



CALLING ALL OUTDOOR ENTHUSIASTS AND THE OUTDOOR-CURIOUS, ALIKE!

Explore Austin invites you to join us for our second annual ATX Paddle Dash. In partnership with Rowing Dock, this event will offer exciting competitions on Austin's iconic Lady Bird Lake and the opportunity to support Explore Austin's mission of empowering youth through leadership, mentoring, and outdoor adventure. Once the races conclude, participants and spectators can enjoy a leisurely paddling social hour as well as a free, family-friendly festival!

WHERE: Rowing Dock, 2418 Stratford Dr, Austin, TX 78746

WHEN: Saturday, October 21, 2023

WHO: Explore Austin program participants, Mentors, corporate partners, and adventure-seekers from Austin and beyond! The kayak races can accommodate 350 participants, and there will be racing options for canoes and kayaks. The family-friendly festival and race spectating are open to the public.

ATX PADDLE DASH SPONSORSHIP OPPORTUNITIES

\$25,000+ • Champion Sponsor • 1 available

This level provides an entire year of the Explore Austin program for one team of Explorers and Mentors.

- 25 kayak race entries
- First right of refusal to 100 event volunteer opportunities
- Reserved area for ideal race viewing, can be occupied by employees or customers
- Logo recognition on primary event banner, overlooking Lady Bird Lake; logo on all signage
- Premier, linked logo recognition on event website, emails, and at-event materials
- 3 exclusive social media posts + 6 mentions, 1 newsletter feature, and 2 press mentions*
- Logo placement on 2024 Explorer T-shirt
- Premier logo placement on all event swag
- Speaking opportunity at the start of the event
- Prime festival booth location for marketing activation or team engagement**
- 2 Corporate Team Building sessions with Explore Austin's technical experts

BENEFITING

**EXPLORE
AUSTIN**
LEADERSHIP MENTORING ADVENTURE



\$15,000 • Platinum Sponsor • 1 available

This level provides the transportation to deliver 18 teams of Explorers to their Summer Wilderness Trips.

- 15 kayak race entries
- 20 reserved event volunteer opportunities
- Prominent logo recognition on directional signs and barricades
- Logo recognition on the event website, emails, and at-event materials
- 2 exclusive social media posts + 4 mentions; 1 press mention*
- Logo placement on 2024 Explorer T-shirt
- Prominent logo placement on multiple pieces of event swag
- Festival booth for marketing activation or team engagement**
- 1 Corporate Team Building session with Explore Austin's technical experts

\$10,000 • Gold Sponsor • 3 available

This level provides 9 Saturday Challenges + 1 Summer Wilderness Trip each for 6 Explorers.

- 10 kayak race entries
- Logoed, dedicated signage at Registration, Coffee & Taco Welcome Station, or Boat Line
- Logo recognition on event website, emails, and at-event materials
- 1 exclusive social media post + 3 mentions
- Logo placement on multiple pieces of event swag
- Festival booth for marketing activation**

\$5,000 • Silver Sponsor • 5 available

This level provides 9 Saturday Challenges + 1 Summer Wilderness Trip each for 3 Explorers.

- 5 kayak race entries
- Logo recognition on event signage
- Logo recognition on event website and emails
- 3 social media mentions
- Festival booth for marketing activation**

BENEFITING

**EXPLORE
AUSTIN**
LEADERSHIP MENTORING ADVENTURE



\$2,500 • Bronze Sponsor • 10 available

This level provides 1 year of outdoor curriculum updates and modifications as well as 100 Explorer meals.

- 2 kayak race entries
- Text recognition on event signage
- Text recognition on website and emails
- 2 social media mentions
- Opportunity for branded giveaway to attendees**

*Press coverage is highly likely but cannot be guaranteed.

**All festival booth collateral, activities, and branded giveaways must be submitted to Explore Austin staff for review prior to the event.

BENEFITING

**EXPLORE
AUSTIN**
LEADERSHIP MENTORING ADVENTURE