

SPONSORSHIP DECK

Richard Moya Park - Saturday, May 1, 2027

DEAR FRIENDS AND SUPPORTERS,

Get ready to **Discover YOUR Parks** at the fifth annual For the Love of Parks Festival at Richard Moya Park on **Saturday, May 1, 2027**, from 11 a.m. to 3 p.m.

Thanks to our incredible sponsors and community partners, the 2026 Festival brought **over 1,300 guests** out to celebrate Travis County Parks, rain or shine. Families enjoyed live music from Money Chicha, South Austin Moonlighters, and Mr. Will and the Excavators, played a pop-up disc golf course, met the goats in the 4-H Fun Zone, and collected stamps on their Park Passports as they explored. The day introduced families to new outdoor experiences and inspired them to explore more of Travis County Parks.

Richard Moya Park sits in the heart of Del Valle, a growing community where access to free, family-friendly events like this one is especially valuable. For many of our guests, the Festival is their first introduction to the parks, programs, and resources available right in their own backyard. That's what makes this day so meaningful, and it's why we keep coming back.

We're excited to bring this beloved, free, family-friendly tradition back for another unforgettable day, and invite you to be part of this year's celebration by becoming a sponsor.

Sponsorships make this event possible. Your support keeps the Festival free and open to everyone, while giving your organization a meaningful opportunity to connect directly with families from Del Valle and across Travis County. It also supports the Foundation's broader mission to connect people with parks through night sky programs, volunteer stewardship, greenways, and nature-based education.

The For the Love of Parks Festival is more than a single event. It's a chance for every person in our community to discover their park, whether finding a new favorite trail, trying a hands-on activity, or connecting with neighbors in a beautiful outdoor setting. It also highlights the importance of accessible, well-maintained public spaces and the role they play in our collective health, happiness, and connection to nature.

Our Travis County Parks system includes over 13,000 acres of green space and 27 parks, from vibrant sports complexes to scenic natural preserves. Through the work of the Travis County Parks Foundation, we're committed to ensuring these parks are celebrated and stewarded for generations to come.

We can't wait to celebrate with you on May 1, 2027!

JOANNA WOLVER
Executive Director

JOSE CANALES
President

COURTNEY OLDHAM
Vice President

FOR THE LOVE of PARKS


FOR THE
LOVE OF PARKS
VIOLET CROWN



WE ARE...

Travis County Parks Foundation is a non-profit organization dedicated to protecting, enhancing, and celebrating the 13,000+ acres of green space that make up our incredible Travis County Parks system. Through community-driven initiatives, immersive outdoor experiences, and impactful advocacy, we work to ensure that everyone, today and for generations to come, has access to well-maintained, vibrant parks that inspire adventure, connection, and stewardship.

From expanding trails and dark sky programming to volunteer-driven conservation efforts, we champion the belief that parks are essential to our health, happiness, and shared future. Learn more at **traviscountyparksfoundation.org** and follow us **@heartoftcparks.**

WHAT WE DO

AWARENESS

Create community awareness for all Travis County Parks

ENGAGEMENT

Enhance community engagement through meaningful inclusive experiences

SUPPORT

Build community support through outreach, advocacy and fundraising







SIGNATURE INITIATIVES



NIGHT SKY PROGRAM

From star parties and telescope nights to educational programs for kids and families, we're cultivating awe, curiosity, and stewardship — ensuring that the magic of the night sky remains part of our shared experience.

Visit our program page



PARK STEWARDS

Through hands-on service projects and educational workshops, we're connecting community members with Travis County Parks and building the knowledge and skills to care for and champion the parks they love.

Learn about upcoming events.



GREENWAYS INITIATIVE

Together with Travis County and regional partners, we're building support for 70+ miles of connected greenways across eastern Travis County, creating more opportunities to access nature, walk, bike, and explore.

Explore the Greenways Storymap

THE TEAM



JOANNA WOLAVER
Executive Director



AMY JACKSON
Night Sky Program Director



AILISHA MACHARIA
Parks Stewardship Program Director



CATIE GRAVES
Night Sky Program Assistant



DANIELA ALLARD
Communications & Administrative Assistant



JOSE CANALES
President



COURTNEY OLDHAM
Vice President



DERON SHUMAKER
Treasurer



DAVID ESCAMILLA
Secretary



CHRISTY MUSE
Immediate Past President



REGGIE JAMES
Director



RUDY METAYER
Director



AMY GROSSMAN
Director



RONNYE STIDVENT
Director



TAMERA WALSH
Director



JARED PYKA
Director



JOHN HOWARD
Director



JEFF NAGY
Director



JACKIE PADGETT
Director

FOR THE LOVE of PARKS










TEXAS
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FOR THE

FOR THE LOVE OF PARKS SUPPORTERS

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Cap Metro | Love Tito's | Texas Gas Service | Texas Commission on the Arts | We Build Fun | LCRA Parks | Austin Bergstrom International Airport | Austin Parks Foundation | Trialmed | Commissioner Ann Howard

Mend Collaborative | Whirlix Design | RVI | Central National Bank | Encotech | Spurs Give | Amplify Credit Union | Bat City Soccer | Austin Transit Partnership | Commissioner Brigid Shea

FOR THE LOVE OF PARKS COMMUNITY PARTNERS

4-H Capital - Active Living Collaborative - American YouthWorks - Austin Parks Foundation - Austin Sunshine Camps - Austin Wildlife Rescue - Austin-Bergstrom International Airport - Austin/Travis County Food Plan - Balcones Canyonlands Chapter of the Master Naturalists - Bat City Soccer - Capital Area Master Naturalists - Cap Metro - Central Texas Disc Golf Alliance - Central Texas Food Bank - Fresh Produce Provided! - Colorado River Alliance - Community Impact - DarkSky Texas - Del Valle Community Coalition - Del Valle Library - Google Fiber - Great Springs Project - HEB / Our Texas, Our Future - Kids Lab - Kids on Bikes in Parks - Lower Colorado River Authority Parks - Mint Discs - PODER - Red Line Parkway Initiative - Texas 4-H - Trailmed - Travis County Historical Commission - Travis County Land Management & Forestry - Travis County Natural Resources - Travis County Parks - Travis County Park Rangers - Travis County Transportation & Natural Resources Long Range Planning - We Build Fun - And more!



SPONSORSHIPS

LEARN ABOUT OUR DIFFERENT LEVELS AND BENEFITS



SPONSORSHIP LEVELS, BENEFITS & UNDERWRITING OPPORTUNITIES

	Presenting Sponsor $40,000	Parks Champion $25,000	Parks Hero $15,000	Parks Friend $10,000	Parks Visionary $5,000	Parks Ally $2,500	Parks Advocate $1,000
Private volunteer opportunity with the Travis County Parks Foundation	■						
Exclusive recognition as 2026 Presenting Sponsor with Logo on all activation signage	■						
Opportunity for brief remarks at the event	■						
Name or logo on takeway materials	■	■					
Verbal recognition at event	■	■	■				
Recognition on picnic tables	■	■	■	■			
Underwriting opportunities according to sponsorship level *(see next section)*	■	■	■	■	■		
Recognition on event t-shirt	■	■	■	■	■		
Opportunity to host a booth and feature giveaways	■	■	■	■	■	■	
Social media posts on all channels	DEDICATED	GROUPED	GROUPED	GROUPED	GROUPED	GROUPED	GROUPED
Recognition on dedicated event webpage	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Recognition on event program	LOGO	NAME	NAME	NAME	NAME	NAME	NAME

IN-KIND & UNDERWRITING



UNDERWRITING OPPORTUNITIES

$15,000: Music Zone & Stage or Kids' Zone Underwriters
$10,000: Food Truck Zone or Picnic Zone Underwriters
$7,500: Photo Booth Underwriters
$5,000: Volunteer Tent, Golf Cart Transport, or Comfort Stations Underwriters
$2,500: Branded Guest Takeaway or Water Stations Underwriters
All underwriters will be recognized individually in the chosen area.



IN-KIND SPONSORS

If you would like to donate or lend a service, products, or food to the For the Love of Parks 2027 event, we would be delighted to accommodate you as an in-kind sponsor. In-kind donations are generally valued at 50% of the fair market value of the donation. According to these guidelines, the value of the service, product, or food will be honored in the appropriate sponsorship levels as outlined in our Sponsor Packet.



VOLUNTEER OPPORTUNITIES



ENGAGE YOUR TEAM: VOLUNTEER AT THE 2027 FOR THE LOVE OF PARKS FESTIVAL!

The **fifth annual For the Love of Parks Festival** will take place on **Saturday, May 1, 2027, at Richard Moya Park** - and we'd love to involve your team in making this community celebration unforgettable.

Each year, **hundreds of volunteers** help create a welcoming, family-friendly event - greeting guests, supporting hands-on nature activities, assisting with set-up and logistics, driving golf carts, distributing takeaways, and sharing the joy of our Travis County Parks with thousands of attendees.

By encouraging your employees to volunteer, your company can:

- **Deepen your impact** beyond sponsorship dollars by actively supporting the community.
- **Foster team building** and pride through a meaningful day of service.
- **Demonstrate leadership** in caring for our local parks and green spaces.

Volunteer perks include:

- Official For the Love of Parks Festival volunteer t-shirt
- Complimentary meal and refreshments
- A day spent outdoors giving back to the community your company serves

Help us create another unforgettable day and inspire our community to Discover THEIR Parks - together!




NBA
Wilson




TRAVIS COUNTY PARKS FOUNDATION
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FOR THE LOVE of PARKS
TRAVIS COUNTY PARKS FOUNDATION


FOR THE LOVE of PARKS
2026
FOR THE LOVE of PARKS
AT RICHARD MOYA PARK
SPORTS · BANDS · NATURE
RICHARD MOYA
PARK PASSPORT



HOW TO GET INVOLVED

SPONSORSHIPS

VOLUNTEERS

COMMUNITY PARTNERS

FOR THE LOVE of PARKS

LET'S DO THIS TOGETHER

EMAIL: info@traviscountyparksfoundation.org

WEBSITE: traviscountyparksfoundation.org

FOR THE LOVE of PARKS



THANK YOU

Richard Moya Park - Saturday, May 1, 2027