



**OCTOBER 29, 2020
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 2020 Austin City Limits Hall of Fame will celebrate its seventh 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, Los Lobos, Shawn Colvin, Buddy Guy and Lyle Lovett.

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

Highlights from the 2019 Austin City Limits Hall of Fame will air on KLRU and PBS stations across the country starting December 28.

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

Austin City Limits
2020 Hall of Fame Induction & Celebration
Thursday, October 29
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



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



2018 Austin City Limits Hall of Fame Performer:
Gary Clark Jr.

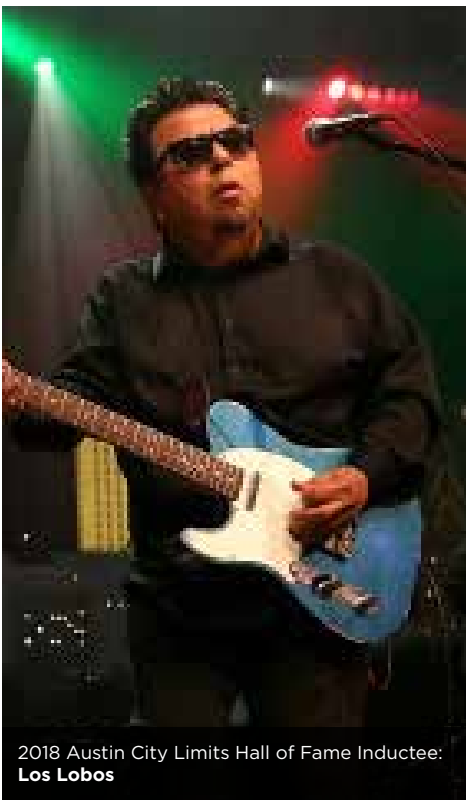


2018 Austin City Limits Hall of Fame Grand Finale

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 2020 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 2020 VIP badges & lanyards for all 10 guests
- ◆ Framed Austin City Limits Hall of Fame 2020 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 2020 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 2020 VIP badges & lanyards for all 8 guests
- ✦ Austin City Limits Hall of Fame 2020 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 2020 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 2020 VIP badges & lanyards for all 4 guests
- ✦ Austin City Limits Hall of Fame 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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 2020 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.

