



Giving to the community | **Celebrating** professionals

PRESENTING THE **23RD** *Annual*

*Austin's premier philanthropic celebration honoring the best and brightest young professionals and their mentors,
while fundraising for our community's future generations.*

HOSTED BY
YOUNG WOMEN'S ALLIANCE (YWA)

+

YOUNG MEN'S BUSINESS LEAGUE (YMBL)

BENEFITTING
YOUNG WOMEN'S ALLIANCE FOUNDATION

Empowering Austin's future generation of female leaders by providing professional development for young women,
scholarships to young ladies, and mentoring girls through the Girl's Empowerment Network.

+

AUSTIN SUNSHINE CAMPS

Engaging and empowering youth through education and outdoor experiences.

ON THE EVENING OF

MAY/JUNE 2021

OVERVIEW

Since 1998, the Young Women's Alliance and the Young Men's Business League of Austin partner annually to host a series of events culminating with the Austin Under 40 Awards Celebration (AU40)—a black tie event honoring and celebrating Austin's emerging professionals under the age of 40.

2021 AUSTIN UNDER 40 AWARDS

The 2021 Austin Under 40 Awards, presented by YMBL and YWA, will be held in the Spring of 2021. In addition to attending the celebration, nominees, finalists, and select sponsors are invited to exclusive events in their honor:

- ★ **Women's Finalist Reception:** an evening reception exclusively honoring our female finalists
- ★ **Men's Finalist Reception:** an evening reception exclusively honoring our male finalists
- ★ **Mayor's Reception:** a breakfast reception hosted by Austin's Mayor, recognizing the 80 finalists
- ★ **Winners Brunch:** a special event after the gala honoring the winners

The Austin Under 40 receive significant press and media due to the high profiles and influence of our nominees and host organizations. As a result, the Austin Under 40 Awards sponsors receive the benefit of media promotion across Austin Under 40 Awards social media platforms as well as recognition through our media partners, and of course, day of celebration recognition.

AWARD CATEGORIES

- Architecture, Engineering, & Construction
- Arts & Entertainment
- Civics, Government, & Public Affairs
- Culinary Arts, Events, & Hospitality
- Energy, Mobility, & Transportation
- Innovation & Start-up
- Financial & Insurance Services
- Journalism, Marketing, & Public Relations
- Legal
- Medicine & Healthcare
- Mentor of the Year (over 40 category)
- Nonprofit Service
- Real Estate
- Sports, Wellness, & Fitness
- Technology
- Youth & Education



2020 SPONSORS

The success of last year's Austin Under 40 Awards events were made possible by our generous sponsors:

Silver Sponsor:



2020 Sponsors:



Contributing Sponsors:



Media Sponsors:



#AustinUnder40

THE PHILANTHROPIC PURPOSE

Proceeds raised through the Austin Under 40 Awards benefit the philanthropic endeavors of the host organizations, the Young Women's Alliance Foundation and the Austin Sunshine Camps; both 501(c)(3) nonprofit organizations.

YOUNG WOMEN'S ALLIANCE FOUNDATION

Here today for tomorrow's leaders

For 26 years the Young Women's Alliance Foundation (YWAF) has focused on empowering Austin women to develop the next generation of female leaders.



Girl's Empowerment Network (GEN)

- Power Chats with YWA provides a platform for girls to ask questions about college and careers while encouraging them to envision themselves as future leaders.

Professional Development & Connect Program

- Professional workshops for young ladies in Austin centered around financial literacy, resume building, public speaking, etc.
- Mentoring for young women seeking professional and personal development as they strive to become community leaders.

AUSTIN SUNSHINE CAMPS

Making a difference in the life of a child

The Austin Sunshine Camps (ASC) were founded in 1928 by the Young Men's Business League (YMBL) to engage and empower youth through education and outdoor experiences. ASC programming is offered free-of-charge for low-income, high-potential boys and girls of Central Texas.

Academic Programs

- Summer Camp: 5 day, 4 night residential camp in Zilker Park (ages 8-11) and Lake Travis (ages 12-15)
- Camper Ambassador Program - year-round program for 10-15 year old's, comprised of day camp and weekend family camp experiences
- Counselor-in-Training Program - year-round training and work program for 16-18 year old's who have "graduated" from our camp programs and want to be a community leader



#AustinUnder40

SPONSORSHIP BENEFITS

All sponsorships, excluding ribbon and steel sponsors, include a table at the Austin Under 40 Awards Gala as well as recognition in all Austin Under 40 Awards print and electronic media.

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	COPPER
Naming rights for 2021 Austinite of the Year Award	★					
Recognition in TV and Radio mentions	★					
Special recognition on <u>ALL</u> AU40 media	★					
Complimentary hotel room the night of the event	★					
Complimentary valet parking passes for guests	20	10				
Product placement and/or video advertisement at Awards Ceremony	★	★				
Category exclusivity	★	★				★
Special recognition on our social media	★	★	★			
Product placement at VIP Reception	★	★				
Tickets to Mayor's Reception	5	2	2	10	2	
Verbal recognition on-stage during Gala	★	★	★	★	★	★
Listed sponsor in all press releases & social media	★	★	★	★	★	
Recognition on website and in all printed and electronic materials	★	★	★	★	★	
Reservation at Awards Gala, Reception, and After Party	20	10	10	10	10	10
Exclusive VIP Registration	★	★	★	★	★	★
Complimentary wine at table	★	★	★	★	★	★
VIP Reception Tickets (Pre-gala)	20	10	10	10	10	10
Product placement and/or speaking opportunity at selected sponsored event	★	★		★	★	★
Product placement, video advertisement, and/or speaking opportunity at Mayor's Reception	★			★		
Opportunity to host Mayor's Reception at your site				★		

Please note: It may not be possible to receive all of the print benefits identified for sponsorship commitments received after April 1, 2021. While all proceeds for the event benefit the Young Women's Alliance Foundation and the YMBL Austin Sunshine Camps, both 501(c)(3) organizations, as the event is hosted by the Young Women's Alliance Foundation and the Young Men's Business League, both 501(c)(6) and 501(c)(4) organizations, respectively, the value of your contribution is not a charitable deduction.



SPONSORSHIP LEVELS

Diamond Sponsor (1/1 available) – \$50,000

Title sponsor

- **Branding** | Presenting sponsor recognition, company logo, and/or company website link featured in all marketing and event material, including, but not limited to:
 - AU40 website
 - Tickets
 - General marketing material
 - Social media blasts
 - AU40 events
 - Mayor's Reception
 - Women Finalist Reception
 - Men's Finalist Reception
 - The Austin Under 40 Awards Gala + After Party
 - Winners' Brunch
 - Full page ad in event program
 - Presenting sponsor right to include "The 2021 AU40 Awards are presented by..."
 - Post-event Thank You e-mail to all celebration attendees
 - Tickets for 5 to join past Au40 winners and board members of YWA/YMBL at our Mayor's Reception event honoring the 2021 Austin Under 40 finalists
- **Exclusivity** | Day of Austin Under 40 Awards
 - Product placement and/or video advertisement during the Awards Ceremony*
 - Opportunity to display product in ballroom space*
 - Opportunity to showcase a commercial/advertisement before or after the Awards Ceremony
 - One to two minute speaking role at Awards Ceremony with the opportunity to introduce emcees and Austinite of the Year
 - Naming rights for the **2021 Austinite of the Year** award
 - Company name will be placed on actual award and announced during the Award Ceremony
 - Invitation and tickets for 20 to exclusive VIP reception preceding the Austin Under 40 Awards Ceremony
 - Reserved seating for 20 guests at the 2021 Austin Under 40 Awards Ceremony and Gala
 - Includes preferred seating placement in best location of event venue, signage recognition
 - Complimentary valet parking passes for 20 guests
 - One complimentary hotel room on the evening of the event

*Subject to approval by AU40 committee and the host venue



Platinum Sponsor (1/1 available) – \$20,000

VIP Reception

- **Branding** | Day of Austin Under 40 Awards
 - Showcase company products and promotional items to the VIP or GA Cocktail Reception guests (exclusive group of about 250)
 - Logo placement on VIP or GA Cocktail Reception materials, including but not limited to, drink menu, photo booth, and other items as discussed*
 - Unlimited ability to brand the VIP or GA bar with swag, signage, and a named cocktail*
- **Exclusivity** | Day of Austin Under 40 Awards
 - On-stage recognition as 2021 Austin Under 40 Platinum Sponsor at Awards Ceremony
 - Reserved seating for 10 guests at the 2021 Austin Under 40 Awards Ceremony and Gala
 - VIP reception access for 10 guests

Gold Sponsor (1/1 available) – \$15,000

Reception

- **Branding** | Day of Austin Under 40 Awards
 - Showcase company products and promotional items to the Cocktail Reception guests
 - Logo placement on VIP or GA Cocktail Reception materials, including but not limited to, drink menu, photo booth, and other items as discussed*
 - Unlimited ability to brand the VIP or GA bar with swag, signage, and a named cocktail*
- **Exclusivity** | Day of Austin Under 40 Awards
 - On-stage recognition as 2021 Austin Under 40 Platinum Sponsor at Awards Ceremony
 - Reserved seating for 10 guests at the 2020 Austin Under 40 Awards Ceremony and Gala
 - VIP reception access for 5 guests

Silver Sponsor (1/1 available) – \$12,500

Mayor's Reception

- **Branding** | Mayor's Reception
 - Exclusive sponsor of breakfast honoring the 2020 Austin Under 40 Awards Finalists with past Au40 winners and board members of YWA/YMBL
 - Three to five minute speaking opportunity to address 150+ guests and provide introduction of the Mayor
 - Opportunity to host the Reception at your venue of choice
- **Exclusivity** | Day of Austin Under 40 Awards
 - Reserved seating for 10 guests at the 2020 Austin Under 40 Awards Ceremony and Gala
 - Tickets for 10 to the Mayor's Reception
 - VIP reception access for 10 guests

*Subject to approval by AU40 committee and the JW Marriott accommodations



Bronze Sponsor (3/3 available) – \$10,000

Nominations & Finalist Events

- **Branding | Product Display**
 - Opportunity to showcase company products and promotional items to all guests at designated event and within designated areas of the Austin Under 40 Awards gala*
 - Austin Under 40 Awards Committee will work with sponsor to develop unique, creative way to promote company and products and assist with securing venue for event
 - Nominee events last for 2-3 hours and typically draw 150+ guests
 - Recognition at all Nominee and Finalists receptions, including opportunity to showcase a short ad
- **Exclusivity | Day of Austin Under 40 Awards**
 - Reserved seating for 10 guests at the 2021 Austin Under 40 Awards Ceremony and Gala
 - VIP reception access for 10 guests
 - Bronze Sponsorship includes sponsorship of one of the following events:
 - January-March 2021: Nominee's Reception and Finalist Receptions
 - Austin Under 40 Awards After-Party: May/June 2021
 - Winners' Reception: May/June 2021

Copper Sponsors (15/16 available) – \$6,500

Category Sponsors

- **Branding | Logo Display**
 - On-stage recognition as 2021 Austin Under 40 Copper Sponsor at Awards Ceremony during specified category
 - Opportunity to present award
 - Opportunity to interview finalists
 - Exclusive naming rights for one of the awards categories, subject to availability
- **Exclusivity | Day of Austin Under 40 Awards**
 - Reserved seating for 10 guests at the 2021 Austin Under 40 Awards Ceremony, and Gala
 - VIP reception access for 10 guests

Categories:

- | | |
|---|---|
| ▪ Architecture, Engineering, & Construction SOLD | ▪ Legal |
| ▪ Arts & Entertainment | ▪ Medicine & Healthcare |
| ▪ Civics, Government, & Public Affairs | ▪ Mentor of the Year (over 40 category) |
| ▪ Culinary Arts, Events, & Hospitality | ▪ Nonprofit Service |
| ▪ Energy, Mobility, & Transportation | ▪ Real Estate |
| ▪ Innovation & Start-up | ▪ Sports, Wellness, & Fitness |
| ▪ Financial & Insurance Services | ▪ Technology |
| ▪ Journalism, Marketing, & Public Relations | ▪ Youth & Education |



EXCLUSIVE AVAILABILITY

Finalist Benefactor (1/1 available) – \$18,000

Finalist Underwriting

- **Branding** | Day of Austin Under 40 Awards
 - Showcase company products and promotional items to the VIP or GA Cocktail Reception guests (exclusive group of about 250)
 - Logo placement on VIP Reception access wristbands
 - Unlimited ability to brand the VIP or GA bar with swag, signage, and a named cocktail*
- **Exclusivity** | Day of Austin Under 40 Awards
 - On-stage recognition as 2021 Austin Under 40 Finalist Benefactor at Awards Ceremony
 - E-mail communication to Finalists through AU40 network with any verbiage you see fit to communicate your generosity
 - Verbal recognition at each Finalist Check-in
 - Reserved seating for 5 guests at the 2021 Austin Under 40 Awards Ceremony and Gala
 - VIP reception access for 5 guests



Winner's Circle Membership – \$1,000 Annually

Limited to Past Winners & Chairs Only

- **Branding** | Name Recognition
 - On-stage recognition as a part of the 2021 Austin Under 40 Winner's Circle—an elite group of Past Winner's that are passionate about perpetuating the prestige of the Austin Under 40 Awards for years to come
 - Opportunity to interview finalists and participate in the 2021 Judging process
- **Exclusivity** | Day of Austin Under 40 Awards
 - Reserved seating for 2 guests with other Winner's Circle Members at the 2021 Austin Under 40 Awards Ceremony, and Gala
 - VIP reception access for 2 guests
 - VIP Access at the following events:
 - January-March 2021: Nominee's Reception and Men & Women's Finalist Receptions
 - Austin Under 40 Awards After-Party: May/June 2021
 - Winners' Reception: May/June 2021





Please reach out to sponsorship@austinunder40.org with any other sponsorship inquiries not listed.

FOR MORE INFORMATION ABOUT SPONSORING THE AUSTIN UNDER 40 AWARDS

Email: sponsorship@austinunder40.org
or visit: www.austinunder40.org

CHECKS CAN BE PAYABLE TO:

Austin Under 40 Awards
c/o Young Men's Business League
PO Box 161270
Austin, TX 78716

For electronic payment methods, contact sponsorship@austinunder40.org