



The Briscoe Center can customize a sponsor package to best suit your marketing needs. Sponsorship opportunities are available for exhibitions, public programs, book projects, film projects, and special events.

DIGITAL RECOGNITION	Distribution/Circulation	\$50,000	\$25,000	\$10,000	\$5,000
Briscoe Center website	25,000 monthly visitors	Logo	Logo	Logo	Name
Press release	Distributed to state, local, and national media contacts	Logo	Logo	Name	Name
Briscoe Center e-News	15,000 subscribers, 8 issues per year	Logo	Logo	Name	Name
Briscoe Center social media "shout-outs"	Facebook: 2,000+ followers	2	2		
Customized social media promotion and content	Varies	x			
Digital posters placed on campus	25,000+ views	Logo	Logo		
PRINT RECOGNITION					
Advertising, space permitting. May include, but not limited to: Austin American-Statesman, Austin Chronicle, Texas Observer, and Texas Tribune as well as targeted publications based on exhibition and program content.	Reach approximately 721,900+ via print and 6 million across digital platforms per month	Logo	Logo		
Placement on the exhibition's opening invitation, print and/or e-mail	2,500+ guests	Logo	Logo	Name	Name
Recognition in CenterPoints, the Briscoe Center's magazine	2 issues a year, 5,000 copies per issue, 10,000+ total reach	Logo	Logo	Name	Name
ON-SITE RECOGNITION					
Recognition on kiosk in front lobby	Seen by thousands of annual visitors	Logo	Name	Name	Name
Recognition on interior gallery graphics	Seen by thousands of annual visitors	Logo	Name	Name	
Verbal recognition at the exhibition preview event	Attended by 200+ guests	x	x	x	
Recognition on facade banner promoting exhibition	Highly-trafficked entrance that can be seen by LBJ School and LBJ Library visitors	Logo	Logo		
ACCESS					
Invitations to exhibition opening events	Each invitation admits 2 \$75 value	10	8	6	4
Invitations to group curator walk of exhibition	Each invitation admits 2 \$75 value	10	8	6	4
Invitations to exhibition-related programs	Each invitation admits 2 \$75 value	10	8	6	4
Complimentary private curator-led tour of the exhibition	For up to 15 guests \$500 value	x			
Personal staff liaison		x	x	x	

For more information on how you can support the Briscoe Center, please contact Lisa Avra, Chief Development Officer, at l.avra@austin.utexas.edu.