



**OCTOBER 25, 2018  
SPONSORSHIP  
OPPORTUNITIES**

## About the Austin City Limits Hall of Fame

In 2014, KLRU-TV, Austin PBS — creator and producer of the legendary PBS show *Austin City Limits* — established the Austin City Limits Hall of Fame. The Hall of Fame recognizes legendary musicians and key individuals who have been instrumental in making television's longest-running popular music show an institution. The 2018 Austin City Limits Hall of Fame will celebrate its fifth class of inductees in an all-star line-up of performances in the fall. Previous inductees include: Willie Nelson, Stevie Ray Vaughan and Double Trouble, Townes Van Zandt, Loretta Lynn, Guy Clark, Asleep at the Wheel, Flaco Jimenez, Bonnie Raitt, Kris Kristofferson, B.B. King, Roy Orbison, Rosanne Cash and The Neville Brothers.

The Austin City Limits Hall of Fame is a historical archive, educational resource and celebration of Austin City Limits — and the Austin spirit, capturing milestones in the history of the show and celebrating the performers who have graced its iconic stage. The Austin City Limits Hall of Fame will tell the story of the show through photos, a timeline/anthology mural and in the near future, an interactive database of vintage Austin City Limits performances and video footage of interviews, behind-the-scenes and never before seen performances throughout the decades.

The 2018 ACL Hall of Fame inductees will be saluted at a ceremony with all-star music performances at ACL's studio home, ACL Live at The Moody Theater in downtown Austin.

This production will be taped to air on PBS stations.

### **Austin City Limits 2018 Hall of Fame Induction & Celebration**

Thursday, October 25th

ACL Live at The Moody Theater

310 W Willie Nelson Blvd, Austin, TX 78701

Doors at 6:30 pm | Show begins promptly at 7:30 pm

VIP Party Begins at 6:00 pm

Attire: Austin Casual



Grand Finale - 2017 Austin City Limits Hall of Fame

# PACKAGES

## LEAD SPONSOR (1)

**\$50,000**

- ✦ Lead Sponsor for the Austin City Limits Hall of Fame VIP Party
- ✦ Access for **20 guests** to the VIP Party with complimentary dinner and heavy apps
- ✦ Access for **20 guests** to backstage after party
- ✦ Prime seats for **20 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Access for 6 guests to an artist rehearsal the day before the Hall of Fame
- ✦ Recognition from the stage
- ✦ Logo featured on
  - ✦ Screens and throughout the VIP Party space
  - ✦ 2nd Street event installation featuring the Honorees
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame 2018 commemorative program
  - ✦ Plasma screens on the Music Porch
  - ✦ Projected on screens in The Moody Theater
  - ✦ On-air "Thank You" spot running on KLRU
  - ✦ Texas Monthly ads running X, X, and X
- ✦ (8) Valet passes for the evening
- ✦ (40) Drink tickets
- ✦ Austin City Limits gift box
- ✦ Austin City Limits Hall of Fame 2018 VIP badges & lanyards for all 20 guests
- ✦ Framed Austin City Limits Hall of Fame 2018 screen printed poster signed by performing artists



## HONOREE SPONSOR

\$25,000

- ◆ Sponsor the honorees for the evening!
  - ◇ Logo featured where we honor the artist in the building
  - ◇ Logo featured in all social media and print photos from event photobooth
- ◆ Access for **10 guests** to the VIP Party with complimentary drinks and heavy apps
- ◆ Prime seats for **10 guests** for the Hall of Fame Induction Ceremony & Show
- ◆ Recognition from the stage
- ◆ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ◆ Logo featured on
  - ◇ 2nd Street event installation featuring the Honorees
  - ◇ Mezzanine level installation featuring the Honorees
  - ◇ Event web page
  - ◇ Austin City Limits Hall of Fame 2018 commemorative program
  - ◇ Plasma screens on the Music Porch
  - ◇ Projected on screens in The Moody Theater
  - ◇ On-air “Thank You” spot running on KLRU
- ◆ (4) Valet passes for the evening
- ◆ (20) Drink tickets
- ◆ Austin City Limits gift box
- ◆ Austin City Limits Hall of Fame 2018 VIP badges & lanyards for all 10 guests
- ◆ Framed Austin City Limits Hall of Fame 2018 screen printed poster signed by performing artists



2017 Austin City Limits Hall of Fame Inductee:  
**The Neville Brothers**

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## SKYLINE SPONSOR

**\$10,000**

- ✦ Access for **8 guests** to the VIP Party
- ✦ Select seats for **8 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ✦ Listed Recognition on
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame 2018 commemorative program
  - ✦ Plasma screens on the Music Porch
  - ✦ Projected on screens in The Moody Theater
  - ✦ On-air "Thank You" spot running on KLRU
- ✦ (4) Valet passes for the evening
- ✦ (16) Drink tickets
- ✦ Austin City Limits gift box
- ✦ Austin City Limits Hall of Fame 2018 VIP badges & lanyards for all 8 guests
- ✦ Austin City Limits Hall of Fame 2018 screen printed poster

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## EVENT SPONSOR

**\$5,000**

- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ Listed Recognition on
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame 2018 commemorative program
  - ✦ Plasma screens on the Music Porch
- ✦ (2) Valet pass for the evening
- ✦ (8) Drink tickets
- ✦ Austin City Limits gift bag
- ✦ Austin City Limits Hall of Fame 2018 VIP badges & lanyards for all 4 guests
- ✦ Austin City Limits Hall of Fame 2018 screen printed poster

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## PREMIUM TICKET PACKAGE MEZZANINE + FLOOR

**\$2,500**

- ✦ Best available seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ (8) Drink tickets
- ✦ Listed Recognition on
  - ✦ Austin City Limits Hall of Fame 2018 commemorative program

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## TICKET PACKAGE FIRST ROWS BALCONY

**\$1,000**

- ✦ Best available seats for **4 guests** for the Hall of Fame Induction Ceremony & Show
- ✦ (8) Drink tickets
- ✦ Listed Recognition on
  - ✦ Austin City Limits Hall of Fame 2018 commemorative program

# PURCHASE YOUR SPONSORSHIP

<b>\$25,000</b> SPONSOR  QTY <input type="text"/>	<b>\$10,000</b> SPONSOR  QTY <input type="text"/>	<b>\$5,000</b> SPONSOR  QTY <input type="text"/>	<b>\$2,500</b>  QTY <input type="text"/>	<b>\$1,000</b>  QTY <input type="text"/>
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**For non-ticket packages, would you prefer Floor or Mezzanine seats?\*** \_\_\_\_\_

*\*Please let us know your preferred seating level and we will do our best to accommodate.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: (required) \_\_\_\_\_

Please enter your individual or business name **EXACTLY** how you would like to be recognized in the program:  
\_\_\_\_\_  
\_\_\_\_\_

NOTES: \_\_\_\_\_

VISA       MC       AMEX       DISCOVER       CHECK ENCLOSED  
(payable to KLRU)

Name as it appears on card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CID (3 digit code) \_\_\_\_\_

For any assistance, please contact Amanda Hutchins at 512-232-5757 or ahutchins@klru.org.  
This form can be emailed back, faxed to 512.471.5561 or mailed to KLRU, PO Box 7158, Austin, Texas 78713.

