

40

Au

Fourteenth Annual

Austin Under Forty

March 2nd, 2012

A YWA AND YMBL EVENT

2012 SPONSORSHIP PACKET



www.AustinUnder40.org

HONORING EMERGING **AUSTINITES** WHO **EXCEL** IN THEIR PROFESSION AND EXHIBIT A SOLID COMMITMENT TO **COMMUNITY SERVICE.**

DEAR FRIENDS,

Despite the recent turbulent times, Austin remains strong and poised to prosper in the years ahead. That strength can be primarily attributed to our people. They are the driving force behind our city and business community and are our greatest asset.

We are fortunate to have so many talented, committed and entrepreneurial people who care not only about growing our economy, but also about giving back and paving the way for future generations. That mission of enhancing the opportunities of our youth is one that the two charities that YWA and YMBL support, the Young Women’s Alliance Foundation and the Austin Sunshine Camps, are committed to achieving.

Please join us as we recognize those individuals who are making tremendous contributions to our community and the lives of their fellow citizens,

while supporting two charities devoted to a shining future. It is because of these dedicated people that Austin will continue to thrive and to be an amazing place to live.

The Austin Under 40 Awards Committee invites you to be a vital part of recognizing the achievements of those that are working to make our community and our youth stronger!

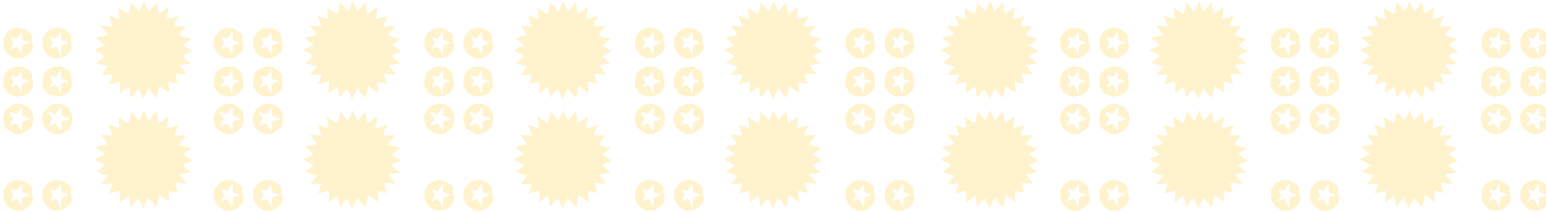
Thank you,
Crystal Pharr and Lance Parisher
AUSTIN UNDER 40 CHAIRS
chairs@austinunder40.org

To learn more about this year’s Awards Gala and to secure your sponsorship please contact:

sponsorship@AustinUnder40.org



Please make payments to: AUSTIN UNDER 40 **And mail to:** Bestline Communications
co/ Kyle Pedersen
500 N Capital of Texas Highway
Building 8, Suite 200
Austin, TX 78746



ABOUT AUSTIN UNDER 40

Since 1998, Austin's Young Women's Alliance (YWA) and Young Men's Business League (YMBL) have partnered to host one of the city's premier awards events, Austin Under 40 (Au40). During an evening of glamour and celebration, recognition is paid to emerging Austinites who excel in their respective professions, as well as exhibit a solid commitment to community service. These individuals are recognized in 12 categories: Arts & Entertainment, Financial & Insurance, Business & Entrepreneurship, Community Service, Government & Public Affairs, Medicine & Health Care, Youth & Education, Real Estate, Technology & Sciences, Legal, Marketing/PR/Advertising, and Engineering & Architecture. The awards ceremony serves not only to spotlight these individuals and their achievements, but more importantly, to raise money for charity.

Austin Under 40 has experienced tremendous success and continues to grow in support and interest,

with sold out events for the past four consecutive years. Through strategic and strong local media partnerships, sponsors are promoted via television and radio audiences and various printed publications. Superior sponsorship recognition is achieved at the event with a captive audience of over 550 guests. There are also sponsorship opportunities at various Au40-related events around Austin before and after the awards show.

Each year, the caliber of the award honorees, the community support and involvement, and the event itself surpass expectations and make history. Please join us for a truly glamorous evening in 2012 to celebrate the future of Austin, while mingling with some of the community's most influential movers and shakers. It will be an evening you won't soon forget.



A CHARITABLE PURPOSE

YWA Foundation

The philanthropic arm of the Young Women's Alliance (YWA) is a non-profit organization founded in 1997 to empower and support women in the pursuit of their educational and career goals. The YWA Foundation awards scholarships to women enrolled in undergraduate and graduate programs and recently expanded their commitment to the community by providing additional grants to organizations dedicated to empowering, educating and enriching the lives of adolescent girls. Scholarship recipients are chosen based on their financial need, commitment to community service, academic achievement and leadership potential. Grants are given based on an organization's core values, mission and dedication to improving the lives of the girls it reaches.

www.youngwomensalliancefoundation.org



Austin Sunshine Camps

The Young Men's Business League (YMBL) uses a portion of our funds to support the Austin Sunshine Camps. Founded in 1928, the camps teach life skills, self-confidence, trust and teamwork to over 1,000 at-risk and disadvantaged children every summer. Campers also enjoy outdoor fun through activities such as hiking, swimming, canoeing and sports. In addition, the Austin Sunshine Camps sponsor year-round leadership and mentoring programs that serve additional Austin-area youth. The support and experiences obtained through the camps are free of charge to the children's families. The members of YMBL raise funds to provide support to the camps and the volunteer energy necessary to run the camps year after year.

www.sunshinecamps.org



YOUNG MEN'S BUSINESS LEAGUE OF AUSTIN



EXCLUSIVE TITLE SPONSOR

\$10,000

SOLD

- ★ Promotion as the "Title Sponsor" in all marketing collateral including any print, radio and television ads.
- ★ Special listing as the "Title Sponsor" on the Au40 web page with the opportunity to display your logo and link to your company website.
- ★ Full page ad placement in the front inside cover of the event program.
- ★ Special signage with your company logo displayed during the event.
- ★ Strategic signage including stage visibility and recognition during awards event.
- ★ Ability to showcase a commercial or other advertisement before and after the program.
- ★ Three to five minute speaking role at event with opportunity to introduce emcees and kick off awards ceremony presentation.
- ★ Naming rights for Austinite of the Year award (*company name will be placed on actual award and announced during ceremony*).
- ★ One table for up to ten people with sign and reserved premier placement (\$1500 value).
- ★ Ten invitations to the Mayor's Coffee, an annual pre-event breakfast attended by the Au40 finalists and YWA and YMBL members.
- ★ Ten tickets to pre-event VIP Party (\$250 value).
- ★ Four invitations to post-event Winners' Brunch (\$100 value).
- ★ Inclusion of company listing in Thank You email to the Au40 attendee list.
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

VIP PARTY SPONSOR

\$5,000

SOLD

- ★ Three minute speaking role at VIP Party.
- ★ One table for up to ten people with sign and reserved premier placement (\$1500 value).
- ★ Ten tickets to pre-event VIP Party (\$250 value).
- ★ Special signage with company logo displayed during event and at the VIP Reception.
- ★ Full page ad placement on the inside back cover of the event program.
- ★ Special listing as a sponsor on the Au40 web page with opportunity to display logo and link to company website.
- ★ Five invitations to the Mayor's Coffee, an annual pre-event breakfast attended by the Au40 finalists, YWA and YMBL members.
- ★ Four invitations to the post -event Winner's Brunch (\$100 value).
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

MAYOR'S COFFEE SPONSOR

\$4,000

SOLD

- ★ Exclusive sponsor of the pre-event breakfast with the Mayor, honoring the 2012 award finalists.
- ★ Exclusive rights to a three to five minute speaking opportunity addressing all attendees at Mayor's Coffee.
- ★ Special signage with your company logo displayed during the Mayor's Coffee and at the Au40 event.
- ★ Special listing as a sponsor on the Au40 web page with opportunity to display logo and link to your company website.
- ★ Ten invitations to the Mayor's Coffee, an annual pre-event breakfast attended by the Au40 finalists, YWA, and YMBL members.
- ★ One table for up to ten people with sign and reserved premiere placement (\$1500 value).
- ★ Ten tickets to pre-event VIP Party (\$250 value).

CATEGORY AWARDS SPONSOR

\$3,500

- ★ Table including seating for up to ten people with sign and reserved premier placement (\$1500 value).
- ★ Special signage with company logo displayed during event.
- ★ Special listing as a sponsor on the Au40 web page with opportunity to display logo and a link to company website.
- ★ Two invitations to the Mayor's Coffee, an annual pre-event breakfast attended by the Au40 finalists, YWA, and YMBL members.
- ★ Ten tickets to pre-event VIP Party (\$250 value).
- ★ Ability to showcase a commercial or other advertisement before and after the program.
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

- ★ **Naming rights to selected award category** (Company name will be placed on actual award and announced during ceremony)
 - ❖ Arts, Sports, and Entertainment **SOLD**
 - ❖ Financial Services & Insurance
 - ❖ Business and Entrepreneurship **SOLD**
 - ❖ Community Service **SOLD**
 - ❖ Government/Public Affairs
 - ❖ Medicine/Health Care **SOLD**
 - ❖ Youth and Education **SOLD**
 - ❖ Real Estate **SOLD**
 - ❖ Technology/Sciences
 - ❖ Legal **SOLD**
 - ❖ Marketing/PR/Advertising
 - ❖ Engineering & Architecture **SOLD**

AFTER PARTY SPONSOR

\$3,000

- ★ Exclusive sponsor of the post-event party open to all attendees, honoring the 2012 award finalists.
- ★ Special signage with company logo displayed at the post-event party venue and at the Au40 Event.
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

- ★ Special listing as a sponsor on the Au40 web page with opportunity to display logo and link to company website.
- ★ Six tickets to the Au40 Event (\$600 value).
- ★ Six tickets to the pre-event VIP Party (\$150 value).

WINNERS' BRUNCH SPONSOR

\$2,000 **SOLD**

- ★ Six invitations to the Winners' Brunch Event (\$150 value).
- ★ Exclusive sponsor of the post-event brunch honoring the 2012 award finalists.
- ★ Exclusive rights to a three to five minute speaking opportunity addressing all attendees at the Winners' Brunch.
- ★ Special signage with company logo displayed at the Winners' Brunch venue and the Au40 Event.

- ★ Special listing as a sponsor on the Au40 web page with opportunity to display logo and link to company website.
- ★ Four tickets to the Au40 Event (\$400 value).
- ★ Four tickets to the pre-event VIP Party (\$100 value).
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

TABLE SPONSOR \$1,500

- ★ One table for up to ten people with sign and reserved placement (\$1500 value).
- ★ Sponsor listing in the event program.

- ★ Social media announcement on Facebook and Twitter.

COCKTAIL TABLE SPONSOR \$750

- ★ One table for up to four people with sign and reserved placement (\$750 value).
- ★ Sponsor listing in the event program.

- ★ Social media announcement on Facebook and Twitter.

HAPPY HOUR SPONSOR \$500 – \$1,000

★ Three Opportunities Available Including:

- ❖ *Austin Under 40 Kickoff Happy Hour (Sep 2012) \$500*
- ❖ *Nominations Opening Happy Hour (Nov 2012) \$500*
- ❖ *Nominations Closing Happy Hour (Jan 2012) \$1,000*

- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

- ★ Special listing as a sponsor on the Au40 website with opportunity to display logo and link to company website.
- ★ Special signage with company logo displayed at happy hour venue.
- ★ Email exposure including company logo to all Au40 Friends as well as YMBL and YWA members.

NAPKIN SPONSOR \$1,500

- ★ Company logo prominently and exclusively displayed on all cocktail napkins at awards event.
- ★ Special listing as a sponsor on the Au40 website with opportunity to display logo and link to company website.

- ★ Two tickets to the Au40 Event (\$200 value).
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

WINE SPONSOR \$1,000

- ★ Company logo prominently displayed on all wine bottles during dinner at awards event.
- ★ Special listing as a sponsor on the Au40 website with opportunity to display logo and link to company website.

- ★ Two tickets to the Au40 Event (\$200 value).
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

PHOTO BOOTH SPONSOR

\$1,000



- ★ Company logo on all photos purchased from our photo booth at the Au40 Event.
- ★ Special listing as a sponsor on the Au40 website with opportunity to display logo and link to company website.

- ★ Two tickets to the Au40 Event (\$200 value).
- ★ Social media announcement on Facebook and Twitter with logo placement on all Au40 marketing emails.

PAST AU40 MEDIA COVERAGE

★ **Television**
KEYE

★ **Print**
Austin American Statesman
Leadership Austin
Tribeza

★ **Web**
Austin 360.com
The A-list
Impact Austin

★ **Web Blogs**
Austin American Statesman
This is Austin

**Thank you for your interest in sponsoring the
2012 Austin Under 40 Awards.**

**To learn more about this year's Awards Gala and
to secure your sponsorship please contact:**

sponsorship@AustinUnder40.org