

DESIGN  
AUSTIN

S P O N S O R S H I P S



The  
Trail  
Conservancy

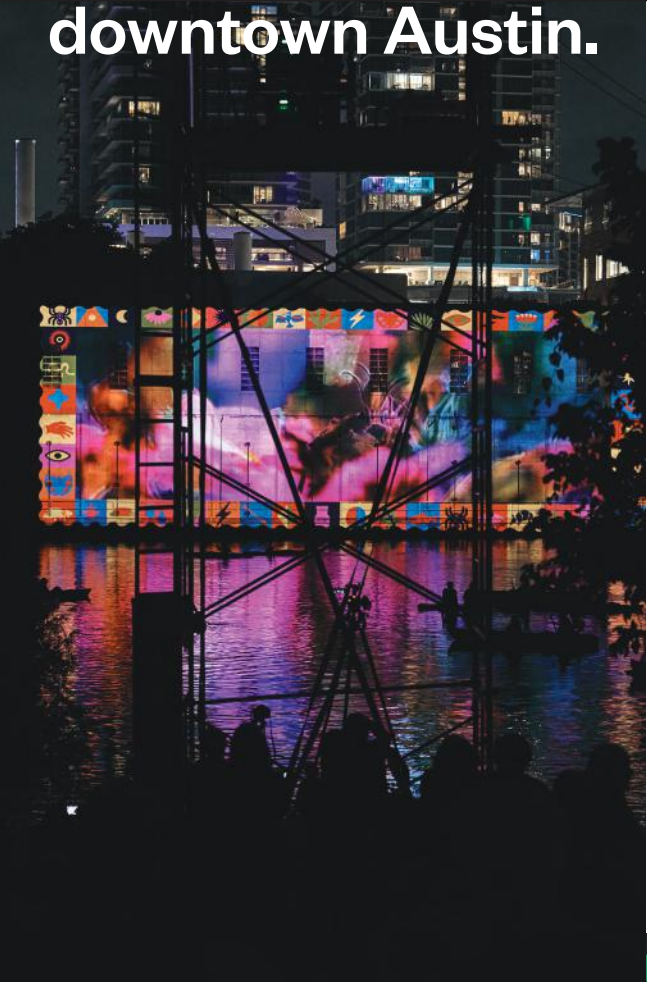


SEPTEMBER 26+27, 2025

LATERBLOCK



# ***WaterWork* is a massive, first-of-its-kind art projection on the Seaholm Waterfront in downtown Austin.**



Presented by Design Austin and The Trail Conservancy, *WaterWork* is an immersive art experience that celebrates the interplay between the urban environment and the natural landscape and the many talents of Austin's creative community. The display is visible to spectators gathered at Auditorium Shores and on the Congress Avenue Bridge. Viewers can also experience *WaterWork* from the water aboard exclusive chartered cruises featuring the artists themselves, or from personal paddleboards and kayaks.

The Trail Conservancy and Design Austin recruit 15 artists and designers to create short videos that explore the city's coexistence with nature in the heart of downtown. Projection mapping technology allows these artists to transform the Art Moderne façade of this iconic building into a dynamic canvas of art, light, and motion.

In its first year (2024), *WaterWork* attracted 1,200+ viewers to downtown Lady Bird Lake and sparked buzz across digital and traditional media, including coverage in CultureMap, Tribeza, and Studio 512. This year will build on that success and expand opportunities for reach and promotion. Join us!





# VIEWER TESTIMONIALS

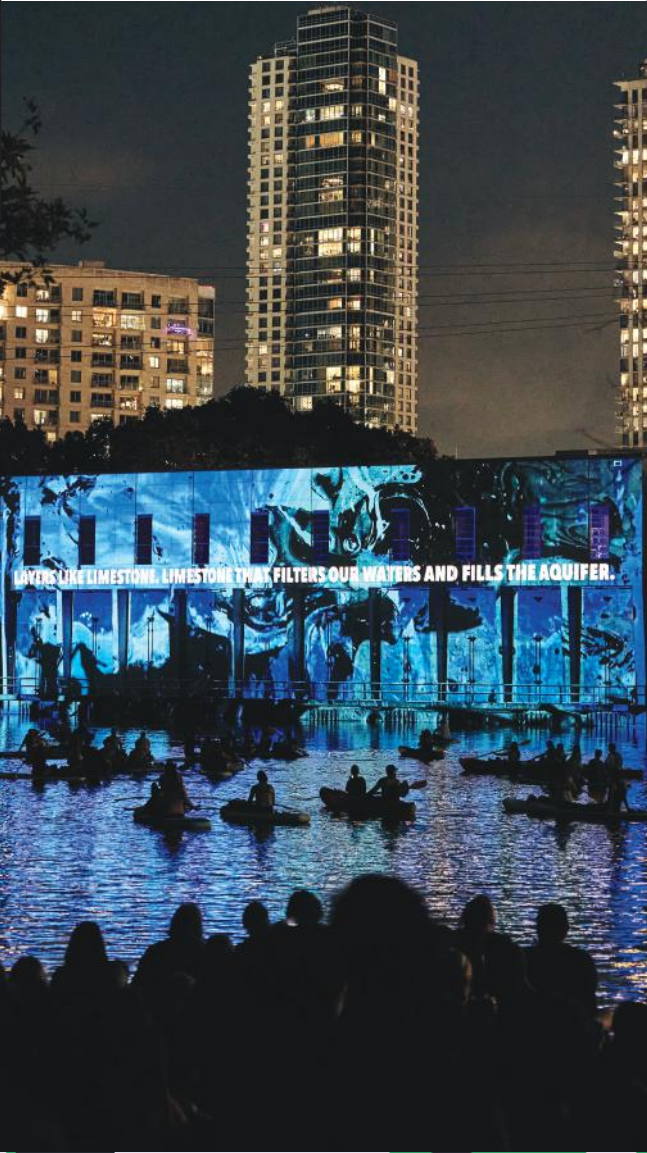
“I can’t tell you how refreshing it is to see that there are still plenty of **UNIQUE, COMMUNITY FOCUSED PROJECTS** going strong in Austin.”

“**THIS IS MAGICAL.** Austin is so cool.”

“Thank you for such a **SPECTACULAR EVENING ON THE WATER.** We loved the show and think you are an absolute inspiration.”

“**INSPIRING!!!** Thank you for bringing us into your colorful, magical work and world.”

“It was an opportunity to **SHARE ART WITH THE CITY** in a free and supportive way. It was **SUCH A COOL EXPERIENCE**...would be nice to see this become a yearly event!”



## HOW IT'S DONE

*WaterWork* is an ongoing collaboration between artists, designers, projection specialists, and organizations dedicated to bringing our vision to life throughout the year.

We start by recruiting Austin-based artists to develop original projection-mapped films specifically for *WaterWork*, with comprehensive training provided to participants. When the films are completed in July, curators determine the sequence and score while technical planning begins. The Trail Conservancy and Design Austin combine promotional efforts for *WaterWork* across multiple channels.

In preparation for each showing, our technical team and volunteers build a custom projection station and hold thoughtful rehearsals to ensure an exceptional experience for audiences viewing from both land and water.





# TITLE SPONSORSHIP

EXCLUSIVE (1 AVAILABLE)

\$15, 000



STONE THAT ETCHES THE STORY OF EACH ORGANISM LURED BY THE WATER. FOSSILIZED LIFE.

- 8 boat tickets per night
- Prominent logo placement projected at event
- Logo placement during reception on boat
- Name recognition on brochure and on website
- Social media and newsletter inclusion
- Logo included in all promotional materials
- Commemorative gift
- In-park signage



# BOAT SPONSORSHIP

ONE (1) OF THREE AVAILABLE

\$7,500




- 6 boat tickets
- Prominent logo placement projected at event
- Logo placement during reception on boat
- Name recognition on brochure and on website
- Social media and newsletter inclusion
- Logo included in all promotional materials
- Commemorative gift



# ARTIST SPONSORSHIP

15 AVAILABLE

\$5,000


- 
- A photograph of a boat event at dusk. A large white banner with the text "Austin Design Cruise" is stretched across the side of the boat. Several people are visible on the upper deck. In the background, a city skyline with tall buildings is visible under a blue sky with some clouds. The boat has large windows and a railing. In the foreground, there are some people and a table with a blue and white cooler and a red cooler.
- Supports an individual artist display
  - Recognition on a dedicated slide immediately preceding your sponsored piece
  - 4 boat tickets for the night of your choosing (subject to availability)
  - Logo placement during reception on boat
  - Name recognition on brochure and website
  - Logo included in all promotional materials
  - Commemorative gift



# RECEPTION SPONSORSHIP

SOLD OUT

\$2,500

- 
- A photograph of a group of people on a boat at night. In the foreground, a woman with blonde hair is smiling. Behind her, several other people are visible, some looking towards the camera and others looking away. The background features a city skyline with several tall buildings, including a prominent triangular skyscraper with a glass facade. The sky is dark with some clouds, and the city lights are visible. The overall atmosphere is social and festive.
- 2 boat tickets per night
  - Logo placement during reception on boat/  
at the bar
  - Name recognition on brochure and website
  - Commemorative gift



# **FRIEND OF WATERWORK**

**\$1,000**

- 2 boat tickets for the night of your choosing (subject to availability)
- Name recognition on brochure and website
- Commemorative gift



# ABOUT DESIGN AUSTIN



**DESIGN AUSTIN ILLUMINATES THE IMPACT OF DESIGN FOR ALL. HERE, WE EXPLORE, IMAGINE, AND SHAPE THE FUTURE.**

Design Austin programs build awareness of how design shapes the world, connect diverse design communities, and spark conversation about design in all its forms. We provide:

- Experiences, exhibitions, and educational programs that put design in the context of arts, culture, science, and technology;
- Accessible, welcoming, and inspiring spaces for visitors of all ages and abilities; and
- Playful and serious explorations of the impact of design at every scale and field.



# ABOUT THE TRAIL CONSERVANCY

**THE TRAIL CONSERVANCY (TTC) IS A 501C3 DEDICATED TO PROTECTING, ENHANCING, AND CONNECTING THE ANN AND ROY BUTLER TRAIL AT LADY BIRD LAKE FOR THE BENEFIT OF ALL.**

The Ann & Roy Butler Hike-and-Bike Trail was established in the 1970s and originally operated and maintained by the City of Austin's Parks and Recreation Department (PARC). In 2003, a group of passionate Trail users formed the Town Lake Trail Foundation to enhance the Trail. Since then, the Trail Conservancy (as it is now known) has invested over \$25 million in various improvements, programs, and community engagement opportunities to this beloved green space.



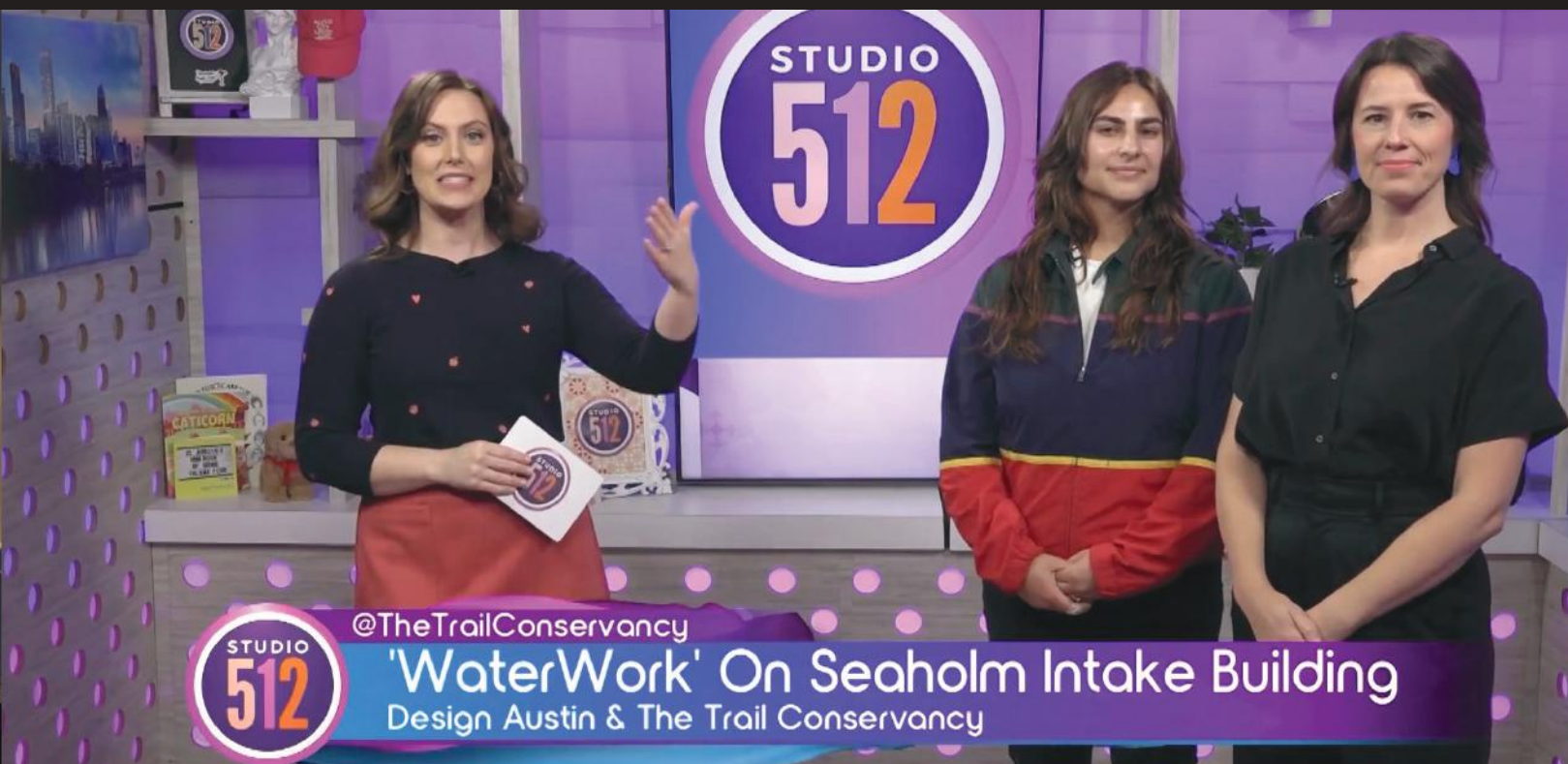


# SPONSORSHIP MATRIX

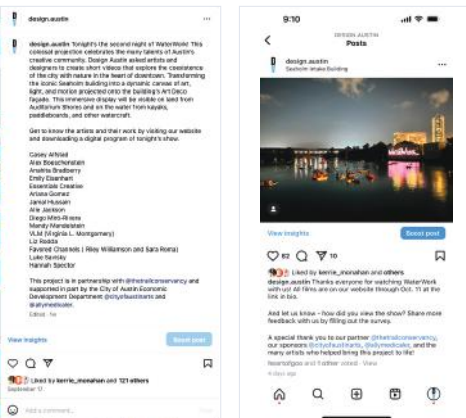
	TITLE \$15,000	BOAT \$7,500	ARTIST \$5,000	RECEPTION \$2,500	FRIEND \$1,000
Availability	1	1 of 3	15	SOLD OUT	Unlimited
Boat tickets	8/night	6/chosen night	4/chosen night	2/night	2/chosen night
Projected logo on building at event	●	●			
Logo placement during boat reception	●	●	●	●	
Logo in all promotional materials	●	●	●		
Social media and newsletter inclusion	●	●			
In-park signage	●				
Logo projection just prior to artwork			●		
Name recognition on brochure and website	●	●	●	●	●
Commemorative gift	●	●	●	●	●



# REACH AND COVERAGE

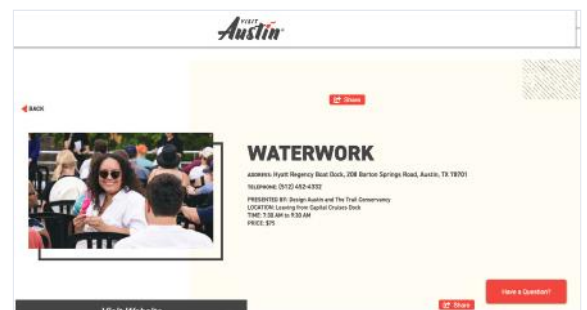
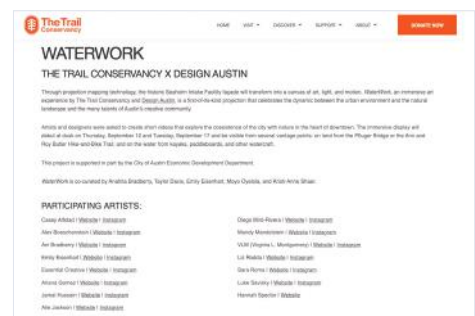
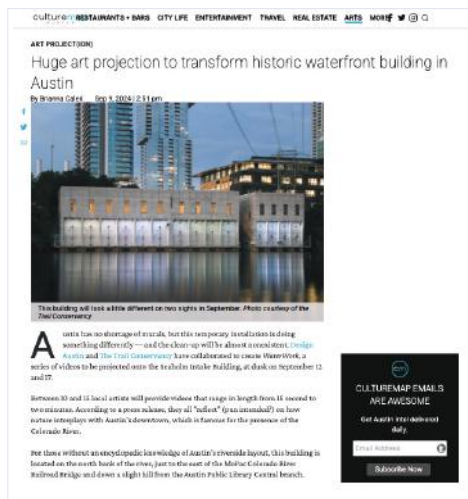
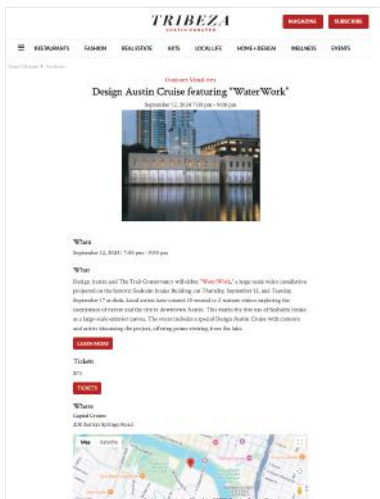


14,900 Viewers watched our Studio 512 interview



## DESIGN AUSTIN AND THE TRAIL CONSERVANCY COMBINED REACH:

- 19,790 EMAIL SUBSCRIBERS
- 19,500 SOCIAL MEDIA FOLLOWERS



**WATERWORK SPONSORSHIP | [KERRIE@DESIGNAUSTIN.ORG](mailto:kerrie@designaustin.org) | 512.452.4332**





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