



# PRESERVING THE FUTURE AUSTIN CITY LIMITS®

## INTRODUCING THE ACL TRUST

As the producing station of Austin City Limits (ACL) for over 50 years, Austin PBS has established the ACL Trust - a dedicated, reserve fund designed to ensure the beloved series will be sustained long-term. Our initial goal is to raise \$6 million over the first three years to build a reserve to support future production and operations.



## THE LONGEST-RUNNING MUSIC TELEVISION SERIES

For over 50 years, ACL has helped define Austin's creative identity by featuring legendary artists, elevating emerging talent, and sharing live music with the world.

## ACL IS A CULTURAL CORNERSTONE AND AN ECONOMIC ASSET

- Generates 38% of Austin PBS's annual operating budget
- Elevates Austin's reputation globally as the Live Music Capital of the World
- Enhances Austin's creative ecosystem and music economy
- The only television program awarded the National Medal of Arts

## ACL & AUSTIN PBS: CONTINUING THE LEGACY

Austin PBS (KLRU-TV) is the region's only locally owned broadcast station, delivering free, high-quality educational programming, cultural storytelling, and trusted news—especially for families without paid cable or streaming. ACL is Austin PBS's flagship series and The ACL Trust ensures its continued success while protecting the essential services Austin PBS provides to Central Texas.

As public media navigates a new normal after the elimination of federal funding, this fund will help safeguard the programming, education, and storytelling unique to our region that our community depends on.



## IMPACT BY THE NUMBERS

- 3 million Central Texans served across 20+ counties
- 12% of Austin PBS' \$21M annual budget lost due to the elimination of federal funding

## HOW THE ACL TRUST WORKS

The ACL Trust is a dedicated reserve created to ensure long-term stability for Austin City Limits. Funds are managed with Board oversight, financial controls and clear spending policies. Raised funds are intended to build and maintain a reserve to ensure ACL remains in the homes across the country for another 50 years and beyond.

- A reserve fund, not an annual operating budget
- Provides continuity if traditional funding fluctuates
- Creates opportunities for specialized programming
- Restricted to all costs related to ACL TV

## HOW YOU CAN SUPPORT

Join a community of founding donors committed to preserving what makes Austin special. Your gift to the ACL Trust will help to securing the future of ACL and the no limits approach to live music, providing a platform for both established and emerging artists, and safeguarding the programming and services uniquely provided by Austin PBS to Central Texans.

Consider making a one-time gift or a multi-year gift over three years to further your commitment.



## WHILE THE SKYLINE CONTINUALLY CHANGES, AUSTIN CITY LIMITS REMAINS A CONSTANT.

**As Terry Lickona, long-time producer of ACL, says:**

“The world of music continues to grow and change, ACL continues to discover generations of new artists to share with our audience. ACL is always ahead of the curve - no matter the genre.”

**Visit [ACLTrust.com](http://ACLTrust.com) or contact Austin PBS to learn more.**



## TAKE PART IN THE LEGACY

Be a part of Austin's cultural legacy with a contribution to the ACL Trust. As one of the Trust's earliest supporters, you will be recognized as a Founding Donor.

### GIFTS OF \$50,000+

Payable over three years or one-time gift

- Acknowledgement on Skyline donor wall (for gifts committed before September 30, 2026)
- Acknowledgement on website as a founding donor for three years

### GIFTS OF \$25,000 - \$49,999

One-time gift

- Acknowledgement on website as a founding donor for two years

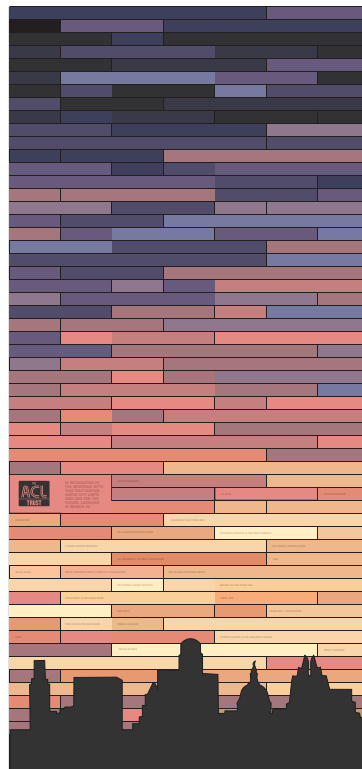
### GIFTS OF \$5,000 - \$24,999

One-time gift

- Acknowledgement on website as a founding donor for one year

## CUSTOMIZED PACKAGES

Customized packages, including naming opportunities and acknowledgement on broadcast, are designed for the Trust's most generous donors.



CONCEPTUAL RENDERING SUBJECT TO CHANGES.

## SKYLINE DONOR WALL

Founding supporters to the ACL Trust with gifts starting at \$50,000 will enjoy lasting recognition on our new Skyline Wall. Located at the entrance of The Moody Theater, each donor receives a plaque in correspondence with their gift committed before September 30, 2026. To be installed in 2027.

STEVIE RAY VAUGHAN

\$500K+

WILLIE NELSON & FAMILY WITH LEON RUSSELL

\$300K+

THE BLACK ANGELS

\$150K+

RUTHIE FOSTER

\$50K+

Questions? Contact Amanda Hutchins, Director, Friends of ACL at [ahutchins@klru.org](mailto:ahutchins@klru.org).