

Benefiting



TEXAS
ADVOCACY
PROJECT

TOURNAMENT
Sponsorship
INFORMATION

Texas Advocacy Project (TAP) works to end dating and domestic violence, sexual assault, child abuse, stalking, and human trafficking in Texas. TAP empowers survivors through free legal and social services, as well as access to the justice system, and raises awareness through public outreach and education.



Why Sponsor The Austin Cup?

It's a treasured tech industry tradition.

For 20 years, qualified tech companies of all sizes have jumped at the chance to participate. It's not only a blast, but it's a chance to represent – go toe-to-toe with their market competitors, previous employers, or peer executives. Bowling trophies and the coveted Culture Cups give them bragging rights for a full year.

You will 'own' the place.

This is a private event. And while hundreds of people will be in attendance, your competitors won't be! So bring your biz dev team, press the flesh, hand out your swag and have a beer with your clients (and a few potential clients?!) Your company will be recognized and applauded at the happiest event of the year!

It is a feel good investment, unlike any other.

There aren't many opportunities to invest in an industry event that also benefits an incredible nonprofit organization like the Texas Advocacy Project. While some teams are loaded with league bowlers, others create their impact through internal fundraising. And watch for it – many of them do both!

Positive exposure goes beyond the alley.

This is a promotional bonanza for your brand! As soon as you sign on, you become part of our promotional efforts. And not only are WE pros at this, but our team contacts just love stirring things up!

The Austin Cup 20th Anniversary Sponsorship Packages

Please contact our producer, Lynne Skinner, to discuss sponsorships: lynneskinneratx@gmail.com. Thank you!

PRESENTING SPONSOR – \$15,000

Be the shining star for our tech community by presenting this much anticipated 20th Anniversary event.

- “Presented by [SPONSOR]” added to The Austin Cup Logo
- Co-branded logo on event communications, sponsorship packet, invitation, social media pages, souvenir t-shirts, website, event Program and signage
- Priority logo placement on marketing materials
- Logo on company table reservation signs
- Mention in all media alerts, press releases and social posts
- Verbal recognition during event
- Speaking opportunity at event opening
- One appointment to judges panel
- Award presentation opportunity at awards reception
- Opportunity to provide branded favors for all Bowlers and/or attendees

AWARD RECEPTION SPONSOR– \$10,000

The ‘Austin Bowling Ball’ serves as an after party where winners are announced and teams celebrate the day.

- Logo recognition on website, invitation, and program
- Priority logo placement on reception signage
- Mention in media alerts, press releases, and social posts
- Verbal recognition during event
- Branded beverage napkins for awards reception
- One appointment to judges panel
- Speaking opportunity at awards reception and help with awards
- Opportunity to provide branded favors for all Bowlers and/or attendees

KIDS BOWLING SPONSOR – \$5,000

This is a family-friendly event – Two lanes are designated for our youngest participants.

- Logo recognition on website and program
- Logo recognition on directional and event signage
- Mention in social posts
- Verbal recognition during event
- Volunteer opportunity for Kids' Bowling Lanes
- One appointment to judges panel
- Opportunity to provide branded favors for all Bowlers and/or attendees

~~ENTERTAINMENT SPONSOR – \$5,000~~ EY

One of our favorite traditions: An award-winning face/body painting artist, balloon art, and other off lane fun.

- Logo recognition on website and program
- Logo recognition on directional and event signage
- Mention in social posts
- Verbal recognition during event
- One appointment to judges panel
- Opportunity to provide branded favors for all Bowlers and/or attendees

PHOTOBOOTH SPONSOR – \$5,000

Help guest capture and share memories from the tournament with an interactive photo experience.

- Logo recognition on website and program
- Logo recognition on directional and event signage
- Mention in social posts
- Verbal recognition during event
- One appointment to judges panel
- Opportunity to provide branded favors for all Bowlers and/or attendees

CROWD GAME SPONSOR – \$2,500



Help us boost our event revenue and keep the crowd engaged. A silent auction, a wine pull or other fun game will do the job!

- Logo recognition on website and program
- Logo recognition on directional and game-area signage
- Option to have 3-4 employees help run the promotion at the tournament
- Mention in social posts
- Verbal recognition during event
- Opportunity to provide branded favors for all Bowlers and/or attendees

SWAG SPONSOR – \$2,500

Sport your company's logo on our 20th Anniversary t-shirts.

- Logo recognition on website and program
- Logo recognition on swag sales webpage and event signage
- Logo the sleeve of 20th Anniversary souvenir t-shirts
- Mention in social posts
- Verbal recognition at event
- Opportunity to provide branded favors for all Bowlers and/or attendees

SUPPORTING SPONSOR– \$1,000

Provide essential support for trophies, signage, printed materials and other tournament needs to help make this a success!

- Logo Recognition on Website and Program
- Mention in Social Posts
- Verbal Recognition at Event
- Opportunity to provide branded favors for all Bowlers and/or attendees