



POP-UP PICNIC

2025

april 5, 2025

waterloo park



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, lively 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 * 2025

<p>PRESENTING SPONSOR \$50,000</p> <ul style="list-style-type: none"> • “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 	<p>PICNIC BLANKET SPONSOR \$20,000</p> <ul style="list-style-type: none"> • 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
<p>LAWN SPONSOR \$20,000</p> <ul style="list-style-type: none"> • 6 Premier Picnic Baskets, with 12 entry tickets • 6 Picnic Friends Forever Packages • Special Reserved Location on the main Lawn • Recognition from the stage at the event • Prominent listing on event brochure, website, social media and signage 	<p>VALET SPONSOR \$15,000</p> <ul style="list-style-type: none"> • 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
<p>PICNIC BASKET SPONSOR \$20,000</p> <ul style="list-style-type: none"> • 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 	<p>MARTINI BAR SPONSOR \$10,000</p> <ul style="list-style-type: none"> • 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
<p>PHOTO BOOTH SPONSOR \$15,000</p> <ul style="list-style-type: none"> • 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 	<p>ENTERTAINMENT/MUSIC UNDERWRITER \$10,000</p> <ul style="list-style-type: none"> • 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
<p>MARGARITA BAR SPONSOR \$10,000</p> <ul style="list-style-type: none"> • 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 	<p>FAMILY FUN SPONSOR \$10,000</p> <ul style="list-style-type: none"> • 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
<p>REGISTRATION SPONSOR \$10,000</p> <ul style="list-style-type: none"> • Sponsor recognition at registration to welcome all guests • 2 Premier Picnic Basket, with 4 entry tickets • 2 Picnic Friends Forever package • Listing on event brochure, website, and signage • Social media recognition 	<p>AGAVE SPONSOR \$5,000</p> <ul style="list-style-type: none"> • 1 Premier Picnic Basket, with 2 entry tickets • 1 Picnic Friends Forever package • Social media recognition • Listing on event brochure, website, and signage
	<p>BLUEBONNET SPONSOR \$2,500</p> <ul style="list-style-type: none"> • 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

- PRESENTING SPONSOR [\$50,000 - LIMIT 1] **SOLD**
- PICNIC BLANKET SPONSOR [\$20,000] **SOLD**
- LAWN SPONSOR [\$20,000]
- VALET [\$15,000] **SOLD**
- PICNIC BASKET SPONSOR [\$20,000] **SOLD**
- MARTINI BAR SPONSOR [\$10,000] **SOLD**
- PHOTO BOOTH SPONSOR [\$15,000] **SOLD**
- ENTERTAINMENT SPONSOR [\$10,000] **SOLD**
- MARGARITA BAR SPONSOR [\$10,000] **SOLD**
- FAMILY FUN SPONSOR [\$10,000] **SOLD**
- REGISTRATION SPONSOR [\$10,000]
- AGAVE SPONSOR [\$5,000]
- MEDIA SPONSOR [\$10,000]
- 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