

Holiday Sing-Along & Stroll

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Holiday Sing-Along and Downtown Stroll

For over 31 years, the KUT and KUTX and Downtown Austin Alliance Holiday Sing-Along and Downtown Stroll has been an Austin family tradition. Three generations of carolers and strollers have gathered with 5,000+ folks filled with holiday cheer in front of Congress Avenue. Carolers are to be led in song by KUT and KUTX's hosts and count down the lighting of the Capitol Tree.

Every first Saturday in December, starting at 5 pm, holiday cheer fills the air in downtown as the annual event begins. The Sing-Along begins at 6 pm and concludes at 7 pm with a countdown to the lighting of the downtown holiday tree. Afterwards is the downtown stroll with a multitude of holiday treats, activities and photo-ops along Congress Avenue. Plus, the Central Texas Food Bank is on-site, collecting food and cash donations to help feed our community members in need.

JOIN THE TRADITION

Sponsorship of this iconic and longstanding Austin tradition is a high-profile gift to the community, which generates goodwill and a sense of localism, taking place on the mainstage of Texas during the peak of the holiday season.

Available Sponsorships: Presenting, Elevated, Songbook, Integrated and Interactive Holiday Guide



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What to Expect

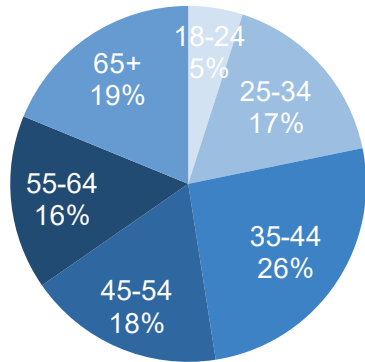
- Who:** KUT and KUTX on-air personalities will lead community members young and old in traditional holiday carols and the Downtown Austin Alliance will be hosting the annual holiday vendors' market
- Audience:** Approximately 5,000+ attendees of all ages
- What:** Host-led interactive Sing-Along with a free keepsake songbook full of holiday classics, the annual tree lighting, local Austin musical entertainment, and a plethora of holiday treats, activities and photo-ops
- When:** Saturday, December 6, 2025 from 5p-8p
- Where:** Texas Capitol, south side on Congress Ave between 10th & 11th Streets
- Beneficiary:** Central Texas Food Bank will be on-site collecting nonperishable food items and cash donations to help provide holiday meals for our community in need



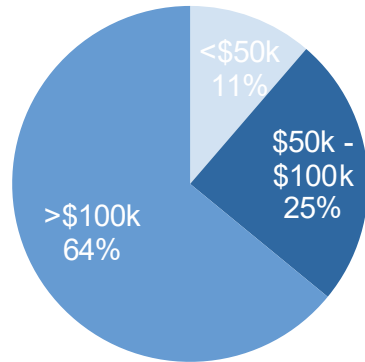
Audience Snapshot

KUT and KUTX reach families. Sponsorship of the Holiday Sing-Along & Stroll will **strengthen your bond with our audience**, raising awareness of your services.

Age Distribution



Household Income



QUICK FACTS

- 1 in 5 Central Texans listen to KUT or KUTX¹
- 1 in 4 KUT and KUTX listeners have a postgraduate degree
- KUT and KUTX listeners are 26% more likely to **earn a household income over \$250,000+**
- KUT and KUTX listeners are 57% more likely to **work in professional and related occupations**
- NPR listeners are 221% more likely to be **Influential**²

Source: Nielsen, Austin Metro, Scarborough R1 2025, March 2024-March 2025, P18+

1. Nielsen Audio PPM, August 2024-September 2025, M-Su 6a-12a, P18+

2. MRI-Simmons Doublebase Fall 2024, Base: Total US Adults, NPR-CPB listeners – “influential” defined as someone who participates in 3+ public activities that demonstrate uncommon engagement with the community



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2024 Holiday Sing-Along Songbook



Holiday Sing-Along & Stroll

ENTERTAINMENT

3:00 PM ... Yappy Y'allidays Dog Costume Contest
 4:00 PM ... Kwanzaa Tribute presented by Elizabeth Kahura and the Carver Museum
 5:00 PM ... The Tiaras
 6:00 PM ... KUT/KUTX Sing Along
 7:00 PM ... Capitol Tree Lighting
 7:15 PM ... The Tiaras

ACTIVITIES INCLUDE

Ascent Academy Children's Market
 Holiday Shopping Vendors
 Photos with Santa
 Food Trucks
 Neon Playground
 Carnival Games
 Magic Light-Up Bikes
 S'mores Station & More!

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📍 Downtown Austin
 📺 Downtown Austin Alliance
 📱 DowntownATXInfo

Rudolph the Red-Nosed Reindeer

Rudolph, the red-nosed reindeer
 Had a very shiny nose.
 And if you ever saw it
 You would even say it glows.

All of the other reindeer
 Used to laugh and call him names.
 They never let poor Rudolph
 Join in any reindeer games.

Then one foggy Christmas Eve
 Santa came to say,
 "Rudolph with your nose so bright
 Won't you guide my sleigh tonight?"

Then how the reindeer loved him
 As they shouted out with glee,
 "Rudolph the red-nosed reindeer,
 You'll go down in history!"

Austin Community Foundation makes more...

economic mobility
 affordable housing
 public radio
 education
 performing arts
 green spaces
 disaster relief
 good

...possible

through the power
 of collective giving.

Learn how you can help make more
 possible at austincf.org/more

Austin Community Foundation

In partnership with the
 Community Foundation
 Awareness Initiative



2025 Sponsorship Levels Summary

PRESENTING SPONSORSHIP

- **Brand association** with an established, professionally-produced, heart-warming large event
- Category and presenting sponsorship level **exclusivity and ownership** with first right of refusal each year
- **Recognition** in broadcast promos, Downtown Austin Alliance even press releases and reports, and in the holiday songbook
- **Your organization's banner** on the Capitol Holiday Tree all season where your organization is representing the state
- Continuation as a community star with **an annual campaign** on nonprofit stations KUT and KUTX to reach the influential public radio audience, airing anytime in 2025

SING-ALONG AND STROLL

- **Engage directly with consumers** with a presence at the event
- **Recognition** in broadcast promos, the holiday songbook, and membership newsletters
- **Onsite booth** with opportunities for branded tents and tables, product sampling and sign-ups, engaging children and their families with creative games / toys, etc.
- **Sponsor mention** from the stage
- Your choice between an accompanying annual or seasonal campaign

SONGBOOK

- Place your brand in front of our influential audience with a full-page ad in the holiday songbook
- **Recognition** in broadcast promos

INTEGRATED SPONSORSHIP

- **Exclusive opportunity** to design a branded activation
- Ensure your organization is not just seen, but experienced by consumers directly
- **Recognition** in broadcast promos, the holiday songbook, and both KUT and KUTX membership newsletters and the DAA newsletter
- **Onsite booth** with opportunities for branded tents and tables, product sampling and sign-ups, engaging children and their families with creative games / toys, etc.

HOLIDAY GUIDE

- Be the **featured DAA Holiday Happenings sponsor**
- **Recognition** online, on social media, the DAA newsletter, and in special promos



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2025 Presenting Sponsorship



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Presenting Sponsorship

KUT and KUTX has built a 31-year tradition and grown a loyal attendance at its Holiday Sing-Along and Downtown Stroll with Downtown Austin Alliance through thoughtful planning and powerful promotion. It has become a popular holiday iconic community event, valued by the many local citizens who attend.

The Presenting Sponsor will support this long-standing tradition and will demonstrate the many ways your organization cares about the community and helps make the holidays better in Austin.

PRESENTING SPONSORSHIP BENEFITS

- Brand association with an established, professionally-produced, heart-warming large event
- Category and presenting sponsorship level exclusivity and ownership with first right of refusal each year
- Demonstrate holiday support for the Austin community through sponsorship of a local cultural event
- Reach adults and families directly by placing your message in a brand-safe holiday environment
- Recognition across several Austin media platforms leading up to the event
- Your organization's banner on the Capitol Holiday Tree all season where your organization is representing the state
- Continuation as a community star with an annual campaign on nonprofit stations KUT and KUTX to reach the influential public radio audience, airing anytime in 2025



Presenting Sponsorship

Broadcast and Digital Elements

Broadcast Promotion	Value
Presenting Sponsor recognition on 200+ KUT and KUTX promos and liners to air 10 days prior to December 6th (100+ on each station) with presenting call out: <ul style="list-style-type: none"> “Holiday Sing-Along and Downtown Stroll presented by (sponsor) with KUT, KUTX, the Downtown Austin Alliance” 	\$16,500
Thanksgiving Day full-day holiday KUT broadcast coverage <ul style="list-style-type: none"> :15 sponsorship message will air at the top of each hour all day on Thanksgiving Day, 6a-12a Sponsor message would be preceded by the preamble: “KUT’s Holiday coverage comes from...” 	\$2,720
Christmas Eve and Christmas Day full-day KUT broadcast coverage sponsorship <ul style="list-style-type: none"> :15 sponsorship message will air at the top of each hour beginning 6pm on Christmas Eve and airing each hour through midnight on Christmas Day, 6a-12a Sponsor message would be preceded by the preamble: “KUT’s Holiday coverage comes from...” 	\$3,280
Sponsor recognition on Fox7 KTBC promotions <ul style="list-style-type: none"> Exclusive broadcast TV sponsor of Holiday Sing-Along and Downtown Stroll 	\$24,000
Broadcast Totals	\$46,500

Digital Promotion	Value
Sponsor recognition on digital event banners <ul style="list-style-type: none"> 200,000 impressions on KUT.org and KUTX.org from 11/11/25-12/7/25 	\$4,000
Sponsor recognition and hyperlink in KUT and KUTX eNewsletters highlighting your sponsorship support of Holiday Sing-Along and Downtown Stroll <ul style="list-style-type: none"> 25,000 impressions 	\$1,000
Downtown Austin Alliance newsletter features highlighting donor	\$1,000
Sponsor recognition and hyperlink in Holiday Sing-Along and Downtown Stroll event posts on KUT.org and KUTX.org	\$1,500
Sponsor recognition and tagging in Holiday Sing-Along and Downtown Stroll social posts	\$2,500
Digital Totals	\$10,000

Presenting Sponsorship

Event and Songbook Elements

Event Promotion	Value
Premier recognition on the Holiday Tree Banner for 4 weeks <ul style="list-style-type: none"> Located on 11th Ave. & Congress Ave 	\$14,000
Opportunity to pull the switch to light the 55-ft Capitol Tree <ul style="list-style-type: none"> Can be the sponsor, or the sponsor can grant an individual the opportunity to do so; for example, your leadership, employee of the year, etc. 	\$1,000
6 seats in the VIP tree lighting viewing area <ul style="list-style-type: none"> Located adjacent to the stage 	\$600
Announced as stage presenter <ul style="list-style-type: none"> Including musical performances for the event 	\$1,500
Sponsor branded kids' zone or other activation <ul style="list-style-type: none"> We are open to all ideas to help you integrate within the event 	\$10,000
Event Totals	\$27,100

Songbook Promotion	Value
Sponsor logo integrated within songbook cover design <ul style="list-style-type: none"> For example, logo could be embedded in the ornament in the 2023 cover image to the right A minimum of 3,000 copies are handed out at the event 	\$2,500
Double-truck ad in the middle of the holiday songbook	\$5,000
Songbook Totals	\$7,500

Additional Promotion	Value
Sponsor recognition in earned media generated from Downtown Austin Alliance press releases and alerts	\$20,000
Recognition in Downtown Austin Alliance reports: Community Impact and State of Downtown	\$1,500
Prominent logo recognition on Holiday Event page of the Downtown Mobile Web Browser App	\$1,000
Additional Totals	\$22,500

Songbook ad specs: 4.875 x 7.875" ad with a ¼" safe area – no bleeds Colors: CMYK, at 300 dpi, pdf or eps with fonts outlined. Deadline 11/7

2025 Holiday Sing-Along and Downtown Stroll Presenting Sponsorship Campaign Summary

Campaign Promotion	Total
Broadcast: 200+ promos and liners on KUT KUTX, Fox7 KTBC promotions	\$46,500
Digital: Recognition in event banners, eNewsletters, posts, and social media	\$10,000
Holiday Songbook: Front cover recognition and double-truck ad in 3,000 printed songbooks	\$7,500
Event: Sponsor mention, signage, and activation space at the annual holiday Sing-Along	\$27,100
PR: Downtown Austin Alliance event press releases and reports	\$22,500
Sponsor Marketing Campaign: Thanksgiving and Christmas coverage sponsorship, \$50K message and digital sponsor campaign as mutually agreed in 2025	\$77,500

Total Value: \$191,100

2025 Sponsorship Investment: \$100,000

Added promotional value: \$111,100

*First right of refusal on presenting sponsorship renewal by July 31st, 2026
Three-year presenting sponsorship available for discounted \$90K per year*



2025 Sing-Along and Stroll Sponsorships



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Sing-Along and Stroll Sponsorship

With Accompanying Annual Campaign

Sing-Along and Stroll Promotion	Value
Sponsorship recognition tags on a minimum of 100x broadcast promos to air on KUT (50x) and KUTX (50x) M-Su 5a-12a beginning 10 days prior to the Sing-Along	\$11,000
A full-page ad in the 2025 holiday songbook, with prioritized placement	\$2,500
Onsite booth at the 2025 Holiday Sing-Along and Stroll taking place from 5pm to 8pm <ul style="list-style-type: none">Streets will be blocked off on and near Congress Ave and festivities will be taking place along several blocks of CongressOpportunities for branded tents and tables, product sampling and sign-ups, engaging children and their families with creative games / toys, etc.	\$2,500
Sponsor mention from the stage during the Sing-Along	\$1,500
Sponsor recognition in the November KUT and KUTX membership newsletters	\$1,000
Annual campaign including 250x :15 messages to air on KUT (100x) and KUTX (150x), M-Su 5a-8p, to air from January-December 2025	\$22,250
Annual bonus campaign of 50x :15 messages to air on KUT (25x) and KUTX (25x), M-Su 5a-12a, to be placed at the discretion of the sponsor and as available	\$5,500
100,000 :15 streaming impressions on kut.org and kutx.org	\$2,000

Total Value: \$48,250

Sponsorship Investment: \$28,000

Added promotional value: \$20,250

Songbook ad specs: 4.875 x 7.875" ad with a ¼" safe area – no bleeds
Colors: CMYK, at 300 dpi, pdf or eps with fonts outlined. Deadline 11/7



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Sing-Along and Stroll Sponsorship

With Accompanying Seasonal Campaign

Sing-Along and Stroll Promotion	Value
Sponsorship recognition tags on a minimum of 50x broadcast promos to air on KUT (25x) and KUTX (25x) M-Su 5a-12a beginning 10 days prior to the Sing-Along	\$5,500
A full-page ad in the 2025 holiday songbook, with prioritized placement	\$2,500
Onsite booth at the 2025 Holiday Sing-Along and Stroll taking place from 5pm to 8pm <ul style="list-style-type: none">Streets will be blocked off on and near Congress Ave and festivities will be taking place between 10th and 11th StreetOpportunities for branded tents and tables, product sampling and sign-ups, engaging children and their families with creative games / toys, etc.	\$2,500
Sponsor mention from the stage during the Sing-Along	\$1,500
Sponsor recognition in the November KUT and KUTX membership newsletters and Downtown Austin Alliance newsletter	\$1,000
Holiday message bank of 100x :15 messages to air on KUT (50x) and KUTX (50x), M-Su 5a-8p, during the weeks of November and December	\$9,750

Total Value: \$22,750

Sponsorship Investment: \$13,500

Added promotional value: \$9,250

Songbook ad specs: 4.875 x 7.875" ad with a ¼" safe area – no bleeds
Colors: CMYK, at 300 dpi, pdf or eps with fonts outlined. Deadline 11/7



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2025 Songbook Sponsorship



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Songbook Sponsorship

Sponsorship recognition on printed Sing-Along books. A minimum of 3,000 copies are handed out at the event.

Songbook Promotion	Value
Sponsorship recognition tags on a minimum of 50x broadcast promos to air on KUT (25x) and KUTX (25x) M-Su 5a-12a beginning 10 days prior to the Sing-Along	\$5,500
A full-page ad in the 2025 holiday songbook	\$2,000

Total Value: \$7,500

Sponsorship Investment: \$3,500

Added promotional value: \$4,000

Songbook ad specs: 4.875 x 7.875" ad with a 1/4" safe area – no bleeds Colors: CMYK, at 300 dpi, pdf or eps with fonts outlined. Deadline 11/7



2025 Integrated Sponsorship



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Integrated Sponsorship

Bring your brand to life with a one-of-a-kind interactive experience at the Holiday Sing-Along and Downtown Stroll. As an Integrated Sponsor, your company will have the exclusive opportunity to design a branded activation that engages thousands of families and community members in the holiday spirit.

Examples of activations include:

- A Santa Photo Booth Station wrapped in your logo and branding
- A DIY Ornament Decoration Station with your company's brand incorporated into the keepsakes
- A Hot Cocoa Station serving festive cheer with branded cups and signage
- Sponsorship of the Ascent Academy Children's Market, highlighting your commitment to youth and creativity

This integrated opportunity ensures your organization is not just seen, but experienced. Through direct engagement, your brand will be associated with joy, tradition, and community connection in one of Austin's most beloved holiday events.



Integrated Sponsorship

Sing-Along and Stroll Promotion	Value
Sponsorship recognition tags on a minimum of 50x broadcast promos to air on KUT (25x) and KUTX (25x) M-Su 5a-12a beginning 10 days prior to the Sing-Along	\$5,500
A half-page ad in the 2025 holiday songbook, with prioritized placement	\$2,500
Onsite branded activation at the 2025 Holiday Sing-along and Stroll taking place from 5pm to 8pm <ul style="list-style-type: none">Streets will be blocked off on and near Congress Ave and festivities will be taking place between 10th and 11th StreetOpportunities for branded tents and tables, product sampling and sign-ups, engaging children and their families with creative games / toys, etc.	\$2,500
Sponsor mention from the stage during the Sing-Along	\$1,500
Sponsor recognition in the November KUT and KUTX membership newsletters and Downtown Austin Alliance newsletter	\$1,000

Total Value: \$22,750

Sponsorship Investment: \$5,000

Added promotional value: \$9,250

Songbook ad specs: 4.875 x 7.875" ad with a ¼" safe area – no bleeds
Colors: CMYK, at 300 dpi, pdf or eps with fonts outlined. Deadline 11/7



2025 Interactive Holiday Guide Sponsorship



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Interactive Holiday Guide Sponsorship

Take your holiday promotion to the next level with premium visibility in the Downtown Austin Alliance's Holiday Guide, featured on our mobile web app. As a Featured Holiday Guide Sponsor, your downtown business will be showcased front and center on our dedicated holiday page, driving attention and traffic to your location throughout the season.

This premium sponsorship ensures your brand stands out to thousands of Austinites and visitors seeking festive shopping, dining, and entertainment experiences downtown.

Recognition & Benefits:

- Priority placement at the top of the Holiday Happenings mobile web page, including logo, link, and enhanced description of your holiday offering
- Dedicated social media spotlight post featuring your business and holiday promotion
- Inclusion in the Downtown Austin Alliance email newsletter, highlighting Featured Sponsors
- Opportunity to share a special promotion or holiday exclusive that will be emphasized to encourage foot traffic to your location
- Recognition as a Featured Holiday Happenings Sponsor on the Downtown Stroll website

Total Value: \$22,750

Sponsorship Investment: \$3,000

Added promotional value: \$9,250



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Thank You

for your considered support
of the community and our
nonprofits this holiday
season, and beyond

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