



CREEK SHOW 2017
SPONSORSHIP
OPPORTUNITIES

NOVEMBER 10-18, 6-10PM WALLER CREEK
BETWEEN 5TH AND 9TH STREETS



Photo Courtesy: Leonid Furmansky



Creek Show is a beloved, highly-anticipated community event, bringing Austinites from across the city together to experience unique and inspiring public art along Waller Creek.

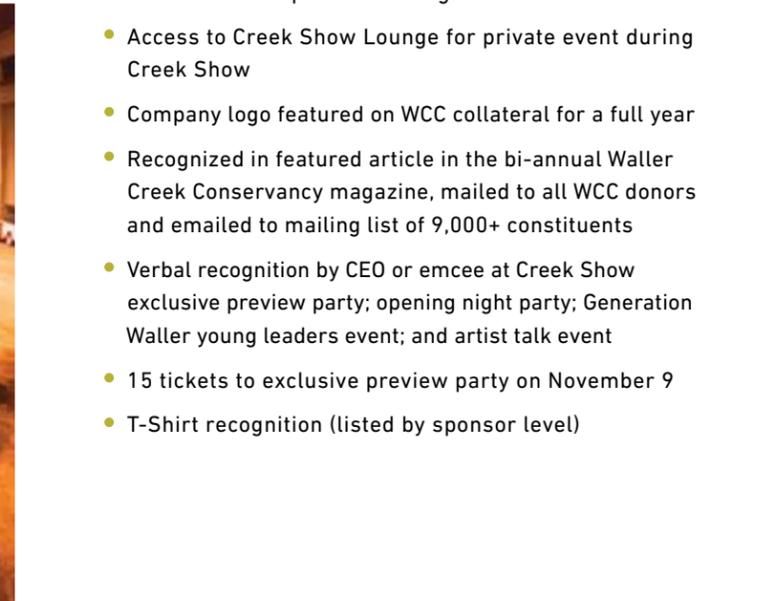


ABOUT CREEK SHOW

Creek Show is a free, community event that lights up Waller Creek with site-specific art installations created by local artists, architects, and designers. During the nine night event, visitors stroll along the creek while taking in six illuminating works of light-based art. Live performances, music, children's activities, and more add to the magic.

Now in its fourth year, Creek Show continues to attract more than 10,000 visitors to Waller Creek and the Red River Cultural District. Creek Show offers a glimpse of the future of Waller Creek as an active and iconic community gathering space.

Visit www.creekshow.com for more information and an updated calendar of events.



CREEK SHOW

Presenting Sponsor (\$50,000)

SPONSOR BENEFITS

- Exclusive naming rights as Creek Show 2017 Presenting Sponsor
- Full page recognition in Creek Show event program
- Prominent Presenting sponsorship recognition on website and all printed and digital materials
- Access to Creek Show Lounge for private event during Creek Show
- Company logo featured on WCC collateral for a full year
- Recognized in featured article in the bi-annual Waller Creek Conservancy magazine, mailed to all WCC donors and emailed to mailing list of 9,000+ constituents
- Verbal recognition by CEO or emcee at Creek Show exclusive preview party; opening night party; Generation Waller young leaders event; and artist talk event
- 15 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)

SPONSORSHIP LEVELS

CREEK SHOW

» *Lounge Sponsor* (\$25,000)

ABOUT SPONSORSHIP

New to Creek Show in 2017, attendees will have the opportunity to gather, meet, and learn more about Waller Creek Conservancy at our Creek Show Lounge. Visitors can sip a cup of hot cocoa, relax, share stories, or pose in our photo booth before heading out to enjoy the show.

Our Creek Show Lounge is located in the heart of the Creek Show experience at Waller Ballroom on 6th Street. The lounge sponsor will enjoy prominent recognition both inside and outside the lounge.

SPONSOR BENEFITS

- Exclusive naming of Creek Show Lounge
- Prominent Creek Show Lounge sponsorship recognition on website and all printed and digital materials
- Sponsor recognition on signage inside & outside Creek Show Lounge
- Access to Creek Show Lounge for private event during Creek Show
- Half-page recognition in Creek Show event program
- Verbal recognition by CEO or emcee at Creek Show exclusive preview party; opening night party; Generation Waller young leaders event; and artist talk event
- 10 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)



CREEK SHOW

» *Family Tree Activity Sponsor* (\$25,000)

ABOUT SPONSORSHIP

Building on the success of past years, Creek Show will offer expanded family programming with kid-focused activities from partners like The Thinkery and Austin Bat Cave at our Family Tree on Sabine Street.

The Family Tree will invite children from all over Austin to experience free, educational activities.

SPONSOR BENEFITS

- Exclusive naming rights as Creek Show Family Tree Sponsor
- Prominent Family Tree sponsorship recognition on website and all printed and digital materials
- Sponsor recognition on Family Tree signage
- Half-page recognition in Creek Show event program
- Verbal recognition by CEO or emcee at Creek Show exclusive preview party; opening night party; Generation Waller young leaders event; and artist talk event
- 10 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)



CREEK SHOW

Installation Sponsors (\$15,000)

THE FOLLOWING INSTALLATION SPONSORS WILL RECEIVE:

- Exclusive sponsor of your chosen installation (see options on following pages)
- Prominent Installation sponsorship recognition on website and all printed and digital materials
- Sponsor recognition on signage at Installation site
- 8 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)





NO LIFEGUARD ON DUTY

by Asakura Robinson

The pleasures of swimming in Austin's natural waterways and spring-fed pools have been a treasured past time for generations. Asakura Robinson's *No Lifeguard on Duty* celebrates this cultural phenomenon and amplifies it as a public spectacle. Ultimately, the piece is as incongruous with its surroundings as it is culturally connected to them, providing a means of both seeing and experiencing the creek in exciting new ways.



fötän FABLE

by HA Architecture

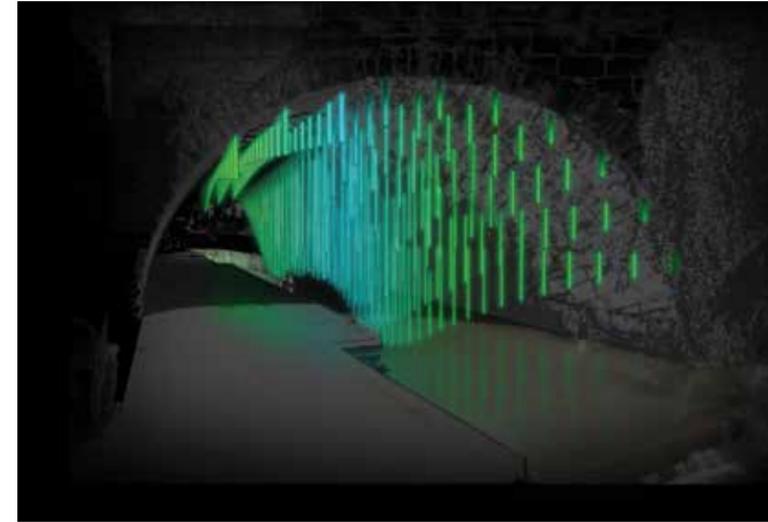
FABLE explores form following fiction as a presentation of place making through story-telling and light. Viewers are encouraged to both observe and read the piece as both an object and as an original work of fiction. The viewer can read the story as well as feel transported to a rendered architectural reality of atmospheric light. Opting to work collaboratively with an award-winning author on an original *FABLE* allows viewers to both have a surface reading of the illuminated steel as well as discover a deeper sense of the spirit of this place through the text.



NIGHT GARDEN

by dwg.

Night Garden is an immersive stretch of glowing blooms along the banks of Waller Creek. Building upon the historic typology of fantastical night gardens, this installation creates a highspectacle and immersive environment. Allured from afar, viewers will become enveloped by a field of blooms as they inhabit the space. The *Night Garden* is comprised of approximately 50,000 fluorescent survey flags, symbolically marking the transformation underway along the Waller Creek Corridor.



EPHEMERAL SUSPENSION

by PATHOS + TouchTo

Ephemeral Suspension is a matrix of LED strips suspended along the roof of the tunnel below 7th St. Taking a journey through cascading illumination, from light above at the entry, to the glow at a personal scale in the heart of the tunnel, the underpass is brought to life by the design's dynamic lighting. This project acts as a luminary, to explore, and discover in the depths of the creek. *Ephemeral Suspension* and its reflection off the water below illuminate the otherwise shadowed tunnel, drawing people in to experience the space.



BLIND SPOT

by Two+ Collaborative

Blind Spot consists of vertical mirrors scattered around the Waller Creek stepping stone crossing, creating a sense of enclosure and brief disorientation. A projector will emit videos taken while biking around Austin toward the mirrors, the path and the creek. Visitors inhabiting the installation will see reflections of the videos (as well as reflections of themselves and others around them) scattered into the water and onto the walls of the creek bed. *Blind Spot* creates a dialogue about the importance of investing in the urban, people-oriented spaces of Waller Creek.



SUBMERGE

by Davey McEathron Architecture + Studio Lumina + Drophouse

Submerge is a series of concentric circles, illuminated from strands of LED's that float effortlessly above those passing along Waller Creek. The installation places the viewer underwater, where droplets of water interrupt the delicate plane that separates the aquatic from the terrestrial. The rings of light create a moment that envisions a future where Waller Creek becomes an area of exploration and respite; a site of symbiosis between its historic waters and those who walk among them.

» *Music Sponsor* (\$10,000)

ABOUT SPONSORSHIP

The magic of Creek Show reaches beyond the creek bank through the Red River Cultural District.

Free music will be provided on the creek and at participating Red River venues for Creek Show attendees. With the support of a sponsor, the Waller Creek Conservancy and Red River Cultural District will be able to expand this popular attraction and further promote Austin's live music scene.

SPONSOR BENEFITS

- Exclusive sponsor of Creek Show Music Series
- Music Series sponsorship recognition on wristbands, website, and all digital and printed materials
- 6 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)



» *Photobooth Sponsor* (\$5,000)

ABOUT SPONSORSHIP

This year, visitors to Creek Show will have the opportunity to gather, meet, and learn more about Waller Creek Conservancy at our Creek Show Lounge. The photobooth, located in the Creek Show lounge, will feature a creative backdrop in the Creek Show theme. The Photobooth Sponsor will be featured on the photos in recognition of their support.

SPONSOR BENEFITS

- Exclusive sponsor of Creek Show photobooth
- Photobooth sponsorship recognition on website and all printed and digital materials
- Sponsorship Recognition on Photobooth signage and all printed photos
- 4 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)

» *Hot Cocoa Sponsor* (\$2,500)

ABOUT SPONSORSHIP

Our Creek Show Lounge will be a lively space for activities, conversations, or just to warm up on a November night! What better way to get out of the cold and refuel than with free hot cocoa and coffee? Our Hot Cocoa Sponsor will provide joy and nourishment to thousands of Creek Show attendees.

SPONSOR BENEFITS

- Logo/listing on Creek Show Lounge complimentary hot chocolate & coffee station cups
- Hot Cocoa sponsorship recognition on website and all printed and digital materials
- Sponsorship recognition on signage at Creek Show Lounge complimentary hot chocolate & coffee station
- 4 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)



» *Artist Talk Sponsor* (\$2,500)

ABOUT SPONSORSHIP

For the past few years, the Waller Creek Conservancy has hosted an Artist Talk event at the Palm Door, allowing Creek Show designers to discuss their work and its relation to the Waller Creek transformation.

The Artist Talk is free and open to the public. Attendees enjoy a unique opportunity to meet the creative minds behind their favorite installations.

SPONSOR BENEFITS

- Exclusive sponsor of Creek Show Artist Talk
- Artist Talk sponsorship recognition on website and all digital and printed materials
- Sponsorship recognition on Artist Talk signage
- Verbal recognition at artist talk event
- 4 tickets to exclusive preview party on November 9
- T-Shirt recognition (listed by sponsor level)



MISSION

Waller Creek Conservancy is a 501(c)(3) non-profit whose mission is to create and maintain a chain of extraordinary urban parks around a restored Waller Creek, in partnership with the City of Austin, for the benefit of all.

The Conservancy renews the natural environment, promotes play, health and wellness, economic vitality, and mobility, and engages the community through outreach, education, cultural events, and the arts.

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