THE WAY OF WATER

a multi-year project that will expand civic participation and conservation through the arts

SPONSOR THIS UNIQUE, COMMUNITY-ENGAGED PUBLIC ART PROJECT

Join fellow civically-minded partners in supporting this collaborative celebration of Austin’s natural waterways and those who work to protect them.
Forklift Danceworks 
activates communities through a collaborative creative process.

A uniquely Austin treasure and national leader in community-based art, Forklift Danceworks sparks collaboration and strengthens communities through civic and community engagement.

Forklift Danceworks creates opportunities for communities to grow stronger and better connected through a unique model of community-based art that has garnered enthusiastic local and national support. Each of Forklift’s free performances play to capacity crowds of up to 6,000, generating millions of media impressions, winning multiple awards, and making a positive impact on performers and audience members alike.

In Case of Fire with Austin’s Firefighters, 2001

The Trash Project with Austin Resource Recovery, 2009 and 2011

Past Performance Partners in Austin

PowerUP! with Austin Energy, 2013

The Trees of Govalle with Austin’s Urban Forestry Team, 2015
“I don’t think anyone in the conglomerate crowd will forget this glowing social, historical and artistic experience.”

—MICHAEL BARNES of THE AUSTIN AMERICAN STATESMAN in his review of PLAY BALL DOWNS FIELD

“The sense of community [Forklift’s] productions invoke expanded beyond the civic, beyond even the human, to encompass the natural world.”

—ROBERT FAIRES of THE AUSTIN CHRONICLE in his review of THE TREES OF GOVALLE

Forklift Danceworks’ work has been featured in:

The New York Times DANCE magazine
Texas Monthly The Washington Post
BBC RADIO NATIONAL GEOGRAPHIC CHANNEL
THE AUSTIN CHRONICLE PBS npr

Austin American-Statesman

Forklift Danceworks is one of Austin’s most celebrated arts organizations—winning multiple Austin Critics Table Awards, frequent “Best of” listings in the Austin-American Statesman and The Austin Chronicle, plus national and international recognition. Forklift Danceworks’ past partner Austin Energy recently received recognition as one of the 10 Best Businesses Partnering with the Arts from Americans for the Arts, specifically noted for their collaboration with Forklift on PowerUP.

Forklift Danceworks’ productions consistently play to sold-out audiences ranging from 500 to 6,000 attendees, with related media typically reaching 250,000+ in Austin and beyond.

“Forklift Danceworks has garnered critical acclaim and national recognition; but beyond that, they’ve sparked important conversations about what it means to be part of an urban community.”

—CLAIRE CHRISTINE SPERA, THE DANCE OF WORK, ARTS + CULTURE TEXAS MAGAZINE
The Way of Water will develop and deepen relationships between citizens, Watershed Protection employees, and other local partners. Forklift’s practice of collaboration and community-led art making will create opportunities to share stories, learn about the environment, bring people together, inspiring deeper ownership and greater stewardship of Austin’s watershed systems.

**The Way of Water Partners thus far:**
- Austin Watershed Protection Department
- City of Austin Office of Sustainability
- Waterloo Greenway
- Dove Springs Proud
- Go Austin Vamos Austin (GAVA)
- E4Youth
- Austin River Watchers
- Colorado River Alliance

**2023**
- Residency with Dove Springs neighborhood in Onion Creek Metropolitan Park in partnership with Watershed Protection, including formation of community advisory council and teen leadership group. June 24th and September 23rd workshop performances with neighborhood high school students, guest artists and Watershed Protection employees. Audience: 500+.

**2024**
- Continued residency with Dove Springs neighborhood in Onion Creek Metropolitan Park in partnership with Watershed Protection, community advisory council and teen leadership group. April 11th-13th culminating performance with neighborhood high school students, guest artists and Watershed Protection employees, co-presented by the Fusebox Festival. Audience: 2000+.

**2025**
- Colorado River project, focused on Lady Bird Lake and downtown Austin, in partnership with local artists, Watershed Protection, The Colorado River Alliance, Austin River Watch, Eco-Rise, and additional environmental and youth education organizations.
Over 1,500 people gathered at the massive Waller Creek Tunnel Inlet Facility at Waterloo Greenway for a performance focusing on the city employees and work that keep downtown Austin from flooding. Set to live original music and with dramatic lighting, the performance shared perspectives of the city workers that maintain the facility and illuminated the water-based systems that are all around us in Austin. Presented in partnership with Waterloo Greenway and Austin Watershed Protection, *The Way of Water: Waller Creek* was the first in a series of performances exploring water and the work of people who steward it.
Join fellow civically-minded partners in supporting this collaborative celebration of Austin’s natural waterways and those who work to protect them.

Series Sponsor - $100,000
- Exclusive recognition as a Series Sponsor in all event, promotional, and company materials PLUS additional promotion as a Series Sponsor of Forklift’s annual fall Gala for each year of the project (2023-2025)
- Opportunity to share remarks at November performance and at Forklift’s annual fall Gala
- Logo and prominent name placement with hyperlink on Forklift Danceworks website
- Special recognition in monthly emails sent to 5,000+ subscribers
- Monthly Social Media promotion, including your brand’s tags on Facebook and Instagram
- Full-page ad in performance program

Presenting Sponsor - $25,000
- Exclusive recognition as a Presenting Sponsor in all event, promotional, and company materials PLUS additional promotion as a lead sponsor of Forklift’s annual fall Gala
- Opportunity to share remarks at November performance and at Forklift’s annual fall Gala
- Logo and prominent name placement with hyperlink on Forklift Danceworks website
- Special recognition in monthly emails sent to 5,000+ subscribers
- Monthly Social Media promotion, including your brand’s tags on Facebook and Instagram
- Full-page ad in performance program

Lead Sponsor - $10,000
- Recognition as a Lead Sponsor in all event, promotional, and company materials
- Opportunity to share remarks at event
- Logo and prominent name placement with hyperlink on Forklift Danceworks website
- Special recognition in quarterly emails sent to 5,000+ subscribers
- Quarterly Social Media promotion, including your brand’s tags on Facebook and Instagram
- Half-page ad in performance program

Sponsor - $5,000
- Recognition as a Sponsor in all event, promotional, and company materials
- Logo and name placement with hyperlink on Forklift Danceworks website
- Special recognition in 2 project-based emails sent to 5,000+ subscribers
- Quarter-page ad in performance program

Community Supporter - $2,500
- Recognition as a Community Supporter in all event, promotional, and company materials
- Logo and name placement on Forklift Danceworks website
- Quarterly Social Media promotion on our channels

To become a Way of Water Sponsor or to explore additional opportunities, please contact:

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