



PRESENTED BY  PNC BANK

OCTOBER 28, 2021
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. The Hall of Fame recognizes legendary musicians and key individuals who have been instrumental in making television's longest-running popular music show an institution. The 2021 Austin City Limits Hall of Fame is presented by PNC Bank and will celebrate its seventh class of inductees in an all-star line-up of performances. Previous inductees include: Willie Nelson, Stevie Ray Vaughan and Double Trouble, Townes Van Zandt, Loretta Lynn, Guy Clark, Asleep at the Wheel, Flaco Jimenez, Bonnie Raitt, Kris Kristofferson, B.B. King, Roy Orbison, Rosanne Cash, The Neville Brothers, Marcia Ball, Ray Charles, Los Lobos, Lyle Lovett, Shawn Colvin and Buddy Guy.

The 2021 event will recognize a pioneering trio of music's great live acts:

Wilco, Lucinda Williams, and Alejandro Escovedo

The seventh class of inductees features three American originals: Roots-music icon Lucinda Williams has made four classic appearances on ACL in her remarkable four-decade career, starting with her debut on Season 15 in 1990. Celebrated Chicago band Wilco has also appeared on ACL four times over their 25-year career, beginning in Season 25 in 2000. Texas legend Alejandro Escovedo made his debut during the first decade of the series in Season 8 in 1983 with his band Rank and File, going on to make five appearances total including his triumphant return in 2017.

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. The Austin City Limits Hall of Fame will tell the story of the show through photos, a timeline/anthology mural and in the near future, an interactive database of vintage Austin City Limits performances and video footage of interviews, behind-the-scenes and never before seen performances throughout the decades.

Musical highlights and inductions from the ceremony will air in January as a special on Austin PBS and PBS stations nationwide.

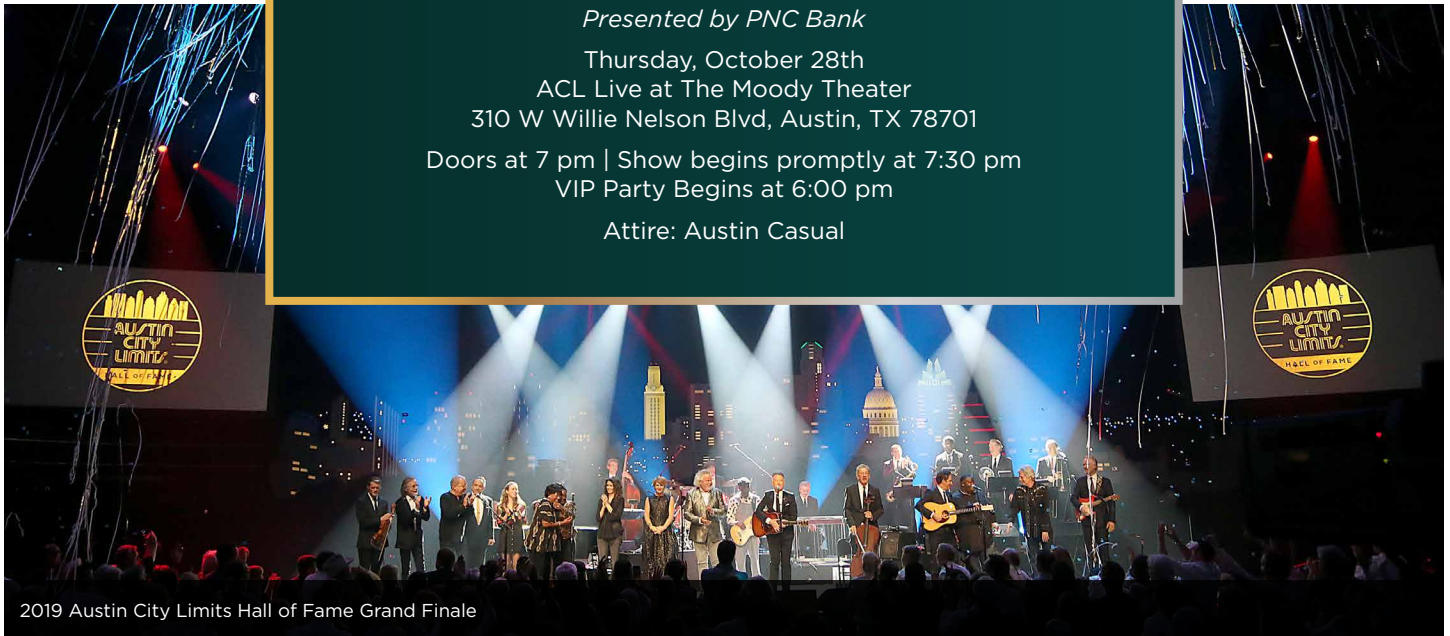
Austin City Limits 2021 Hall of Fame Induction & Celebration

Presented by PNC Bank

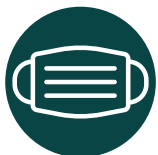
Thursday, October 28th
ACL Live at The Moody Theater
310 W Willie Nelson Blvd, Austin, TX 78701

Doors at 7 pm | Show begins promptly at 7:30 pm
VIP Party Begins at 6:00 pm

Attire: Austin Casual



2019 Austin City Limits Hall of Fame Grand Finale



You will be required to wear a mask when not eating or drinking at this event.

A copy of your negative COVID-19 test (taken within 72 hours) will be required for entry to the Austin City Limits Hall of Fame. If you choose, proof of full COVID-19 vaccination may be presented in lieu of a negative COVID-19 test.

By attending this event you agree to the Terms & Conditions. [Click here to learn more.](#)

2021 Honorees

The latest class of inductees features music legends who have given timeless performances on the Austin City Limits stage.



Photo by Anton Coene

WILCO

In their over two-plus decades as a band, Wilco has won multiple Grammy Awards, released 11 studio albums, as well as a trio of acclaimed albums with Billy Bragg penning music to lyrics by Woody Guthrie. Led, as always by singer/songwriter Jeff Tweedy, the influential Chicago band have founded their own record label (dBpm Records) and festival (Solid Sound). Wilco continue to be regarded as a live powerhouse, as described by NPR, “To see Wilco on stage is to hear the best of the best.” UK paper *The Observer* calls the band’s most recent album, 2019’s *Ode to Joy* “yet another winning set from a band still to release a subpar album in a 25-year career” and Rolling Stone hails the collection “Their best in years, a beautiful exercise in downhearted uplift.” Wilco has appeared on the ACL stage four times, in 2000, 2005, 2007 and 2012.



Photo by Danny Clinch

LUCINDA WILLIAMS

Louisiana-born Lucinda Williams has traveled a long road since her 1979 debut, *Ramblin’ on My Mind*, followed by *Happy Woman Blues*, her first album of originals released over forty years ago in 1980. (She says that she’s still “the same girl” except that now “I have a bigger fan base and I can afford to stay at better hotels.”) Over the course of fourteen remarkable albums, three Grammy awards, and countless accolades, including *Time’s* Songwriter of the Year of 2001, Williams is one of music’s most revered artists, beloved for her singular vocals and extraordinary songs. In 2018, she celebrated the 20th Anniversary of her watershed Americana album *Car Wheels on a Gravel Road* with a sold-out milestone tour. The pioneering artist returned to the gritty blues foundation that first inspired her as a young singer-songwriter in the late 1970s, releasing a career highlight, 2020’s *Good Souls Better Angels*, to critical raves and a pair of Grammy nominations, hailed “one of the most searing, potent and passionate albums you’ll hear” by *American Songwriter*. Williams has appeared on *Austin City Limits* four times, in 1990, 1992 (as part of a songwriters special), 1999 and 2008.



Photo by Nancy Rankin Escovedo

ALEJANDRO ESCOVEDO

Called a “rock and punk godfather” by *Rolling Stone*, Alejandro Escovedo first debuted on *Austin City Limits* in 1983 with his seminal band Rank and File, and has made five indelible appearances. The San Antonio-born, California-raised trailblazer has been a punk of the rebel kind in early band The Nuns, a cowpunk of the non-Western variety in Rank and File, commander of a guitar army in The True Believers, an orchestral conductor in his solo work, and a sensitive boy who has outrun death, demons, lust, and lost love in his songs. Crossing borders, jumping barriers, taking risks, betting it all: that’s the path Alejandro Escovedo has been taking in his lifelong search for the heart of rock ‘n’ roll. *No Depression* magazine declared him the Artist of the Decade at the onset of the millennium. His 12th studio album, 2018’s *The Crossing*, is a testament to his enduring power as a uniquely talented artist and collaborator. Escovedo has appeared on ACL five times — in 1983 (as part of Rank and File), 2002, 2006, 2010 and 2017.

Learn more about the Austin City Limits Hall of Fame and past honorees online at actv.org/hall-of-fame.

PACKAGES

SUITE GROUP PACKAGE (ONLY 1 REMAINING)

\$30,000

- ✦ Mezzanine-level seats for **20 guests** for the Hall of Fame Inductions & Celebration
- ✦ Dedicated suite area for use pre-show and throughout show
- ✦ Catering by W Austin to include heavy apps and dessert
- ✦ Beer & wine in suite
- ✦ (40) Drink tickets
- ✦ (10) Valet passes
- ✦ Austin City Limits commemorative gift in suite for guests



HONOREE SPONSOR

\$25,000

- ◆ Sponsor the honorees for the evening!
 - ◇ Logo featured where we honor the artist in the building
 - ◇ Logo featured in all social media and print photos from event photobooth
- ◆ Access for **10 guests** to the VIP Party with complimentary drinks and heavy apps
- ◆ Prime seats for **10 guests** for the Hall of Fame Inductions & Celebration
- ◆ Recognition from the stage
- ◆ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ◆ Logo featured on
 - ◇ 2nd Street event installation featuring the Honorees
 - ◇ Mezzanine level installation featuring the Honorees
 - ◇ Event web page
 - ◇ Austin City Limits Hall of Fame commemorative program
 - ◇ Plasma screens on the Music Porch
 - ◇ Projected on screens in The Moody Theater
 - ◇ On-air “Thank You” spot running on Austin PBS
 - ◇ Any other promotional media as available
- ◆ (5) Valet passes for the evening
- ◆ (20) Drink tickets
- ◆ Austin City Limits Hall of Fame 2021 VIP badges & lanyards for all guests
- ◆ Framed Austin City Limits Hall of Fame 2021 screen printed poster signed by performing artists



2019 Austin City Limits Hall of Fame Inductee:
Shawn Colvin



2019 Austin City Limits Hall of Fame Inductee:
Buddy Guy



2019 Austin City Limits Hall of Fame Inductee:
Lyle Lovett

SKYLINE SPONSOR

\$10,000

- ✦ Access for **8 guests** to the VIP Party
- ✦ Select seats for **8 guests** for the Hall of Fame Inductions & Celebration
- ✦ Listed recognition embedded into the on-air program airing on PBS stations nationwide
- ✦ Listed Recognition on
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame commemorative program
 - ✦ Plasma screens on the Music Porch
 - ✦ Projected on screens in The Moody Theater
 - ✦ On-air “Thank You” spot running on Austin PBS
- ✦ (4) Valet passes for the evening
- ✦ (16) Drink tickets
- ✦ Austin City Limits Hall of Fame 2021 VIP badges & lanyards for all guests
- ✦ Austin City Limits Hall of Fame 2021 screen printed poster

EVENT SPONSOR

\$5,000

- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the 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 2021 VIP badges & lanyards for all 4 guests
- ✦ Austin City Limits Hall of Fame 2021 screen printed poster

PREMIUM TICKET PACKAGE MEZZANINE -OR- FLOOR

\$2,500

- ✦ Best available seats for **4 guests** for the 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

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

CORPORATE VISIBILITY PACKAGES

VIP PARTY SPONSOR

\$7,500

- ✦ Host sponsors during the VIP Pre-Party
- ✦ Access for **6 guests** to the VIP Party
- ✦ Seats for **6 guests** for the Hall of Fame Inductions & Celebration
- ✦ Logo featured on
 - ✦ VIP Badges & Lanyards
 - ✦ Screens and throughout the VIP party
- ✦ Listed recognition on
 - ✦ Event web page
 - ✦ Austin City Limits Hall of Fame commemorative program
 - ✦ Plasma screens on the Music Porch
- ✦ Option for on-site sponsor experience during VIP party
- ✦ (2) Valet pass for the evening
- ✦ (8) Drink tickets
- ✦ Austin City Limits Hall of Fame 2021 screen printed poster

SOLD OUT

BEVERAGE SPONSOR

\$5,000

(including donated product)

- ✦ Customized specialty drink highlighted throughout VIP Party, Inductions & Celebration and backstage in artist lounge
- ✦ Opportunity to connect with 2,000+ guest attendees and artists
- ✦ 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 **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the Hall of Fame Inductions & Celebration
- ✦ Logo recognition on
 - ✦ At VIP Party
 - ✦ 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 2021 screen printed poster

GIFT BAG DROP / EXPERIENTIAL SPONSOR

\$5,000

(including donated product)

- ✦ Opportunity to connect your product with 2,000+ guest attendees and artists
- ✦ Product drop in artist and VIP sponsor gift bags
- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the 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 2021 screen printed poster

VALET SPONSOR

\$5,000

- ✦ Opportunity for on-site vehicle placement
- ✦ Valet host with logo and branding on
 - ✦ On-site valet signage
 - ✦ Valet vouchers for sponsor guests
 - ✦ Optional car drop (i.e. branded water &/or coupon)
- ✦ Access for **4 guests** to the VIP Party
- ✦ Seats for **4 guests** for the 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 2021 screen printed poster

CONTACT US to explore new and unique ideas to customize a package crafted to make your brand shine. There's no limit with Austin City Limits Hall of Fame.

Amanda Hutchins | 512.890.1023 | ahutchins@klru.org

PURCHASE YOUR SPONSORSHIP

\$30,000
MEZZANINE
SUITE

\$25,000
SPONSOR

Floor Seats
 Mezzanine

\$10,000
SPONSOR

Floor Seats
 Mezzanine

\$5,000
SPONSOR

Floor Seats
 Mezzanine

**TICKET
PACKAGE**

\$2,500 Floor Seats
 \$2,500 Mezzanine
 \$1,000 Balcony

**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:

NOTES: _____

VISA MC AMEX DISCOVER CHECK ENCLOSED
(payable to Austin PBS) SEND INVOICE

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.

