



waterloo
greenway

Creek Show



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NOVEMBER 13-21, 2026

WATERLOO GREENWAY • LADY BIRD LAKE TO 4TH ST

Creek Show returns this November with a bold new chapter at the newly opened southern stretch of Waterloo Greenway. Over nine unforgettable nights, thousands of Austinites will gather along Waller Creek to experience immersive light-based installations created by local artists, transforming downtown into a vibrant celebration of creativity, connection, and community.

More than a beloved Austin tradition, Creek Show showcases the power of public space to inspire, engage, and bring people together. As Waterloo Greenway's signature arts event, it highlights the ongoing transformation of Waller Creek and invites the community to be part of a more connected, vibrant, and sustainable future for Austin.

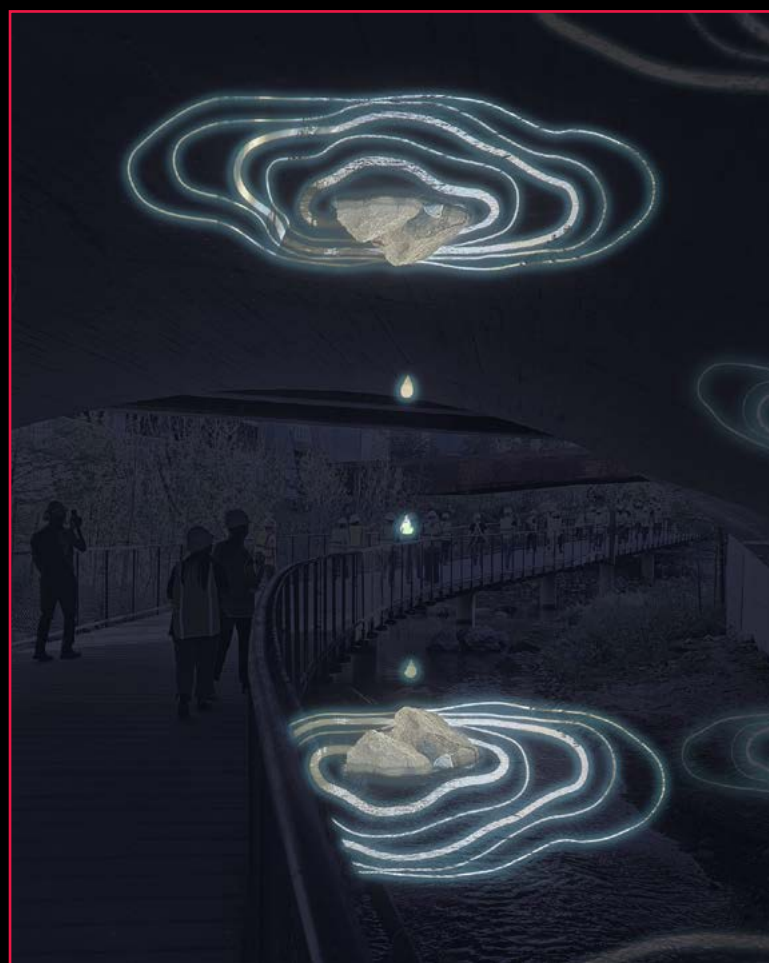
CREEKSHOW.COM



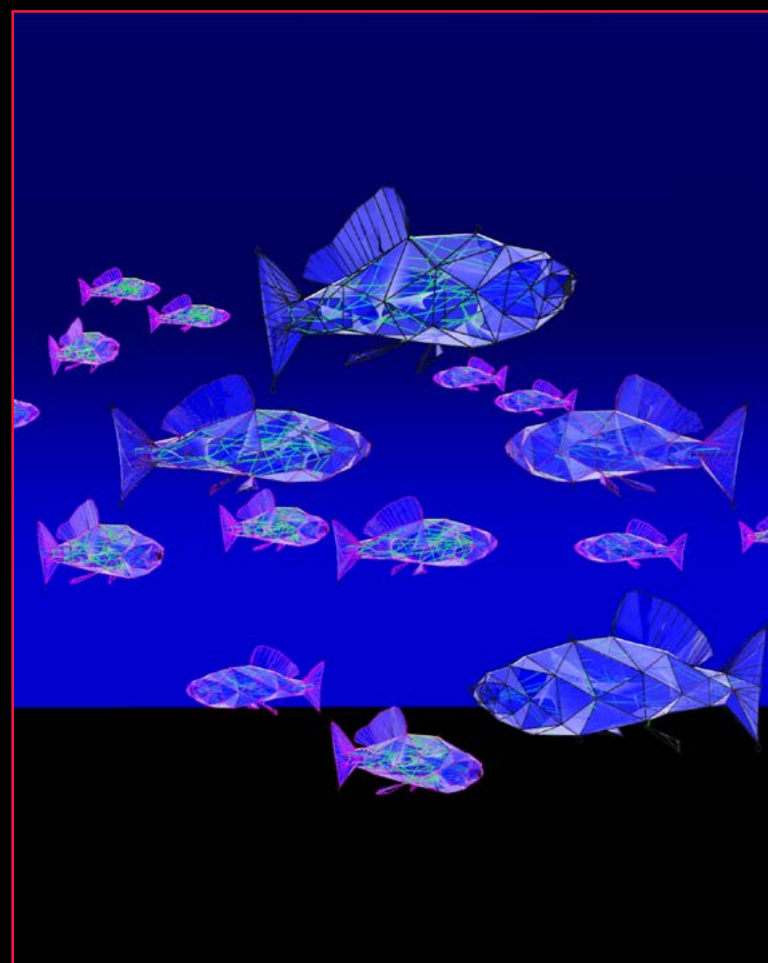
2026 Installations



CONTACT
BRR ARCHITECTURE



drip-drop
Lord Aeck Sargent



Fractal Fish
WarrPaint



Moon Tower 15.1
HKS Architects



Nocturnal Garden
Yuliya Lanina



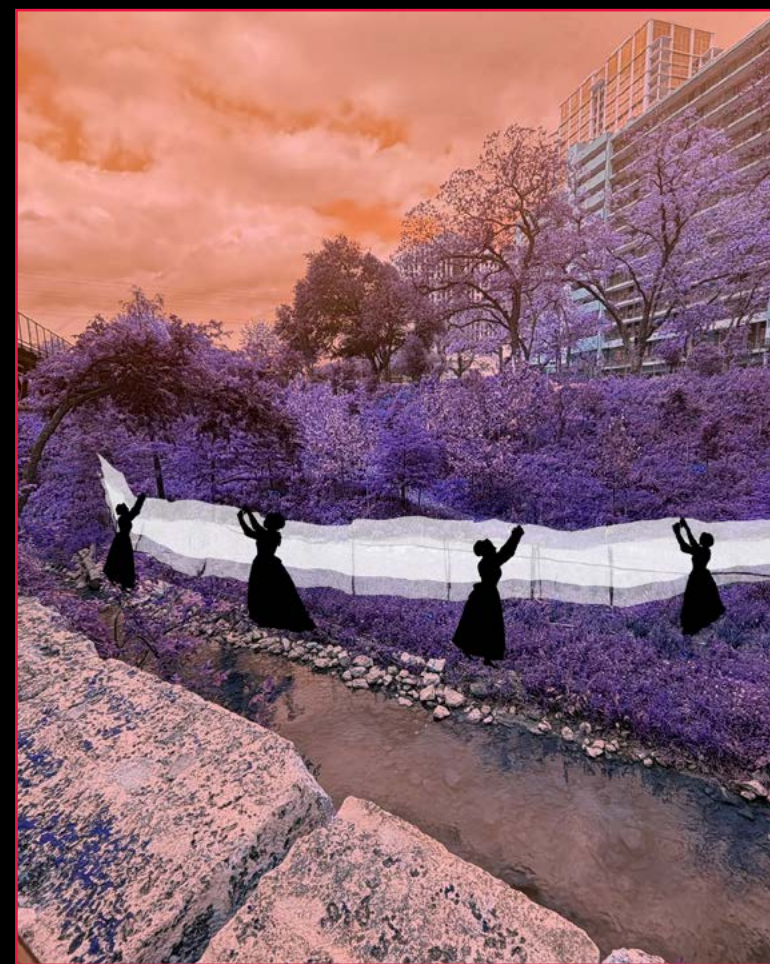
NOT IN MY RUNOFF!
UNS



Petri-Chord
Creek Freaks



Sacred Datura
Playhou.se / SOM



Shadow Current
Charlie Alvarado Studio

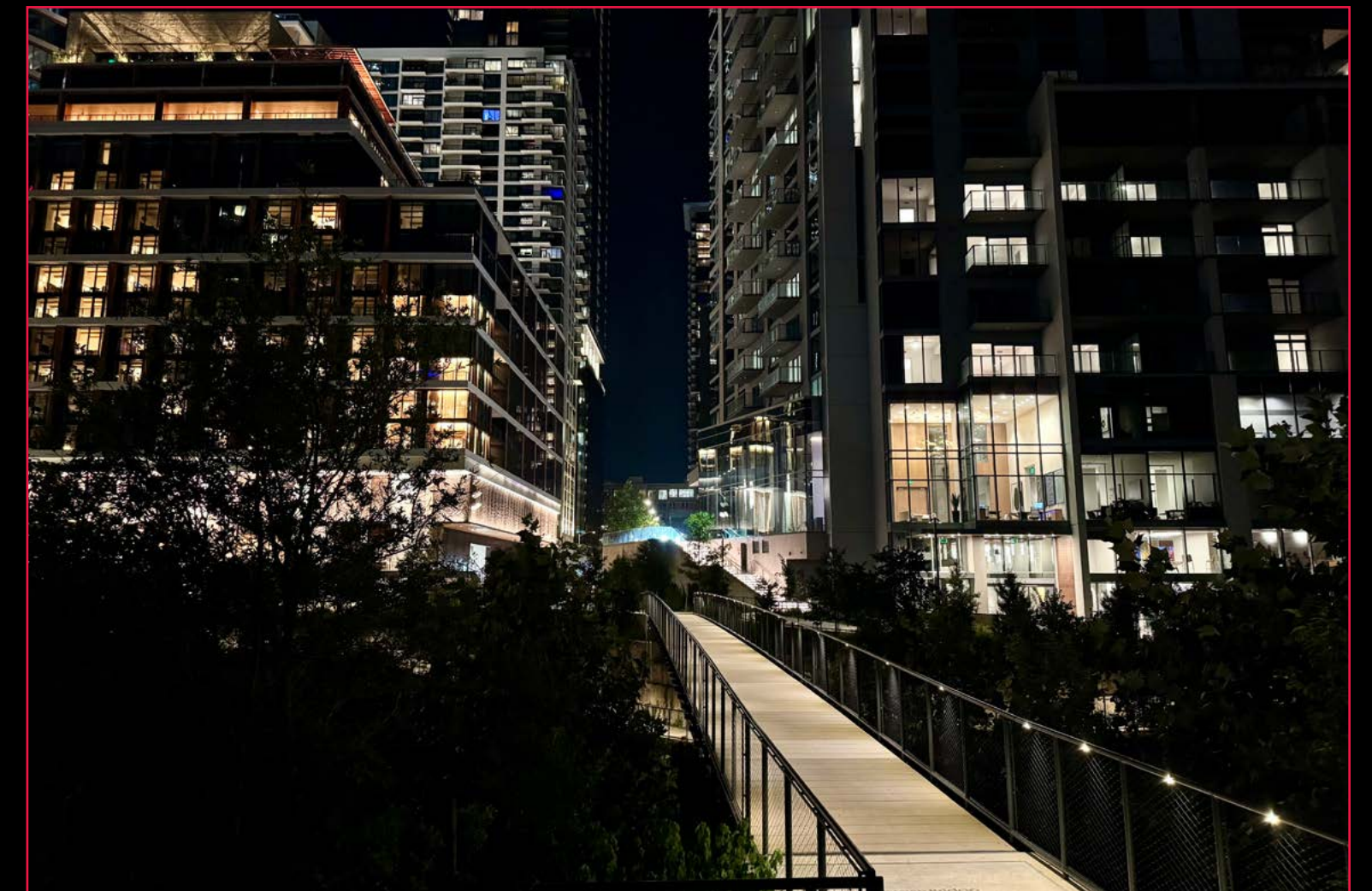
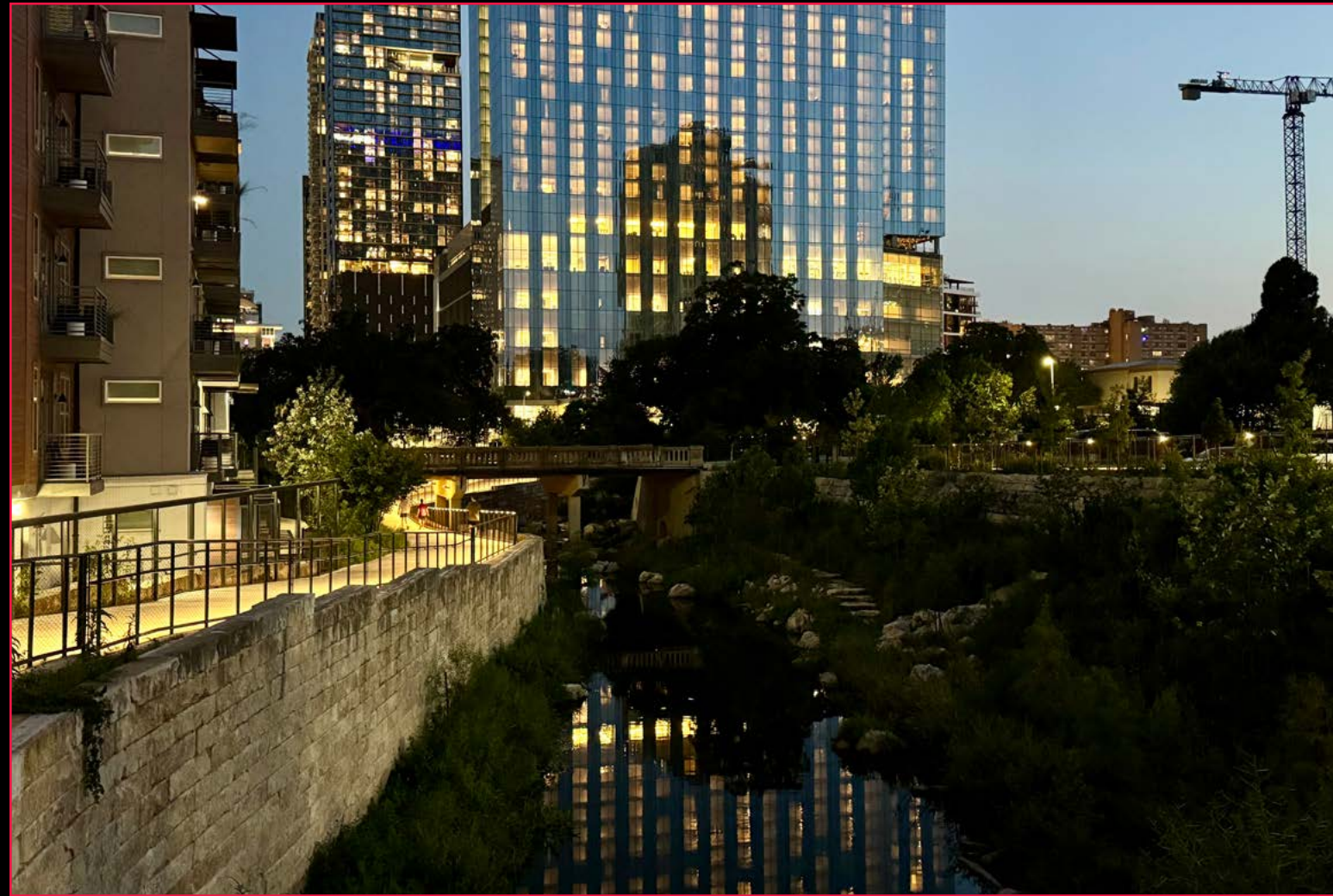


Waller Wildlings
Kick Punch Bite, LLC



New Location: 4th St to Lady Bird Lake

After a decade of lighting up upper Waller Creek, Creek Show is on the move, heading downstream to this newly opened stretch of Waterloo Greenway.



Partnership Opportunities

Be part of the experience that lights up Austin and showcases your investment in art, public spaces, and community to thousands!

2026 PRESENTING SPONSOR

\$75,000 (Limit 1)

Position your brand at the forefront of Creek Show as the exclusive Presenting Sponsor of all nine nights of Austin's iconic light-based art experience. Enjoy premier visibility and exclusive naming rights as: Waterloo Greenway Creek Show Presented by *Company*.



ART INSTALLATION SPONSOR

\$20,000

This highly visible opportunity puts your brand at the center of the Creek Show experience, connecting your company to one of the event's most photographed and talked-about attractions, while demonstrating your support for local artists and Austin's creative community. All nine nights!

Benefits include recognition at a dedicated installation, logo placement on signage, recognition on the Creek Show website and sponsor materials, and invitations to the Creek Show Artist Talk.

PHOTO AREA SPONSOR

\$20,000 (Limit 1)

The Creek Show Photo Area is one of the event's most visited and highly shared attractions. Showcase your brand at a dedicated photo experience featured throughout all nine nights of Creek Show, creating meaningful visibility as thousands of attendees capture and share their experience. Custom-branded photo activations may be available with additional support.

THEMED NIGHT/ACTIVATION SPONSOR

\$15,000 (Limited)

Light up the night with Creek Show! Sponsor one of our popular themed nights or propose your own. Sponsorships begin at \$15,000 and include special logo recognition and the option of a 10x10 activation. Large-scale activations are available with additional sponsorship and advanced planning.

GIGAWATT SPONSOR

\$10,000

Be a part of the magic by helping to underwrite the costs of this signature event and watch your logo shine bright throughout Creek Show. Plus, enjoy the VIP treatment with Creek Show tickets for your guests!

MEGAWATT SPONSOR

\$5,000

Be a part of the magic by helping to underwrite the costs of this signature event and watch your logo shine bright throughout Creek Show. Plus, enjoy the VIP treatment with Creek Show tickets for your guests!

GREENWAY CHAMPION

Donation

Make a gift toward Waterloo Greenway and help sustain the park for generations to come. Your support helps operate and activate this vibrant public space, creating opportunities for all Austinites to connect through nature, culture, and community. It also helps keep a night of Creek Show free and accessible.

Sponsorship Benefits

	PRESENTING	INSTALLATION	PHOTO AREA	THEMED NIGHT	GIGAWATT	MEGAWATT
Exclusive Presenting Sponsorship	✓					
Private Reception on Public Night	✓					
Creek Show Invitation Recognition	✓	✓	✓	✓		
Verbal Recognition at CS Events	✓	✓	✓	✓		
Creek Show Poster Recognition	✓	✓	✓	✓		
Dedicated Area Sponsorship	✓	✓	✓	✓		
Social Media Recognition	✓	✓	✓	✓	✓	
Creek Show Tickets	✓	✓	✓	✓	✓	
Sponsor Listing Recognition	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Listing on Creek Show Signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Listing on Creek Show Website	✓	✓	✓	✓	✓	✓
Listing in Creek Show Email Blasts	✓	✓	✓	✓	✓	✓
Listing on Waterloo Greenway Donor List	✓	✓	✓	✓	✓	✓



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FOR ALL SPONSORSHIP INQUIRIES PLEASE CONTACT
asigler@waterloogreenway.org

