

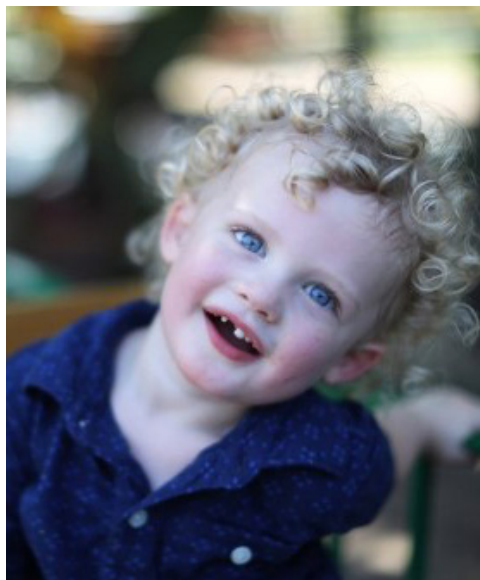


# ZILKER EAGLE



# AUSTIN PARKS FOUNDATION

The Zilker Train is one of the most beloved family activities in Austin. Since 1961, the Zilker Train has created lasting memories for Austinites and visitors alike. Austin Parks Foundation is proud to be taking the lead in restoring it to its former glory.



## RESTORING FAMILY FUN

More than 1.5 million people visit Zilker Park each year, making it one of the most popular parks in Austin. Because of the immense popularity of the park, attractions like the Zilker Eagle are important to the overall experience of visitors and Austinites alike. Unfortunately, soil erosion caused by storm runoff along the Colorado River and Ann and Roy Butler Hike and Bike Trail caused the Zilker Train to close in May 2019. Significant repair costs became untenable for the vendor that operated the train for twenty years.

The Austin City Council and Parks and Recreation Department (PARD) asked Austin Parks Foundation to get the train up and running as safely and quickly as possible. APF is committed to replacing the train and creating a sustainable operating and ongoing maintenance plan that ensures the new Zilker Eagle can continue to bring joy to the young, and young-at-heart, for years to come.

## SPONSOR BENEFITS

Sponsorship offers brand building and access to engaged community members, plus digital and print recognition opportunities. Organizations seeking to gain exposure to families, visitors and those who are active in our community and outdoor spaces, will benefit.



ZILKERTRAIN.ORG | @ZILKEREAGLE





## ABOUT THE ZILKER EAGLE

### A BELOVED FAMILY TRADITION

Based on data from the previous train operators we have seen just how popular this Zilker Park attraction really is. Reaching Austinites and visitors alike, riders represent a wide range of demographics and we will continue to focus on equitable access for all.

- Anticipated ridership of 3,425 per week for a total of 175,000+ riders per year
- Riders from every zipcode in the Greater Austin area
- Special focus on access via our Community Hours program

### A TRAIN FOR THE NEXT GENERATION

The new Zilker Eagle will become the dynamic new centerpiece of Zilker Park, bringing the children and families of Austin together for play-based connection for generations to come. The project will include:

- A brand new electric-powered engine
- New passenger cars with improved accessibility to accommodate riders of all abilities
- Brand new rail and tracks to accommodate the new train
- Improved access to the train depot to provide a safer and more inclusive experience for riders of all ages and abilities
- Upgrades to the existing train depot, as well as new landscaping and resolving drainage issues

### PROJECT TIMELINE

- Summer 2020: engineering firm site analysis, topographical survey, structural assessment of bridge
- Fall 2020: Final recommendations for changes to existing train route and City of Austin for approval
- Winter 2020: Final community engagement for new train name, branding begins
- Spring 2021: Improvements to site in progress, fabrication of new custom train underway
- Fall 2021: Zilker Eagle in operation by Fall 2021

# SPONSORSHIP BENEFITS

BENEFITS		PRESENTING \$200,000	DEPOT \$120,000	COMMUNITY \$100,000	TUNNEL \$50,000	COACH \$20,000
BRAND RECOGNITION						
Branding on:		TRAIN	DEPOT	COMMUNITY HOURS	TUNNEL	PASSENGER COACH
Collaterals		LOGO	LOGO	LOGO	LOGO	NAME
Social Media		LOGO	LOGO	LOGO	LOGO	NAME
Paid Digital Ads		LOGO	LOGO	LOGO	LOGO	-
Paid Print Ads		LOGO	LOGO	LOGO	LOGO	-
Paid Physical Ads		LOGO	LOGO	-	-	-
TRAIN OPERATIONS						
Express Passes		✓	✓	✓	✓	-
Ride Vouchers		FREE	FREE	DISCOUNT	DISCOUNT	DISCOUNT
Merch Discounts		✓	✓	✓	✓	✓
EVENTS						
Annual Train Events		30 TICKETS	20 TICKETS	16 TICKETS	8 TICKETS	4 TICKETS
Party for the Parks		10 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS	-



# PRESENTING LEVEL BENEFITS

## \$200,000

### OVER 4 YEAR RECOGNITION TERM

As the Presenting sponsor of the new Zilker Eagle, your company will receive exclusive brand promotion as well as key benefits pertaining to the train itself for the term of the sponsorship. Below is an overview, but we are always open to understanding the strategic goals of your organization.

### BRAND RECOGNITION

In addition to being named the presenting sponsor of the train, you'll receive logo recognition on:

- Custom painted train branding
- Print and digital collateral items
- Social media posting
- Paid digital ads
- Paid print and physical ads

- Free ride vouchers for your employees or important clients
- Discounts on Zilker Eagle merchandise for your employees
- Seasonal Customization opportunities

### EVENTS

Each of our sponsors will also have access to Zilker Eagle and Austin Parks Foundation events:

- 30 tickets to the official Opening Reception
- 30 tickets to annual events
- 10 tickets to Party for the Parks 2021

### TRAIN OPERATIONS

Sponsors will have special access to enjoy the Zilker Eagle with their families, employees and clients:

- Express pass vouchers for your employees or important clients, giving you quick access

BENEFIT	PRESENTING
BRANDING (TRAIN, COLLATERALS, SOCIAL MEDIA, ADS)	Logo
EXPRESS PASSES	✓
RIDE VOUCHERS	✓
MERCH DISCOUNTS	✓
TRAIN EVENT TICKETS	30
PARTY FOR THE PARKS TICKETS	10





# DEPOT SPONSOR BENEFITS

## \$120,000

### OVER 4 YEAR RECOGNITION TERM

As a Depot Sponsor of the new Zilker Eagle, your company will receive brand promotion as well as key benefits pertaining to the train itself for the term of the sponsorship. Below is an overview, but we are always open to understanding the strategic goals of your organization.

#### BRAND RECOGNITION

In addition to being named a Depot sponsor of the train, you'll receive logo recognition on:

- Recognition in depot branding
- Print and digital collateral items
- Social media posting
- Paid digital ads
- Paid print and physical ads

- Free ride vouchers for your employees or important clients
- Discounts on Zilker Eagle merchandise for your employees
- Seasonal Customization opportunities

#### EVENTS

Each of our sponsors will also have access to Zilker Eagle and Austin Parks Foundation events:

- 20 tickets to the official Opening Reception
- 20 tickets to annual events
- 6 tickets to Party for the Parks 2021

#### TRAIN OPERATIONS

Sponsors will have special access to enjoy the Zilker Eagle with their families, employees and clients:

- Express pass vouchers for your employees or important clients, giving you quick access

BENEFIT	RECOGNITION
BRANDING (DEPOT, COLLATERALS, SOCIAL MEDIA, ADS)	Logo
EXPRESS PASSES	✓
RIDE VOUCHERS	✓
MERCH DISCOUNTS	✓
TRAIN EVENT TICKETS	20
PARTY FOR THE PARKS TICKETS	6



# COMMUNITY HOURS SPONSOR BENEFITS

## \$100,000

### OVER 4 YEAR RECOGNITION TERM

As a Community Hours Sponsor of the new Zilker Eagle, your company will receive brand promotion as well as key benefits pertaining to the train itself for the term of the sponsorship. Below is an overview, but we are always open to understanding the strategic goals of your organization.

#### BRAND RECOGNITION

In addition to being named a Community Hours sponsor, you'll receive logo recognition on:

- Recognition in community hours branding
- Print and digital collateral items
- Social media posting
- Paid digital ads
- Paid print ads

- Discounted ride vouchers for your employees or important clients
- Discounts on Zilker Eagle merchandise for your employees
- Seasonal Customization opportunities

#### EVENTS

Each of our sponsors will also have access to Zilker Eagle and Austin Parks Foundation events:

- 16 tickets to the official Opening Reception
- 16 tickets to annual events
- 4 tickets to Party for the Parks 2021

#### TRAIN OPERATIONS

Sponsors will have special access to enjoy the Zilker Eagle with their families, employees and clients:

- Express pass vouchers for your employees or important clients, giving you quick access

BENEFIT	RECOGNITION
BRANDING (DEPOT, COLLATERALS, SOCIAL MEDIA, ADS)	Logo
EXPRESS PASSES	✓
RIDE VOUCHERS	✓
MERCH DISCOUNTS	✓
TRAIN EVENT TICKETS	16
PARTY FOR THE PARKS TICKETS	4



# TUNNEL SPONSOR BENEFITS

## \$50,000

### OVER 2 YEAR RECOGNITION TERM

As a Tunnel Sponsor of the new Zilker Eagle, your company will receive brand promotion as well as key benefits pertaining to the train itself for the term of the sponsorship. Below is an overview, but we are always open to understanding the strategic goals of your organization.

#### BRAND RECOGNITION

In addition to being named a Tunnel sponsor of the train, you'll receive logo recognition on:

- Recognition in tunnel branding
- Print and digital collateral items
- Social media posting
- Paid digital ads
- Paid print ads

- Discounted ride vouchers for your employees or important clients
- Discounts on Zilker Eagle merchandise for your employees
- Seasonal Customization opportunities

#### TRAIN OPERATIONS

Sponsors will have special access to enjoy the Zilker Eagle with their families, employees and clients:

- Express pass vouchers for your employees or important clients, giving you quick access

#### EVENTS

Each of our sponsors will also have access to Zilker Eagle and Austin Parks Foundation events:

- 8 tickets to the official Opening Reception
- 8 tickets to annual events
- 2 tickets to Party for the Parks 2021

BENEFIT	RECOGNITION
BRANDING (TUNNEL, COLLATERALS, SOCIAL MEDIA, ADS)	Logo
EXPRESS PASSES	✓
RIDE VOUCHERS	✓
MERCH DISCOUNTS	✓
TRAIN EVENT TICKETS	8
PARTY FOR THE PARKS TICKETS	2



# PASSENGER COACH SPONSOR BENEFITS

## \$20,000

### OVER 2 YEAR RECOGNITION TERM

As a Passenger Coach Sponsor of the new Zilker Eagle, your company will receive brand promotion as well as key benefits pertaining to the train itself for the term of the sponsorship. Below is an overview, but we are always open to understanding the strategic goals of your organization.

#### BRAND RECOGNITION

In addition to being named a Passenger Coach sponsor of the train, you'll receive name recognition on:

- Recognition in passenger coach branding
- Print and digital collateral items
- Social media posting

#### EVENTS

Each of our sponsors will also have access to Zilker Eagle events:

- 4 tickets to the official Opening Reception
- 4 tickets to annual events

#### TRAIN OPERATIONS

Sponsors will have special access to enjoy the Zilker Eagle with their families, employees and clients:

- Discounted ride vouchers for your employees or important clients
- Discounts on Zilker Eagle merchandise for your employees

BENEFIT	RECOGNITION
BRANDING (PASSENGER COACH, COLLATERALS, SOCIAL MEDIA)	Name
RIDE VOUCHERS	✓
MERCH DISCOUNTS	✓
TRAIN EVENT TICKETS	4





## PROMOTION

### OUR AUDIENCE

- Socially conscious families
- Austin influencers
- Business, non-profit and government leaders
- Outdoor and fitness oriented

### OWNED MEDIA

- APF website
- Zilker Train website
- APF social media
- Direct emails to 26,000+ engaged constituents

### PAID MEDIA

- KUT/X
- Austin Monthly
- + More

### EARNED MEDIA

- Spectrum News
- CultureMap
- Austin-American Statesman
- Community Impact
- Austin Chronicle
- KXAN
- Austin 360

## OUR REACH & ENGAGEMENT



**35,700+**

Social media followers



**26,500**

Engaged opt-in emails



**12,000+**

YouTube views



**342,000+**

Website sessions  
in 2020 thus far



**6.34%**

Click rate - industry  
average = 2.66%



**61 MILLION**

Media impressions  
in 2020 thus far