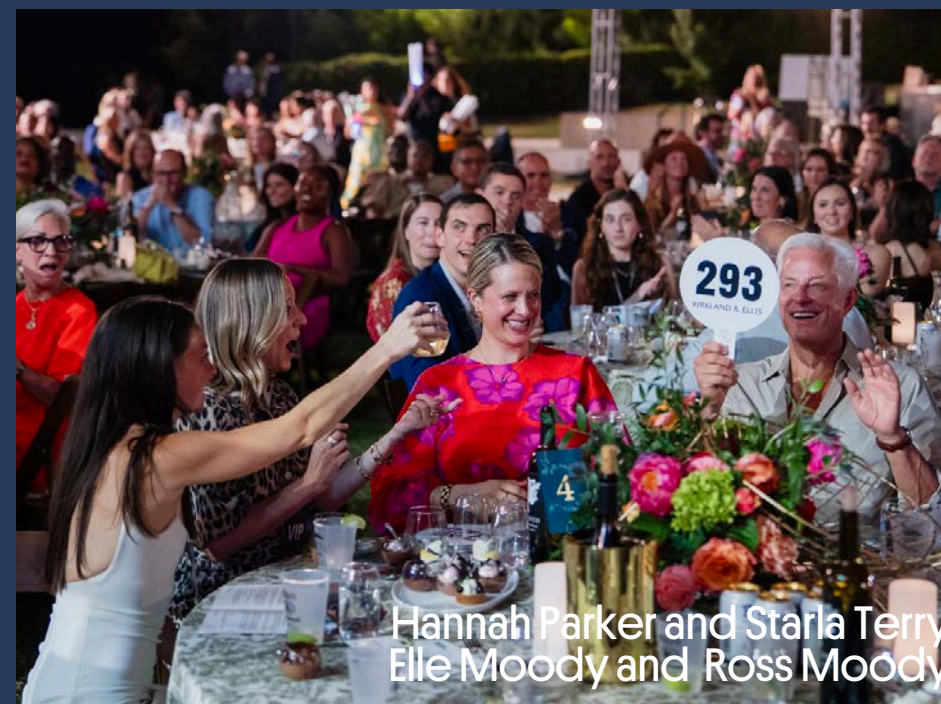
Suzanne Deal Booth



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

# 2025 Sponsors

Presenting Sponsor



Entertainment Sponsors



Print Sponsor



Live Auction Sponsor



Program Sponsor



Cocktail Reception Sponsor



Step & Repeat Sponsor



Dinner Sponsor



Valet Sponsor



Wine Sponsors



Friends of Glow



In-Kind Sponsors



Media Sponsors



as of 10/01/2025

# 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

Rosemary Douglass

MaryAnn and Ben Frishman

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



# 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 [1 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

## 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**  
**PENDING**

## 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**

## 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**

**PENDING**

- 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

**\$25,000**

**SOLD**

- 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.

## Invitation Sponsor

**\$25,000**

- 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

## Champions of Glow

**\$15,000 (Limited to 5)**

- 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

## Powder Room

**\$5,000 (1 Available)**

- 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

## Friends of Glow

**\$5,000 (Limited to 10)**

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

# Contact info

**waterloo  
greenway**



Nicole Russo

[NRusso@WaterlooGreenway.org](mailto:NRusso@WaterlooGreenway.org)

[www.waterlogreenway.org/glow](http://www.waterlogreenway.org/glow)