



**OCTOBER 24, 2019
SPONSORSHIP
OPPORTUNITIES**

About the Austin City Limits Hall of Fame

In 2014, KLRU-TV, Austin PBS — creator and producer of the legendary PBS show *Austin City Limits* — established the Austin City Limits Hall of Fame. The Hall of Fame recognizes legendary musicians and key individuals who have been instrumental in making television's longest-running popular music show an institution. The 2019 Austin City Limits Hall of Fame will celebrate its sixth class of inductees in an all-star line-up of performances in the fall. Previous inductees include: Willie Nelson, Stevie Ray Vaughan and Double Trouble, Townes Van Zandt, Loretta Lynn, Guy Clark, Asleep at the Wheel, Flaco Jimenez, Bonnie Raitt, Kris Kristofferson, B.B. King, Roy Orbison, Rosanne Cash, The Neville Brothers, Marcia Ball, Ray Charles and Los Lobos.

The 2019 event will recognize three beacons of American music: singer-songwriting legends **Lyle Lovett** and **Shawn Colvin**, and blues giant **Buddy Guy**.

The sixth class of inductees features a diverse group of music legends and collaborators with longtime ties to *Austin City Limits*: celebrated singer-songwriter Lyle Lovett has shared a musical kinship with the series, notably appearing on ACL more than any artist with the exception of Willie Nelson. Living legend Buddy Guy has made three classic headlining appearances on ACL, starting in Season 16 in 1991 and returning this year in Season 44. Singer-songwriter Shawn Colvin debuted on ACL the same season as Buddy Guy in 1991, going on to make two additional standout headlining appearances as well as frequent guest spots.

The Austin City Limits Hall of Fame is a historical archive, educational resource and celebration of *Austin City Limits* — and the Austin spirit, capturing milestones in the history of the show and celebrating the performers who have graced its iconic stage. The Austin City Limits Hall of Fame will tell the story of the show through photos, a timeline/anthology mural and in the near future, an interactive database of vintage *Austin City Limits* performances and video footage of interviews, behind-the-scenes and never before seen performances throughout the decades.

Musical highlights and inductions from the ceremony will air as a New Year's special on KLRU and PBS stations nationwide.

Austin City Limits 2019 Hall of Fame Induction & Celebration

Thursday, October 24th
ACL Live at The Moody Theater
310 W Willie Nelson Blvd, Austin, TX 78701

Doors at 7 pm | Show begins promptly at 7:30 pm
VIP Party Begins at 6:00 pm

Attire: Austin Casual



2019 Honorees

The latest class of inductees features music legends who have given timeless performances on the Austin City Limits stage.



SHAWN COLVIN

A mainstay since moving to Austin in 1993, singer/songwriter Shawn Colvin is one of the city's greatest musical ambassadors. Her songs are slow-release works of craft and catharsis that become treasured, lifetime companions for their listeners. Born in South Dakota, she was raised there until she was 11 years old and relocated to Canada and Illinois for the remainder of her adolescence. Colvin originally moved to Austin, Texas in the seventies, singing with the Western swing band the Dixie Diesels. She hit New York City to join The Buddy Miller Band in 1980 where she began to write the songs that would comprise *Steady On*, her Grammy-winning, 1989 Columbia Records debut. In 1997 she reached the Top 10 at Top 40 radio and won the top honors of Record of the Year and Song of the Year at the 1998 GRAMMY Awards with "Sunny Came Home," from her breakthrough, platinum-selling album *A Few Small Repairs*. Colvin's candid memoir *Diamond in the Rough* was released in 2012 to critical acclaim. *Diamond in the Rough* looks back over a rich lifetime of highs and lows with stunning insight and candor. Colvin maintains a non-stop touring and recording schedule, her most recent release is 2018's album of lullabies, *The Starlighter* (Amazon Music). This fall, to commemorate the 30th anniversary of the release of *Steady On*, she will be releasing a special, newly-recorded all acoustic version of that landmark album. Colvin has a trio of headlining appearances on *Austin City Limits* to her name: in 1991, 1995 and 2001. She was a guest of Lyle Lovett's during his Season 22/1997 appearance and returned for a guest spot with Sheryl Crow that same season, Patty Griffin's guest in 2010, and most recently performed in Season 41 in 2015 as a guest of James Taylor's.



BUDDY GUY

Buddy Guy's astounding career spans over fifty years with just as many albums released. Career highlights include the 2015 Grammy Lifetime Achievement Award, eight Grammy Awards, thirty-seven Blues Music Awards, twenty-three W.C. Handy Awards, the Kennedy Center Honor, Billboard Music Awards' Century Award, Presidential National Medal of Arts, and induction into the Rock and Roll Hall of Fame, to name a few. At 82 years young, Guy proves unstoppable as he continues to record and tour around the world. One of the last of his generation of blues musicians, the singer and guitarist is undeniably one of the most influential axemen of the twentieth century, impacting Eric Clapton, Jeff Beck, Jimi Hendrix, Stevie Ray Vaughan, Keith Richards and more. Born in Lettsworth, Louisiana, Guy moved to Chicago in 1957 and became a session guitar player for Chess Records. After a string of successful duo albums with harmonica player Junior Wells, Guy struck out on his own and has dominated the blues landscape ever since. The blues titan recently released his eighteenth solo LP in 2018, the Grammy Award-winning *The Blues is Alive and Well*. Guy has made three headlining appearances on *Austin City Limits*, in 1991, 1998 and 2018, and guested with John Mayer in 2003. No stranger to the Hall of Fame, the blues great performed in tribute to inaugural inductees Stevie Ray Vaughan & Double Trouble in 2014.



LYLE LOVETT

One of the most unique figures in contemporary music, singer/songwriter and bandleader Lyle Lovett has appeared on *Austin City Limits* more times than any act with the exception of Willie Nelson. Born in the small town of Klein, Texas, Lovett attended Texas A&M University, where he played open mics and barrooms, sometimes accompanied by his schoolmate Robert Earl Keen. He moved to Nashville in the early eighties, signed to MCA Records and released his self-titled debut album in 1986 to widespread acclaim. Lovett's distinctive, quirky blend of country, folk, Western swing, jazz, blues, gospel and pop over the course of more than a dozen albums have made him one of music's most vibrant and iconic performers. His works, rich and eclectic, are some of the most beloved of any artist working today. Among his many accolades, including four Grammy Awards, Lovett received the Americana Music Association's inaugural Trailblazer Award in 2007, and was named the official Texas State Musician in 2011. Lovett made his ACL debut in 1985 as a member of Nanci Griffith's backing band and he's made eight headlining appearances: 1987, 1990, 1993, 1995, 1997, 2000, 2004 and the final taping in ACL's original Studio 6A in 2011. He's appeared on two Songwriters Specials in 1994 and 2008, and in tributes to Walter Hyatt in 1997 and Townes Van Zandt in 1998, and as a featured guest of Leo Kottke in 1988, Delbert McClinton in 1997 and Shawn Colvin in 2001. Lovett was handpicked by his longtime friend Willie Nelson to perform at his own induction into the inaugural ACL Hall of Fame in 2014.

Learn more about the Austin City Limits Hall of Fame and past honorees online at acltv.org/hall-of-fame.

PACKAGES

SUITE GROUP PACKAGE (2)

\$30,000

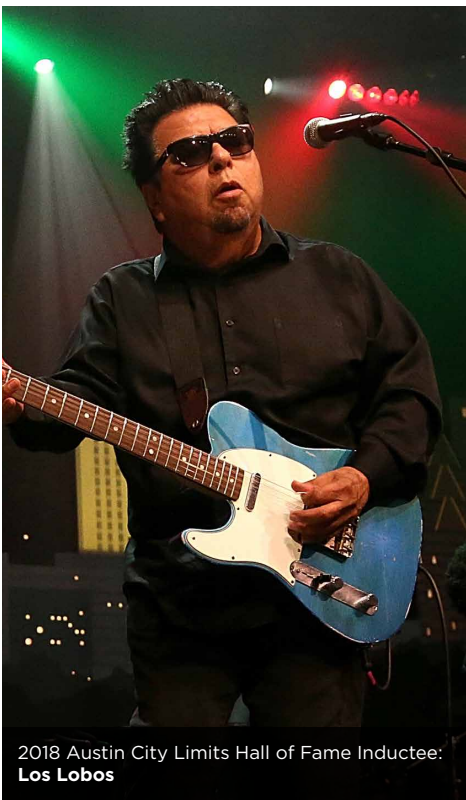
- ◆ Mezzanine-level seats for **20 guests** for the Hall of Fame Induction Ceremony & Show
- ◆ Dedicated suite area for use pre-show and throughout Ceremony & Show
- ◆ Catering by W Austin to include appetizers, dessert and champagne
- ◆ (40) Drink tickets
- ◆ (10) Valet passes
- ◆ Austin City Limits commemorative gift in suite for guests



HONOREE SPONSOR

\$25,000

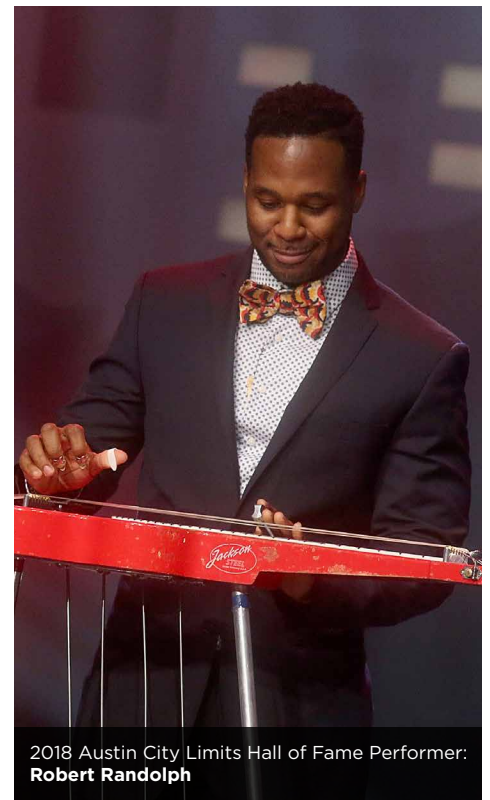
- ◆ Sponsor the honorees for the evening!
 - ◇ Logo featured where we honor the artist in the building
 - ◇ Logo featured in all social media and print photos from event photobooth
- ◆ Access for **10 guests** to the VIP Party with complimentary drinks and apps
- ◆ Prime seats for **10 guests** for the Hall of Fame Induction Ceremony & Show
- ◆ Recognition from the stage
- ◆ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ◆ Logo featured on
 - ◇ 2nd Street event installation featuring the Honorees
 - ◇ Mezzanine level installation featuring the Honorees
 - ◇ Event web page
 - ◇ Austin City Limits Hall of Fame 2019 commemorative program
 - ◇ Plasma screens on the Music Porch
 - ◇ Projected on screens in The Moody Theater
 - ◇ On-air “Thank You” spot running on KLRU
 - ◇ Any other promotional media as available
- ◆ (5) Valet passes for the evening
- ◆ (20) Drink tickets
- ◆ Austin City Limits gift box
- ◆ Austin City Limits Hall of Fame 2019 VIP badges & lanyards for all 10 guests
- ◆ Framed Austin City Limits Hall of Fame 2019 screen printed poster signed by performing artists



2018 Austin City Limits Hall of Fame Inductee:
Los Lobos



2018 Austin City Limits Hall of Fame Performer
Irma Thomas with Inductee **Marcia Ball**



2018 Austin City Limits Hall of Fame Performer:
Robert Randolph

SKYLINE SPONSOR

\$10,000

- ✦ Access for **8 guests** to the VIP Party
- ✦ Select seats for **8 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ✦ Listed Recognition on
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program
 - ✦ Plasma screens on the Music Porch
 - ✦ Projected on screens in The Moody Theater
 - ✦ On-air "Thank You" spot running on KLRU
- ✦ (4) Valet passes for the evening
- ✦ (16) Drink tickets
- ✦ Austin City Limits gift box
- ✦ Austin City Limits Hall of Fame 2019 VIP badges & lanyards for all 8 guests
- ✦ Austin City Limits Hall of Fame 2019 screen printed poster

EVENT SPONSOR

\$5,000

- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Listed Recognition on
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program
 - ✦ Plasma screens on the Music Porch
- ✦ (2) Valet pass for the evening
- ✦ (8) Drink tickets
- ✦ Austin City Limits gift bag
- ✦ Austin City Limits Hall of Fame 2019 VIP badges & lanyards for all 4 guests
- ✦ Austin City Limits Hall of Fame 2019 screen printed poster

PREMIUM TICKET PACKAGE MEZZANINE -OR- FLOOR

\$2,500

- ✦ Best available seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ (8) Drink tickets
- ✦ Listed Recognition on
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program

TICKET PACKAGE FIRST ROWS BALCONY

\$1,000

- ✦ Best available seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ (8) Drink tickets
- ✦ Listed Recognition on
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program

CORPORATE VISIBILITY PACKAGES

VIP PARTY SPONSOR

\$7,500

- ✦ Host sponsors during the VIP Pre-Party
- ✦ Access for **6 guests** to the VIP Party
- ✦ Seats for **6 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Logo featured on
 - ✦ VIP Badges & Lanyards
 - ✦ Screens and throughout the VIP party space
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program
 - ✦ Plasma screens on the Music Porch
- ✦ Option to host activation during VIP party
- ✦ (3) Valet pass for the evening
- ✦ (10) Drink tickets
- ✦ Austin City Limits gift bag
- ✦ Austin City Limits Hall of Fame 2019 screen printed poster

SPIRITS SPONSOR

\$5,000

**(including donated product
and/or buyback)**

- ✦ Customized specialty drink highlighted throughout VIP Party, Ceremony & Show and backstage in artist lounge
- ✦ Opportunity to connect with 2,000+ guest attendees and artists
- ✦ Option to host activation at VIP Party and/or on Music Porch pre-show and intermission
- ✦ Product drop in artist and sponsor gift bags
- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Logo featured on specialty drink cups and napkins
- ✦ Logo featured on
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame 2019 commemorative program
 - ✦ Plasma screens on the Music Porch
- ✦ (2) Valet pass for the evening
- ✦ (8) Drink tickets
- ✦ Austin City Limits gift bag
- ✦ Austin City Limits Hall of Fame 2019 screen printed poster

GIFT BAG DROP SPONSOR

\$5,000

(including donated product)

- ◆ Opportunity to connect your product with sponsors and artists
- ◆ Product drop in artist and sponsor gift bags
- ◆ Access for **4 guests** to the VIP Party
- ◆ Seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ◆ Logo featured on
 - ◇ Event web page
 - ◇ Austin City Limits Hall of Fame 2019 commemorative program
 - ◇ Plasma screens on the Music Porch
- ◆ (2) Valet pass for the evening
- ◆ (8) Drink tickets
- ◆ Austin City Limits gift bag
- ◆ Austin City Limits Hall of Fame 2019 screen printed poster

VALET SPONSOR

\$5,000

- ◆ Opportunity for on-site vehicle placement
- ◆ Valet host with logo and branding on:
 - ◇ On-site valet signage
 - ◇ Valet vouchers for sponsor guests
- ◆ Optional car drop (branded water &/or coupon)
- ◆ Access for **4 guests** to the VIP Party
- ◆ Seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ◆ Logo featured on
 - ◇ Event web page
 - ◇ Austin City Limits Hall of Fame 2019 commemorative program
 - ◇ Plasma screens on the Music Porch
- ◆ (2) Valet pass for the evening
- ◆ (8) Drink tickets
- ◆ Austin City Limits gift bag
- ◆ Austin City Limits Hall of Fame 2019 screen printed poster

CONTACT US to explore new and unique ideas to customize a package crafted to make your brand shine. There's no limit with Austin City Limits Hall of Fame.

Amanda Hutchins | 512.232.5757 | ahutchins@klru.org

PURCHASE YOUR SPONSORSHIP

\$30,000
MEZZANINE
SUITE

\$25,000
SPONSOR

Floor Seats
 Mezzanine

\$10,000
SPONSOR

Floor Seats
 Mezzanine

\$5,000
SPONSOR

Floor Seats
 Mezzanine

**TICKET
PACKAGE**

\$2,500 Floor Seats
 \$2,500 Mezzanine
 \$1,000 Balcony

**Please let us know your preferred seating level and we will do our best to accommodate.*

For **Corporate Visibility Packages** contact Amanda Hutchins (ahutchins@klru.org)

Name: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: (required) _____

Please enter your individual or business name **EXACTLY** how you would like to be recognized in the program:

NOTES: _____

VISA MC AMEX DISCOVER CHECK ENCLOSED SEND INVOICE
(payable to KLRU)

Name as it appears on card: _____

Card Number: _____ Exp. Date: _____

CID (3 digit code) _____

For any assistance, please contact Amanda Hutchins at 512.232.5757 or ahutchins@klru.org.

This form can be emailed back, faxed to 512.471.5561 or mailed to KLRU, PO Box 7158, Austin, Texas 78713.

