



The  
Contempor**ary**  
Austin

**THE VERY 'R**AR**Y**

**CORPORATE SPONSORSHIP**



# ABOUT THE EVENT



SUNDAY, OCTOBER 26, 2025



## THE VERY 'RARY

is an annual, all-ages fundraiser that welcomes more than **1,000** kids and their families to the enchanting, lakeside grounds of Laguna Gloria for an afternoon of art and amazement.

Families from all over Austin come together to enjoy artful adventures and spellbinding performances, while garnering support for The Contemporary Austin's award-winning arts education programs.

IMAGES: The Very 'Rary 2024 at The Contemporary Austin – Laguna Gloria.

Top left: Scarlett Hefner, Actress, with family. Bottom Left: Event Co-Chairs: Adrienne Bosh, Natalie Armendariz, and Leyla Abou-Samra. Right: Sharon Maidenberg, Executive Director & CEO of The Contemporary Austin, Chris Bosh, retired NBA champion and 11-time All-star, with stilt-walker.



# OUR EDUCATION PROGRAMS



## SEEING SPECIAL THINGS

In partnership with six Title I AISD schools, The Contemporary provides arts instruction alongside regularly facilitated museum visits to more than 400 students in 19 classes throughout the academic year.

## TEACHER RESOURCES

Directly addressing the real limitations of public arts education, The Contemporary offers professional development workshops and digital and physical resources to public school teachers in Austin, reaching more than 2,600 students from 28 schools every year.

## FAMILY AND COMMUNITY

Free events, including Second Saturdays Are for Families and Arty Party, welcome 4,000 visitors annually. Through community partners, The Contemporary distributes free art kits that reach more than 1,400 kids every year.



# ABOUT THE CONTEMPORARY AUSTIN



As Austin's only museum solely focused on contemporary artists and their work, The Contemporary Austin offers exhibitions, educational opportunities, and events that start conversations and fuel the city's creative spirit.

Known for artist-centric exhibitions and collaborations, The Contemporary invites exploration at both its urban and natural settings—downtown at the Jones Center and lakeside at Laguna Gloria, which includes the museum's Betty and Edward Marcus Sculpture Park, the historic Driscoll Villa, and a thriving art school.

## **VISION**

We believe in the capacity of art to transform lives. We dream of a future where more eyes, ears, hearts, and minds are opened by contemporary art in all its forms.

## **MISSION**

The Contemporary Austin invites audiences to discover contemporary art in settings that provoke thought and joy. Our programs join art with place in pursuit of a deeper experience, a bigger conversation, and a closer community.



# THE CONTEMPORARY AUSTIN BY THE NUMBERS

**4K** CENTRAL TEXAS  
TEACHERS SERVED

**20K+** CHILDREN AND  
YOUTH SERVED

**55K**  
SOCIAL MEDIA  
FOLLOWERS

**250K+**  
**ONLINE**  
**VISITORS**

**35K+**  
EMAIL  
SUBSCRIBERS

**40K+**  
SOCIAL MEDIA  
ENGAGEMENTS

**1.7M+** SOCIAL MEDIA  
IMPRESSIONS

**2M+**  
ONLINE VIEWS



# We invite you to become a sponsor for **THE VERY 'RARY**

It's a unique opportunity for your organization to join millions of art lovers who engage with The Contemporary Austin's programming, both digitally and in person.

Your brand could exclusively sponsor any one of our popular event activations or customize your own.

- Entertainment
- Art-making activities
- Food & drink



# BECOME A SPONSOR!



# INVITE A COMMUNITY GROUP



Your brand could underwrite free admission for community members to attend The Very 'Rary, including complimentary food, drink, and transportation.

By partnering with organizations committed to serving Austin's youth and families, we extend our welcome to the community and broaden our arts education program's current audience.

At 2024's event, we were thrilled to host **260 kids and their families** from the following groups:

- ☀ Any Baby Can
- ☀ AVANCE
- ☀ Austin Area Urban League
- ☀ Trinity Episcopal School's Shine Program



# BRAND ACTIVATIONS AND PRODUCT PLACEMENT

The Contemporary will work with you to design creative and impactful moments that organically integrate your brand into the event.

- Special activation at the event customized by brand
- Product placement
- Gifting opportunities for up to 1,000 guests



# CORPORATE SPONSORSHIP BENEFITS

DONATION LEVEL:	\$5,000	\$10,000	Presenting Sponsor \$25,000	Lead Sponsor \$50,000
Event admission passes, including complimentary snacks and drinks	8	15	25	50
EVENT RECOGNITION				
Company name listed on The Contemporary's event webpage and accompanying promotions	●	●	●	●
Onsite recognition on event signage	●	●	●	●
Logo visibility on all print collateral, website, and email invitations		●	●	●
Product placement and brand activation on site		●	●	●
Logo recognition opportunities for onsite activations (naming activities, tents, etc.)		●	●	●
Verbal acknowledgment at the event		●	●	●
Exclusive product placement and brand activation by category			●	●
Category exclusivity			●	●
Lead sponsor welcome sign				●
Logo placement on event street banners at two high-traffic locations in central Austin				●
Customizable employee engagement experience				●
SOCIAL MEDIA				
Inclusion in sponsor shout out leading up to the event	●	●	●	●
Special offers and discount codes from event partners		●	●	●
Dedicated shout out leading up to the event			●	●
YEAR-ROUND BENEFITS				
20 one-time-use museum passes to visit Laguna Gloria and the Jones Center		●	●	●
10% venue rental discount for one corporate event at either the Jones Center or Laguna Gloria			●	
20% venue rental discount for one corporate event at either the Jones Center or Laguna Gloria				●
Year-long, Dual-level museum membership for up to 8 company employees				●



# IN-KIND SPONSORSHIP BENEFITS

VALUE OF GOODS AND/OR SERVICES:	\$500-\$2,499	\$2,500-\$4,999 *
EVENT BENEFITS		
Admission passes, including complimentary snacks and drinks	4 passes	6 passes
EVENT RECOGNITION		
Company name listed on The Contemporary's event webpage and accompanying promotions	●	●
Inclusion in a social media shout out leading up to the event	●	●
Name recognition on all print and email promotions		●

\* Over \$5K, refer to corporate sponsor chart, previous page





# PAST SPONSORS



## CORPORATE SPONSORS

Balyasny Asset Management  
Campbell Landscape Architecture  
Endeavor Real Estate Group  
Frost Bank  
HEB  
Horizon Bank  
JOY at Castle Hill  
MML Hospitality  
SUPPLY Showroom  
Thundercloud Subs

## IN-KIND SPONSORS

Austin Beerworks  
Batch Brewery  
Cold Ones Pops  
Easy Tiger  
Funsie  
Goody Bag  
Good Spirits  
Gold Rush Vinyl  
Juiceland  
KIND Bar  
LALO Tequila  
Me & the Bees  
Preacher  
Savor + Sweat  
SIETE Foods  
Snoopslimes  
Tiff's Treats  
Tito's Handmade Vodka  
Topo Chico



# LET'S TALK!

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IMAGES: The Very 'Rary at The Contemporary Austin – Laguna Gloria, 2024.  
Photography by BFA.com, unless otherwise noted.

**The  
Contemporary  
Austin**

LAGUNA GLORIA

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