



umlauf

# STRAWFEST

Sponsorship  
Opportunities



Sunday

**10.26.25**

**11:00-4:00 PM**

RSVP AT [UMLAUFSCULPTURE.ORG](http://UMLAUFSCULPTURE.ORG)



# Umlauf STRAWFEST

Dear Friends,

Each October, the UMLAUF Sculpture Garden + Museum comes alive with the sights, sounds, and colors of fall during StrawFest, our beloved annual family festival. What began as a small seasonal gathering has grown into one of our most highly anticipated community events, drawing nearly 1000 guests in 2024. This year, we're taking a bold step: for the first time ever, we're making all activities completely free to the public, including those that previously required a paid ticket. We believe every family deserves access to a full day of creativity, discovery, and connection. But we can't do it alone.

This expanded vision is only possible through generous sponsorships from community-minded individuals and organizations. Your support ensures StrawFest remains a vibrant, inclusive celebration for families across Austin.

StrawFest is more than just a celebration, it's a hands-on, enriching experience designed to educate and entertain. Guests of all ages engage in interactive art-making, pumpkin painting, and sculpture workshops, set within the inspiring natural setting of our sculpture garden. Highlights include the thrilling Birds of Prey Show, the always-popular appearance by Austin's Bat Refuge, and visits from local organizations like Central Texas Pig Rescue, giving children and adults alike the chance to learn about wildlife and conservation up close.

As part of our commitment to supporting the broader Austin arts ecosystem, StrawFest also partners with fellow nonprofits and local arts groups like the Texas Society of Sculptors and regional educators. This collaboration ensures that the festival serves as a platform for community-building, cross-promotion, and collective celebration of the arts.

StrawFest embodies the UMLAUF's mission of cultivating community, curiosity, and connection. With your support, we can continue to offer this meaningful experience to the families who look forward to it every fall and keep it free and welcoming. Join us in making StrawFest a memorable experience for all.

With gratitude,  
Victoria Pontiff  
Development Manager







# umlauf STRAWFEST

## Harvest Hero \$5,000

- Dedicated “thank you” signage at entrance
- Opportunity to host a booth or branded activation at the event
- Recognition from emcee during performances
- Recognition in press releases and media alerts
- Premium logo placement on:
  - Event banners
  - Logo inclusion in print handouts (schedule, map)
  - Social media post about your sponsorship and impact your contributions have on our community programs
  - Recognition in the UMLAUF’s e-newsletter post event (10,000+ contacts)
  - Event website

## Garden Guardian \$2,500

- Sponsor one of the event’s signature activities (Choose: Falconry Show, Bat Conservation Booth, Sculpture-Making Station, Inflatable Games, Character Show)
- Branded signage at your activity station, with space to co-design a small branded element (e.g., custom pumpkin stencils with your logo)
- Logo placement on:
  - Print handouts (schedule, map)
  - Social media post about your sponsorship and impact your contributions have on our community programs
  - Recognition in the UMLAUF’s e-newsletter post event (10,000+ contacts)
  - Event website





# umlauF **STRAWFEST**

## Fall Friends of the UMLAUF \$1,000

- Sponsor one of the event's signature activities (Choose: Falconry Show, Bat Conservation Booth, Sculpture-Making Station, Inflatable Games, Character Show)
- Logo placement on:
  - Co-branded signage with your name
  - Event website
  - Name mentioned in social media thank-you post

## Pumpkin Patch Pal \$500

- Group thank-you signage at pumpkin decoration station
- Event website
- Name mentioned in social media thank-you post



# umlauf **STRAWFEST**



FOR QUESTIONS REGARDING  
STRAWFEST AND SPONSORSHIP,  
PLEASE CONTACT VICTORIA AT:

**[victoria.pontiff@umlaufsculpture.org](mailto:victoria.pontiff@umlaufsculpture.org)**  
**832-330-8526**

In order to receive all of your sponsorship  
benefits it is recommended you pledge payment  
no later than September 19th 2025

The UMLAUF Sculpture Garden + Museum is a  
501(c)3 nonprofit organization. Your sponsorship  
may be partially tax-deductible.

605 AZIE MORTON RD., AUSTIN, TX 78704  
**RSVP AT: [UMLAUFSCULPTURE.ORG](http://umlaufsculpture.org)**

