



Sponsorship Opportunities

*Support the Construction of an
ADA Wheelchair Accessible
Fishing Pier on Lady Bird Lake*

Naming Sponsor of the Pier: \$100,000

- All exclusive naming/marketing rights to be coordinated with sponsor at their designation

Lady Bird Lake Supporter: \$50,000

- Named as premier sponsor of the Pier—recognized on all media materials (PSA, website, social media, print, radio, TV)
- Provide a company representative to speak at all Events & Dedication Ceremony
- Recognized with large plaque to be placed on Pier and signage around Pier for 1st year

Largemouth Bass Supporter: \$25,000

- Recognized on all media materials (PSA, website, social media, print, radio, TV)
 - Provide a company representative to speak at Dedication Ceremony
- Recognized with medium logoed plaque on Pier and signage around Pier for 1st year

Catfish Supporter: \$10,000

- Recognized on all media materials (PSA, website, social media, print, radio, TV)
- Recognized with a commemorative logoed plaque on Pier and signage around Pier for 1st year





Corporate Sponsorship Opportunities

Support the Construction of an ADA Wheelchair Accessible Fishing Pier on Lady Bird Lake

Sunfish Supporter: \$5,000

- Recognized on all media materials (PSA, website, social media, print, radio, TV)
- Recognized with a commemorative plaque of all Sunfish sponsors on Pier and signage around Pier for first year

Carp Supporter: \$2,500

- Recognized on media materials (website, social media, print)
 - Recognized with a large commemorative brick on Pier

Colorado River Supporter: \$1,000

- Recognized on media materials (website, social media, print)
- Recognized with a medium commemorative brick on Pier

Lure Supporter: \$500

- Recognized on media materials (website, social media)
 - Recognized with a commemorative tile on Pier



**Signage/Plaque/Brick size details to be determined by the City of Austin Parks Department*

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