



20 24

TRAVIS
COUNTY
PARKS
FOUNDATION

FOR THE
LOVE of PARKS

RICHARD MOYA PARK

SPONSORSHIP PACKET

Saturday, May 11th, 2024 • 11 a.m. to 3 p.m. • Richard Moya Park

We are park people! Everyone is welcome to our network of extraordinary parks. In that spirit, For the Love of Parks 2024 is a free event for the community of parks lovers to celebrate the work of the Foundation and the outdoor spaces we all love. This event will feature live music, food trucks, kids activities such as inflatables, face painting, petting zoo, and more.



Dear Friends and Supporters,

It is our great joy to announce the second annual For the Love of Parks event at Richard Moya Park on Saturday, May 11, 2024 from 11 a.m. to 3 p.m. Last year, we launched this event and were thrilled by the response we received from the community. In 2023, this celebration welcomed nearly 1,000 new and seasoned visitors to the park. The encouragement and support received solidified our desire to make it an annual celebration, and we want to personally invite you to be a part of the 2024 event. You can show your love of our county parks by joining us as a sponsor of this fun, family-friendly event. In the spirit of collaboration, community and celebration, this event will be free to the public and welcome everyone.

Our Travis County parks boast 11,000 acres with 27 parks ranging from metropolitan sports complexes to nationally recognized majestic natural preserves. While these parks primarily serve the people of Travis County, they are heavily used by residents of surrounding counties, and some attract state, national and even global visitors. We depend on these green spaces for a high quality of life, mental and physical health, economic strength, and environmental benefits.

This year, we invite you to join the Foundation in celebrating voter approval of \$276 million for Travis County parks as well as the launch of our three signature programs. In close partnership with parks staff, we are leading a collaborative initiative to create a 70-mile network of greenways in eastern Travis County that will connect to our growing regional trail system. In addition, the Foundation is spearheading the establishment of a robust astronomy and dark skies program at the Reimers Ranch Observatory and throughout the county. We also are launching a new Park Stewards Program to address key park needs through ongoing volunteer activities. These initiatives will bring park lovers together and create opportunities for engagement with our parks system in new and inspiring ways. We invite you to support these programs and our network of extraordinary parks by becoming an event sponsor.

Sincerely,

Joanna Wolaver
Executive Director

Elliott Hill
Board President

SPONSORSHIP LEVELS, BENEFITS, & UNDERWRITING OPPORTUNITIES

	Presenting Sponsor \$25,000	Parks Protector \$15,000	Parks Champion \$10,000	Parks Hero \$7,500	Parks Friend \$5,000	Parks Defender \$2,500	Parks Advocate \$1,000
Name or logo on website	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Name or logo on event program	LOGO	NAME	NAME	NAME	NAME	NAME	NAME
Opportunity to host a sponsor table and feature giveaways							
Social media posts	DEDICATED	DEDICATED	GROUP	GROUP	GROUP	GROUP	
Verbal recognition at event							
Underwriting opportunities according to sponsorship level (see next section)							
Name or logo on event t-shirt and event signage	LOGO	LOGO	LOGO	NAME	NAME		
Private volunteer opportunity with the Travis County Parks Foundation							
Opportunity for brief remarks at the event							

UNDERWRITING OPPORTUNITIES

Includes dedicated signage

\$15,000

Music Zone or Kids' Zone Underwriters

\$10,000

Food Truck Zone, Picnic Zone, or Community Partner Zone Underwriters

\$7,500

Photo Booth Underwriters

\$5,000

Volunteer Tent, Golf Cart Transport, or Comfort Stations Underwriters

IN-KIND SPONSORS

If you would like to donate or lend a service, products, or food to the For the Love of Parks 2024 event, we would be delighted to accommodate you as an in-kind sponsor. In-kind donations are generally valued at 50% of the fair market value of the donation. According to these guidelines, the value of the service, product, or food will be honored in the appropriate sponsorship levels as outlined in our Sponsor Packet.



WE ARE PARK PEOPLE

VISION

A network of extraordinary county parks that are well-known, easily experienced and loved.

MISSION

To create a powerful community resource that increases awareness, engagement and community support for Travis County Parks.

OUR VALUES

INCLUSIVE

We believe our parks belong to all and all are welcome to support our mission and values.

INTENTIONAL

We are thoughtful stewards of our parklands and purposeful with our resources.

INSPIRING

We believe parks enrich our lives and enhance the health of our community.

Board of Directors

Elliot Hill (*President*), Deron Shumaker (*Secretary*), Jose Canales, Laura Cortez, David Escamilla, Reggie James, and Christy Muse

Committee Members

Jay Alexander, Manjula Andukuri, Onnie Bohr, Jose Canales, Masharika Cannon, Janet Coles, Vanessa Ellis, David Escamilla, Elliot Hill, Audrie Jahnsen, Reggie James, Christy Muse, Benjamin Pargmann, Drew Pickle, Ricardo Rendon, David Salazar, Deron Shumaker, Mia Sims, Tim Speyrer, Joanna Wolaver, Tamara Walsh

SPONSORSHIP COMMITMENT FORM

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Sponsor/Business Name (Exactly as it should appear in event materials):

Event Sponsorships

☐ Presenting Sponsor (\$25,000)

☐ Parks Friend Sponsor (\$5,000)

☐ Parks Protector Sponsor (\$15,000)

☐ Parks Defender Sponsor (\$2,500)

☐ Parks Champion Sponsor (\$10,000)

☐ Parks Advocate Sponsor (\$1,000)

☐ Parks Hero Sponsor (\$7,500)

☐ Unable to sponsor this year, but would like to make a gift of \$ _____

Sponsors \$5,000 and above will be contacted to discuss their underwriting opportunity.

Method of Payment: ☐ Check payable to TCPF ☐ Credit Card ☐ Invoice Me

Card #: _____ **Exp. Date:** _____ **CVV:** _____

Name on Card: _____

Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Signature: _____ **Date:** _____

Note: Payment must be received by April 1st, 2024.

Return this form by mail to:

Travis County Parks Foundation
2407 South Congress Ave Ste E #540
Austin, TX 78704

To pay online or if you have any questions, contact Joanna at
joanna@traviscountyparksfoundation.org or 512-565-0812.

For your records, our Federal Tax ID is 86-3731012.

traviscountyparksfoundation.org