



**OCTOBER 26, 2023  
SPONSORSHIP  
OPPORTUNITIES**

Austin  PBS

## About the Austin City Limits Hall of Fame

In 2014, Austin PBS, KLRU-TV — creator and producer of the legendary PBS show **Austin City Limits** — established the [Austin City Limits Hall of Fame](#) to **recognize legendary musicians** and key individuals who have been instrumental in making **television's longest-running popular music show** an institution. 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.

## About the ACL Hall of Fame Induction & Celebration Event

The Austin City Limits Hall of Fame Induction & Celebration is Austin PBS' largest annual fundraising event where we honor a new class as they are inducted into the ACL Hall of Fame. Now in its **9th year**, the Austin City Limits Hall of Fame welcomes beacons of American music: celebrated country superstar **Trisha Yearwood** and late, beloved singer-songwriter **John Prine**.

All-star guests will handle induction honors on this epic night: **Don Henley** will induct Trisha Yearwood; renowned actor **Ethan Hawke** will induct John Prine posthumously. A parade of music luminaries including **Henley, Jo Dee Messina, Ronnie Dunn, Tyler Childers, Allison Russell, Kurt Vile and Tommy Prine** will take part in saluting the honorees with one-of-a-kind music performances and intimate tributes.

Join us as we celebrate with unique collaborative performances and heartfelt tributes featuring a star-studded line-up. **Musical highlights and inductions from the ceremony will air on PBS in January 2024.**

Additionally, this year's ACL Hall of Fame event will mark the start of a year-long celebration of **Austin City Limits' 50th Anniversary Season in 2024**. To kick off this gold milestone, ACL fans and attendees at the event will have the opportunity to bid on unique items and experiences ahead of Season 50, through an **online silent auction**. Items will include access to ACL Season 50 tapings, insider experiences, unique mementos, ACL archive treasures and more.

Stay tuned for more details on the auction and how to **celebrate Season 50** with us through a lively year ahead of inspiring musical performances, community celebrations, partnerships and programming - all with a nod to the past 49 years and bridging a vision for the next generations of music fans.

### Austin City Limits 2023 Hall of Fame Induction & Celebration

Thursday, October 26th  
ACL Live at The Moody Theater  
310 W Willie Nelson Blvd, Austin, TX 78701  
Doors at 7 pm | Show begins promptly at  
7:30 pm  
VIP Party Begins at 6:00 pm  
Attire: Austin Fun



2022 Austin City Limits Hall of Fame Performance by Brittney Spencer

# 2023 Honorees

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## TRISHA YEARWOOD

Following three decades in the spotlight, numerous GRAMMY®, CMA® and ACM® Awards to her name, countless multiplatinum certifications, twelve studio albums and millions of fans entertained, the same passion still motivates and moves Trisha Yearwood. The singer, actress, best-selling author, chef, personality and entrepreneur derives deep fulfillment from simply walking up to a microphone and pouring her heart out by way of a celebrated powerhouse voice. In 2019, she continued that tradition with her first solo full-length since 2007, a collection of Frank Sinatra covers and one original entitled *Let's Be Frank*. Later that year, Trisha unveiled her highly anticipated new single, "Every Girl in This Town," setting the stage for the release of her first full-length country record in over a decade, *Every Girl*, and nationwide tour. The first single achieved the highest debut and biggest add day of her career. *Every Girl: Deluxe*, includes a new acoustic re-recording of her 1991 debut album's lead single "She's In Love With The Boy." Trisha made history when the original "She's In Love With The Boy" vaulted to #1 and cemented her as the first female country artist to have a debut single reach the top of the country charts. It was the first in a series of top 10 hits throughout the nineties, and in 2021 she made history once again when the country evergreen was named "the MOST listened to country song by a Female Artist in the history of Billboard's Country Airplay Charts." *Every Girl: Deluxe* upholds and extends the timeless entertainer's legacy for a new generation of fans. Adding to that legacy, Yearwood has appeared on **Austin City Limits** four times - as a headliner in 1992, 1996, and 2000, and returning as a guest of Don Henley in 2015.



## JOHN PRINE

Called "the Mark Twain of American songwriting" by *Rolling Stone*, Prine's singular talent and his ability to write songs about everyday lives and the human condition are revered by generations of songwriters. The Maywood, Illinois native went on to become one of the most highly acclaimed and beloved singer-songwriters in American musical history, with fans ranging from Bob Dylan, Kris Kristofferson and Bonnie Raitt to Jason Isbell and Kacey Musgraves. His 1971 self-titled debut arrived already packed with classics including "Sam Stone," "Paradise," and "Angel From Montgomery," and was only the first in a long line of stunning collections of insightful, witty, and heartfelt songs and stories. With nineteen studio albums, the folk hero was a four-time GRAMMY® winner, the recipient of a GRAMMY® Lifetime Achievement Award in 2020, inducted into the Songwriters Hall of Fame in 2019, the Americana Music Association's Artist of the Year for consecutive years in 2017, 2018 and 2020, and the recipient of the 2016 PEN New England Song Lyrics of Literary Excellence Award. Prine had a remarkable final act: his final album, 2018's *The Tree of Forgiveness*, was both his most lauded and successful, debuting in the top 5 on the *Billboard* 200, earning a pair of GRAMMY® Awards. Prine appeared on **Austin City Limits** no less than nine times: as a headlining artist in 1978, 1988, 1992, 1996, 2005 and 2018, and 2020's posthumous retrospective, and on a songwriters special in 1983 and as a special guest of Bonnie Raitt in 2002. Prine passed away in 2020 but leaves behind an extraordinary body of work and his enduring legacy lives on.

**Learn more about the Austin City Limits Hall of Fame  
and past honorees online at [acltv.org/hall-of-fame](https://acltv.org/hall-of-fame).**



# PACKAGES

## TITLE SPONSOR (Max of 4 available)

**\$25,000**

- ✦ Access for 12 guests to the **VIP Party** with complimentary drinks and heavy apps
- ✦ Mezzanine-level seats for **12 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ **Dedicated Suite** area on Mezzanine for use pre-show and throughout show
- ✦ Catering in suite by W Austin to include snacks, dessert and waters
- ✦ Dedicated in-suite bar service
- ✦ Opportunity for up to 4 guests to sit in on dress rehearsals at artist discretion
- ✦ Shout out from stage at event and on social media promotions around event
- ✦ **Logo featured** on
  - ✦ 2nd Street exterior signage at entrance
  - ✦ Mezzanine level signage
  - ✦ Event web page
  - ✦ Attendee photobooth take-home photo
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
  - ✦ Projected on screens in ACL Live at The Moody Theater
  - ✦ On-air "Thank You" spot running on Austin PBS
  - ✦ Any other promotional media as available
- ✦ (6) Valet passes for the evening
- ✦ (36) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 VIP badges with lanyards and Suite credentials for all guests
- ✦ Framed Austin City Limits Hall of Fame 2023 screen printed poster signed by performing artists



2022 Austin City Limits Hall of Fame Inductee Sheryl Crow with Brandi Carlile

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## SKYLINE SPONSOR

**\$15,000**

- ✦ Access for 10 guests to the **VIP Party** with complimentary drinks and heavy apps
- ✦ Prime seats for **10 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ **Logo featured** on
  - ✦ Mezzanine level signage
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
  - ✦ Projected on screens in ACL Live at The Moody Theater
  - ✦ On-air “Thank You” spot running on Austin PBS
- ✦ (5) Valet passes for the evening
- ✦ (20) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 VIP badges with lanyards for all guests
- ✦ Austin City Limits Hall of Fame 2023 screen printed poster signed by performing artists

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## HONOREE SPONSOR

**\$10,000**

- ✦ Access for 8 guests to the **VIP Party**
- ✦ Select seats for **8 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ **Listed Recognition** on
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
  - ✦ On-air “Thank You” spot running on Austin PBS
- ✦ (4) Valet passes for the evening
- ✦ (16) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 VIP badges & lanyards for all guests
- ✦ Austin City Limits Hall of Fame 2023 screen printed poster



2022 Austin City Limits Hall of Fame Inductee Joe Ely





## EVENT SPONSOR

**\$5,000**

- ✦ Access for 4 guests to the **VIP Party**
- ✦ Seats for **4 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ **Listed Recognition** on
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
- ✦ (2) Valet pass for the evening
- ✦ (8) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 VIP badges & lanyards for all 4 guests
- ✦ Austin City Limits Hall of Fame 2023 screen printed poster

## PREMIUM TICKET PACKAGE MEZZANINE -OR- FLOOR

**\$2,500**

- ✦ Best available seats for **4 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ (8) Drink tickets
- ✦ Listed Recognition in Austin City Limits Hall of Fame commemorative program

## TICKET PACKAGE FIRST ROWS BALCONY

**\$1,000**

- ✦ Prime seats for **4 guests** within the **first two rows** of the balcony for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ (8) Drink tickets
- ✦ Listed Recognition in Austin City Limits Hall of Fame commemorative program

# BRAND VISIBILITY PACKAGES

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## BEVERAGE SPONSOR

**\$2,500**

(including donated product)

- ✦ Customized specialty drink highlighted throughout VIP Party, with option to activate specialty drink at key bars in the venue
- ✦ Option to host tastings at VIP Party and/or on Music Porch pre-show
- ✦ Option for product drop in artist and/or VIP sponsor gift bags
- ✦ Access for **2 guests** to the VIP Party
- ✦ Seats for **2 guests** for the Austin City Limits Hall of Fame Induction & Celebration
- ✦ Listing/Logo recognition on bar signage everywhere the alcohol is served
- ✦ Logo recognition on
  - ✦ VIP Party signage
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
- ✦ (1) Valet pass for the evening
- ✦ (4) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 screen printed poster

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## EXPERIENTIAL SPONSOR

**\$2,500**

(including donated product)

- ✦ Opportunity to creatively connect your business to 2,000+ guest attendees and artists
- ✦ Sponsor benefits and package can be built-to-suit
- ✦ Optional product drop in artist and/or VIP sponsor gift bags
- ✦ Optional activation at VIP party with 250 VIP major donors
- ✦ Access for **2 guests** to the VIP Party
- ✦ Seats for **2 guests** for the Austin City Limits Hall of Fame Inductions & Celebration
- ✦ Logo recognition on
  - ✦ Event web page
  - ✦ Austin City Limits Hall of Fame commemorative program
  - ✦ Plasma screens on the Music Porch
- ✦ (1) Valet pass for the evening
- ✦ (4) Drink tickets
- ✦ Austin City Limits Hall of Fame 2023 screen printed poster

**CONTACT US** to explore new and unique customized packages — including options for Broadcast Sponsor, Presenting Sponsor, VIP Party Sponsor, Stage Sponsor, Gift Bag Drop Sponsor and more, all crafted to make your brand shine. There's no limit with the Austin City Limits Hall of Fame.

**Amanda Hutchins** | 512.890.1023 | [ahutchins@klru.org](mailto:ahutchins@klru.org)

# SPONSORSHIP COMMITMENT FORM

☐ **\$25,000**

TITLE  
SPONSOR

\_\_\_ Floor Seats

\_\_\_ Mezzanine

☐ **\$15,000**

SKYLINE  
SPONSOR

\_\_\_ Floor Seats

\_\_\_ Mezzanine

☐ **\$10,000**

HONOREE  
SPONSOR

\_\_\_ Floor Seats

\_\_\_ Mezzanine

☐ **\$5,000**

EVENT  
SPONSOR

\_\_\_ Floor Seats

\_\_\_ Mezzanine

☐ **TICKET  
PACKAGE**

\_\_\_ **\$2,500** Floor Seats

\_\_\_ **\$2,500** Mezzanine

\_\_\_ **\$1,000** Balcony

☐ **OTHER**

(INCLUDE  
DETAILS IN  
NOTES)

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

For **Brand Promotion** or **National Broadcast Sponsor** opportunities underwriting contact Amanda Hutchins (ahutchins@klru.org)

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:

\_\_\_\_\_

Social Media Handle (for \$25k+): \_\_\_\_\_

Please send logo in a vector file or .PNG with transparent background (for \$15k+).

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

\_\_\_\_\_



VISA



MC



AMEX



DISCOVER



CHECK ENCLOSED



SEND INVOICE

(payable to Austin PBS)

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

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

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

For any assistance, please contact Amanda Hutchins at 512.890.1023 or ahutchins@klru.org.

This form can be emailed back to ahutchins@klru.org or mailed to Austin PBS, PO Box 7158, Austin, TX 78713.

