

— THE 25TH ANNUAL —

# AUSTIN UNDER 40 AWARDS

*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 Men's Business League of Austin (YMBL)**

BENEFITTING

**Austin Sunshine Camps**

Providing the magic of overnight camp without the barrier of cost.

ON THE EVENING OF

**Saturday, June 1, 2024**

**JW Marriott**

YOUNG MEN'S  
BUSINESS LEAGUE  
~ of Austin ~



**Austin  
Sunshine  
Camps**

# OVERVIEW

Since 1998, the Austin Under 40 Awards (AU40) fundraising event has honored and celebrated Austin's emerging professionals and their mentors who are making an impact in our community.

The Young Men's Business League (YMBL) of Austin hosts a series of events, culminating with the Austin Under 40 Awards gala—a black tie event honoring and celebrating Austin's emerging professionals under the age of 40. These individuals are recognized in 18 categories, including Austinite of the Year.

## 2024 AUSTIN UNDER 40 AWARDS

Join us in celebrating the 25<sup>th</sup> Annual Austin Under 40 Awards, hosted by YMBL, where we anticipate welcoming more than 500 guests to the JW Marriott in downtown Austin on Saturday, June 1, 2024. In addition to attending the gala, nominees, finalists, and select sponsors are invited to attend exclusive events in their honor:

- ★ **Finalists Happy Hour:** an evening happy hour exclusively honoring our finalists
- ★ **Mayor's Coffee:** a coffee 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 Awards 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, a gala.

## AWARD CATEGORIES

- Mentor of the Year (Over 40)
- Trailblazer Award (individual fundraising)
- Architecture, Engineering, and Construction
- Arts, Entertainment, and Social Media
- Civics, Government, and Public Affairs
- Capital, Financial, and Insurance Services
- Energy, Sustainability, and Transportation
- Food & Beverage, Events, and Hospitality
- Journalism, Marketing, and Public Relations
- Legal
- Medicine and Healthcare
- Nonprofit Service
- People and Operations
- Real Estate
- Retail, Manufacturing, and Supply Chain
- Sports, Wellness, and Fitness
- Technology
- Youth and Education



## 2023 AWARDS IN REVIEW

**80** Finalists  
recognized



**17** Winners  
Awarded

**>500**  
Awards gala attendees

**\$85k**  
In proceeds raised

The success of last year's 2023 Austin Under 40 Awards events were made possible by our generous sponsors and contributors:

**RECURRENT  
ENERGY**  
A subsidiary of Canadian Solar



**AUSTIN  
UNDER 40  
AWARDS**

# THE PHILANTHROPIC PURPOSE

## Austin Sunshine Camps

### Making a difference in the life of a child

Austin Sunshine Camps provides the magic of overnight camp without the barrier of cost. We serve kids and families in Central Texas, providing overnight summer camps (10-day, 9-night sessions) at our two locations - Zilker Lodge in Zilker Park for 8-11 year olds and Lake Travis in Marble Falls for 12-15 year olds. This summer we served 510 campers - 95% of who qualify for free/reduced lunch, 9% are in foster care, and 70% are from single-parent households.



In Central Texas, the average cost of a 10-day overnight camp is \$1,700, pricing many of our families out of the opportunity. While the cost of our camp is free to our families, it costs our organization about \$1,500 to send one camper to ASC for 10 days and nine nights.

### PROGRAMS

- Overnight Summer Camp: We provide four sessions of overnight summer camp for youth ages eight to 15, lasting 10 days and nine nights at our Zilker Park and Lake Travis locations.
- Family Programming: We engage all of our summer camp families in year-round activities such as family weekend camps, day camps, and various themed events.
- Counselor-in-Training (CIT) Program: These future camp counselors have aged out of overnight summer camp or have been referred from partner programs for demonstrating leadership potential.

Learn more at <https://www.sunshinecamps.org>

### Austin Sunshine Camps' History

In 1928, The Young Men's Business League of Austin recognized the serious community threat of youth tuberculosis and established the Austin Sunshine Camps in Zilker Park, as it was said that exposure to sunshine could promote healing from the disease.

The park provided a space in which local, economically disadvantaged children could gain weight, grow strong, and spend time outdoors. Today, Austin Sunshine Camps is still serving youth living near or below the poverty line.



# ABOUT THE HOST

## Young Men's Business League of Austin (YMBL)

### Connect. Lead. Serve.

The Young Men's Business League (YMBL) is a social service organization for young professionals in Austin. For over 100 years, the YMBL has built today's young professionals into tomorrow's leaders by creating connections, fostering leadership development, and serving the Austin Sunshine Camps. Since 1928, the YMBL's major philanthropic endeavor in time and money has been the Austin Sunshine Camps.



YMBL's vision is to develop authentic leaders by fostering fellowship and community engagement in the pursuit of meaningful impact. In achieving this vision, we value Commitment, Fun, Connection and Impact.

With more than 150 active members and a growing alumni base, the YMBL provides a platform for members to connect through a variety of social and service opportunities while cultivating life-long personal and professional relationships. In addition to hosting events such as the Austin Under 40 Awards and the Austin Sunshine Run, the YMBL also hosts an Annual Golf Classic, Sporting Clays Shoot, and offers various social and activity groups for members to connect.

Learn more at: <https://www.austinyubl.org/>



# SPONSORSHIP BENEFITS

Levels and Benefits	Diamond	Platinum	Gold	Silver	Bronze	Copper
	Presenting sponsor \$25,000 (1)	Reception host \$15,000 (2)	Ancillary Event host \$12,000 (3)	Industry category sponsor \$6,500	Small business sponsor \$3,000	Individual sponsor \$1,500
Product placement, video advertisement, and/or speaking opportunity at Awards Ceremony	★					
Naming rights for 2024 Austinite of the Year Award	★					
(1) Naming rights: 2024 Mentor of the Year Award (1) Naming rights for 2024 Trailblazer Award		★				
Product placement at Cocktail Hour and Winners Reception	★	★				
Recognition on-stage during Awards Ceremony	★	★	★	★		
Category exclusivity	★	★		★		
Reservations to Awards Gala	14	10	8	6	4	2
Attend Mayor's Coffee <sup>1</sup>	★	★	★			
Product placement, video advertisement, and/or speaking opportunity at Mayor's Coffee <sup>1</sup>	★		★			
Attend Finalists Happy Hour <sup>1</sup>	★	★	★	★		
Product placement at Finalist Happy Hour <sup>1</sup>	★		★			
Reservation to Winner's Brunch <sup>1</sup>	★	★	★			
Product placement and/or speaking opportunity at Winner's Brunch <sup>1</sup>	★		★			
Material branding opportunities at selected sponsored events <sup>2</sup>	★	★	★	★		
Special recognition on social media	★	★	★	★	★	
Listed sponsor in all press releases and electronic media	★	★	★	★	★	★

- Ancillary event attendance and benefits for Gold sponsors is limited to the ancillary event each Gold sponsor is sponsoring
  - It may not be possible to receive all of the print benefits identified for sponsorship commitments received after February 1, 2024.
- Please Note: While all proceeds for the event benefit Austin Sunshine Camps, a 501(c)(3) organization, as the event is hosted by the Young Men's Business League, a 501(c)(4) organization, the value of your contribution is not a charitable deduction. If you are interested in your contribution being a charitable deduction, please contact us for more information.

# SPONSORSHIP LEVELS

## Diamond Sponsor (1 available) – \$25,000

Presenting Sponsor

### SPONSORSHIP INCLUDES:

Day-of Austin Under 40 Awards Gala:

- Product placement and/or video advertisement during the gala\*
- Opportunity to showcase a commercial/advertisement before or after the gala\*
- Opportunity to showcase products in the event space
- Two-minute speaking role at awards gala
- Logo on event night fundraising screens

Naming rights to the *2024 Austinite of the Year* award:

- Company name will be announced during the Award gala during the award presentation
- Opportunity to introduce the 2024 Austinite of the Year award winner

### MARKETING

Presenting sponsor recognition, company logo, and/or company website link featured in **ALL** marketing and event materials, including but not limited to:

- AU40 Website
- General Marketing Material
- Social Media Blasts
- AU40 Ancillary Events
  - ★ Finalists Happy Hour
  - ★ Mayor's Coffee
  - ★ Winners' Brunch
- Presenting Sponsor right to include "The 2024 AU40 Awards Gala are presented by..."
- Post-Event Thank You email to send to all celebration attendees
- Minimum of two social media posts
- Logo on pre-event or post-event emails
- Digital ad(s) in the online auction pages
- Logo on virtual gala tickets
- Recognition as sponsor on website

### PERKS

- Reserved seating for 14 guests at the 2024 Austin Under 40 Awards Gala
  - Includes preferred seating placement in best location of event venue, signage recognition
- Attend the Mayor's Coffee and Finalists Reception events honoring the 2024 Austin Under 40 Finalists

### SEND KIDS TO CAMP NEXT SUMMER

- Proceeds from your contribution will **send five campers to summer camp** in 2024



## Platinum Sponsor (2 available) – \$15,000

Reception host (*Welcome Reception or Winner's Celebration*)

### SPONSORSHIP INCLUDES:

Each of the Platinum Sponsors will be entitled to naming rights for **one** of the following awards:

1. Naming rights to the **2024 Austinite of the Year** award
  - Company name will be announced during the award presentation
2. Naming rights to the **2024 Trailblazer of the Year** award
  - Company name will be announced during the award presentation

Each of the Platinum Sponsors will host **one** of the following receptions the night of the gala:

1. Welcome Reception (*before awards programming*)
  - Logo placement on Welcome Reception signage, and other items as agreed\*
  - Ability to brand the Welcome Reception with swag, signage, and a named cocktail\*
  - Showcase company products and promotional items to Welcome Reception guests
2. Winners Celebration (*after awards programming*)
  - Logo placement on Winners Celebration signage and other items as agreed\*
  - Ability to brand the Winners Celebration with swag, signage, and a named cocktail\*
  - Showcase company products and promotional items to Winners Celebration guests

### MARKETING

- Two social media posts
- Logo(s) on pre-event or post-event emails
- Digital ad(s) in the online auction pages
- Logo(s) on event program
- Recognition as sponsor on website

### PERKS

- Recognition as a 2024 Austin Under 40 Platinum Sponsor at awards gala
- Reserved seating for 10 guests at the 2024 Austin Under 40 Awards Gala
- Attend sponsored ancillary event

### OPTIONAL ADD-ON

- Purchase industry award category exclusivity for an additional \$1,500

### SEND KIDS TO CAMP NEXT SUMMER

Proceeds from your contribution will **send three campers to summer camp** in 2024





## Gold Sponsor (3 available) – \$12,000

Ancillary Events Host (*Finalists Happy Hour, Mayor's Coffee, or Winners Brunch*)

### SPONSORSHIP INCLUDES

Each of the Gold Sponsors will host **one** of the following ancillary events as part of the 2024 AU40 program:

#### 1. Finalists Happy Hour

- Logo placement on Finalist Happy Hour materials
- Showcase brand products and promotional materials to Finalists Happy Hour guests
- Ability to brand the Finalist Happy Hour with swag, signage, and a named cocktail\*
- Five-minute speaking opportunity at Finalists Happy Hour

#### 2. Mayor's Coffee

- Exclusive sponsor of the Mayor's Coffee, honoring the 2024 Austin Under 40 Awards Finalists with the Austin Under 40 Committee and YMBL/ASC Board Members
- Five-minute speaking opportunity to address guests and provide introduction of the Mayor

#### 3. Winners Brunch

- Logo placement on Winner's Brunch materials including signage, and other items as agreed\*
- Ability to brand the Winner's Brunch with swag and signage\*
- Showcase company products and promotional items to Winner's Brunch guests
- Five-minute speaking opportunity at Winner's Brunch

### MARKETING

- Two social media posts
- Logo(s) on pre-event or post-event emails
- Logo(s) on event program
- Recognition as sponsor on website

### PERKS

- Recognition as a 2024 Austin Under 40 Gold Sponsor at awards gala
- Reserved seating for 8 guests at the 2024 Austin Under 40 Awards Gala
- Logo on event night screens

### OPTIONAL ADD-ON

- Purchase industry award category exclusivity for an additional \$1,500

### SEND KIDS TO CAMP NEXT SUMMER

Proceeds from your contribution will **send two campers to summer camp** in 2024



## Silver - Industry Category Sponsor (15 available) – \$6,500

Award category exclusivity

### SPONSORSHIP INCLUDES

- On-stage recognition as 2024 Austin Under 40 Category Sponsor at awards gala during specified category
- Opportunity to present award
- Opportunity to interview finalists
- Exclusive naming rights for one of the awards categories, subject to availability
  - Company name will be announced during the gala and included on category signage

### Available categories for sponsorship (*subject to availability*)

Architecture, Engineering, and Construction	Food & Beverage, Events, and Hospitality	People and Operations
Arts, Entertainment, and Social Media	Journalism, Marketing, and Public Relations	Real Estate
Civics, Government, and Public Affairs	Legal	Retail, Manufacturing, and Supply Chain
Capital, Financial, and Insurance Services	Medicine and Healthcare	Sports, Wellness, and Fitness
Energy, Sustainability, and Transportation	Nonprofit Service	Technology

### MARKETING

- Two social media posts
- Logo(s) on pre-event or post-event emails
- Logo(s) on event program
- Recognition as sponsor on website

### PERKS

- Recognition as a 2024 Austin Under 40 Category Sponsor at awards gala
- Reserved seating for 6 guests at the 2024 Austin Under 40 Awards Gala

### SEND KIDS TO CAMP NEXT SUMMER

Proceeds from your contribution will **send one camper to summer camp** in 2024



## Bronze - Small Business Sponsor – \$3,000

### MARKETING

- Company name on event program
- Recognition as sponsor on website
- One social media post

### PERKS

- Recognition as a 2024 Austin Under 40 Small Business Sponsor at awards gala
- Reserved seating for 4 guests at the 2024 Austin Under 40 Awards Gala

### SEND KIDS TO CAMP NEXT SUMMER

Proceeds from your contribution will **send one camper to camp for a week** in 2024

## Individual Sponsor – \$1,500

(only available to individuals or families, not businesses)

### MARKETING

- Your name printed on event program
- Recognition as individual sponsor on website

### PERKS

- Reserved seating for 2 guests at the 2024 Austin Under 40 Awards Gala

### SEND KIDS TO CAMP NEXT SUMMER

Proceeds from your contribution will **send one kid to summer camp for three full days** in 2024



THE 25<sup>th</sup> ANNUAL  
**AUSTIN**  
UNDER 40  
AWARDS

Please reach out to [sponsorship@austinunder40.org](mailto:sponsorship@austinunder40.org) with any other sponsorship inquiries not listed.

FOR MORE INFORMATION ABOUT SPONSORING THE AUSTIN UNDER 40  
AWARDS

Email: [sponsorship@austinunder40.org](mailto:sponsorship@austinunder40.org)

or visit: [www.austinunder40.org](http://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](mailto:sponsorship@austinunder40.org)