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# TUESDAY OFFICIAL COMMUNITY EVENING EVENT

RAINEY STREET

AUSTIN, TEXAS | APRIL 26, 2016





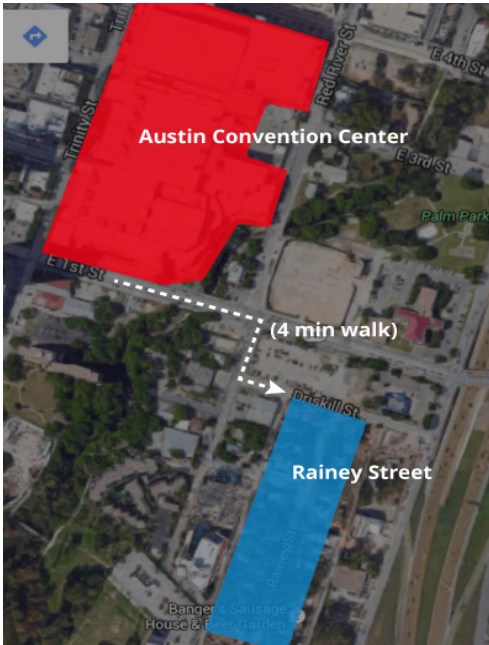
# TUESDAY OFFICIAL COMMUNITY EVENING EVENT CO-SPONSORSHIP

Take action in Austin! Recognize the contributors! Engage with the developers! Create an unforgettable experience! Seize the exclusive opportunity to thank the community and show your support by co-sponsoring the official evening event of the OpenStack Summit in Austin.

## WHAT IS RAINEY STREET?

Rainey Street is a popular night life destination for Austin locals. It is a very short 4 minute (0.2 mile) walk from the Convention Center. The street consists of 17 restaurants, bars, and many food trucks. Some venues are modern while some are old bungalow homes that have been updated and transformed into fun bars and music venues with spacious backyards and patios. Each venue has its own unique theme, food, and beverages. Several are designed for live music performances.

Bird's-eye view map of walking directions to Rainey Street



Rainey Street Venue Layout



## RAINEY STREET BUYOUT

The Official Community Evening Event will fully immerse OpenStack attendees in the best of what Austin has to offer. With its own, community-curated music festival playing on multiple stages, custom-designed cocktails, specially brewed beer and award-winning BBQ, this is an evening no one will want to end. From Toast Art to Armadillo Racing, Poetry Slam to Stand-up Comedy, mechanical bull to shuffle board, everything will be there. Roaming entertainers, funkily dressed pedicab riders, brass bands parading the street, all is possible for one night.

# TUESDAY OFFICIAL COMMUNITY EVENING EVENT CO-SPONSORSHIP PACKAGES

## HEADLINE COMMUNITY EVENT SPONSOR

PACKAGE PRICE: \$90,000 (6 AVAILABLE)

### Pre-Event Promotion

- Headline sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Top Tier brand recognition on all event communications

### Event Promotion

Choice of large themed Rainey Street Venue (capacity between 400 and 1,000 attendees), highly visibly branded from the outside (using Gobo or similar), including:

- Food, specialty and other beverages
- Live music program
- Interactive elements (games or similar)
- Unique large-scale branding item for venue
- Unique branded give-aways for each venue, combined with interactive elements
- Branded Pedicabs (between 15 and 30 per headline sponsor, dependent on overall numbers)
- Headline sponsor logo designation on all Evening Event signage at event and in Summit Venue

### Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and position

### VIP Access

Headline Evening Event Sponsors will receive a total of 150 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

## PREMIER COMMUNITY EVENT SPONSOR

PACKAGE PRICE: \$45,000 (6 AVAILABLE)

### Pre-Event Promotion

- Premier sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Second Tier brand recognition on all event communications

### Event Promotion

Choice of medium-sized themed Rainey Street Venue (capacity between 150 and 400 attendees), highly visibly branded from the outside using Gobo or similar, including:

- Light snacks, specialty and other beverages
- Entertainment program
- Premier sponsor logo designation on all Evening Event signage at event and in Summit Venue

### Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and position

### VIP Access

Premier Evening Event Sponsors will receive a total of 75 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

## SPOTLIGHT COMMUNITY EVENT SPONSOR

PACKAGE PRICE: \$25,000 (6 AVAILABLE)

### Pre-Event Promotion

- Spotlight sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Third Tier brand recognition on all event communications

### Event Promotion

Choice of food truck located at Rainey Street food truck court or on street (at discretion of organizer), highly visibly branded from the outside using Vinyl wrap or similar, including:

- Specialty food or drink item
- Spotlight sponsor logo designation on all Evening Event signage at event and in Summit Venue

### Post-Event Promotion

- Access to the Evening Event RSVP email list with attendee supplied name, email address, company name and position

### VIP Access

Spotlight Evening Event Sponsors will receive a total of 25 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.

## STARTUP COMMUNITY EVENT SPONSOR

PACKAGE PRICE: \$4,000 (UNLIMITED)

### Pre-Event Promotion

- Startup sponsor logo designation on the Evening Event web sites (both General Access and VIP)
- Final Tier brand recognition on all event communications

### Event Promotion

- Startup sponsor logo designation on select Evening Event signage at event and in Summit Venue

### VIP Access

Startup Evening Event Sponsors will receive a total of 8 VIP access passes for early access (one hour before general access) to the venue and option for VIPs to meet with artists and other talent face-to-face. We suggest allotting a small number of your VIP access passes for your employees and event staff.



# TUESDAY OFFICIAL EVENING EVENT VENUES

## CONTAINER BAR (Headline Venue)

The Container Bar is a happening nightspot featuring drinks & DJs in an industrial space built from shipyard containers. Designed to be green and minimum impact on the environment, the bar features a stage and several enclosed spaces that will be activated separately.

Theme: Keep Austin Weird  
Branding:

- Gob on outside
- Branded toast Art inside, with artist present on site
- Branded Willie Nelson hair braid wig as giveaway for correctly guessing toast locations

Entertainment:

- Music – DJ, distorted voice Karaoke on main stage, two more karaoke option in containers
- Game – guess toast locations in branded toast art piece

Food: Tex Mex / Tacos

Beverage Specialty: Snow-Cone Cocktails, Samuel Adams HeliYUM Beer

Capacity: 573 guests



## CLIVE BAR (Headline Venue)

Clive Bar is a casual yet stylish bar pouring local beer & cocktails inside & out on a sizable patio. The great outdoor space includes a live music stage and a Mezcal-only cantina housed in a striking, historic stone building.

Theme: Texas Ranch

Branding:

- Branded stairs at entrance from street
- Branded Chicken Sh\*t Bingo board
- Branded 6' x 6' timber long-horn skull at entrance
- Branded glass jar candles with Austin celebrities as giveaways for game
- Branded koozies as giveaways

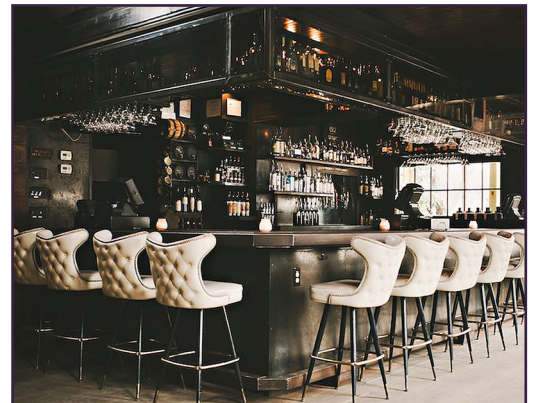
Entertainment:

- Music – Community-selected Folk/Bluegrass singer-songwriter/female strong vocal
- Game – Chicken Sh\*t Bingo

Food: Austin BBQ

Beverage Specialty: Mezcal

Capacity: 423 guests





# TUESDAY OFFICIAL EVENING EVENT VENUES

## ICENHAUER'S (Headline Venue)

Classy and elegant, Icenhauer's is cool and understated. Known for its relaxed vibe, the bar serves infused-liquor cocktails, local beers and sports outdoor firepits, a great stage and comfortable inside spaces.

Theme: Mid-Century Modern

Branding:

- Branded "Mid-Century Modern" neon sign outside
- Branded Cocktails using Texas Spirits
- Original Austin Art is subtly branded (small logo on back of picture or similar)

Entertainment:

- Music – Alternative Rock / Indie
- Community Art - surprise participatory art; make your own digital and analog art

Food: Modern American

Beverage Specialty: Cocktails

Capacity: 450 guests



## BANGER'S SAUSAGE & BEER GARDEN (Headline Venue)

At the end of the day Banger's is all about being a wonderful place to eat, drink and hang out. Not too rowdy, not too laid back, just having a good time. Serving up a plethora of homemade sausages and pig roasts combined with more than 100 craft beers, Banger's is the perfect place to enjoy great music on their main stage on a spring evening in Texas.

Theme: Southern Rock

Branding:

- Branded, especially made craft beer (from local brewer such as Austin Beer Works or similar), optionally with brew-present for evening
- Branded "Mistaken Lyrics" coasters
- Branded 6 ft Armadillo at entrance
- Branded glassware as giveaways for game

Entertainment:

- Music – Community-selected rock bands
- Game – Armadillo Racing

Food: Sausages, Whole Roast Hog

Beverage Specialty: Craft Beer

Capacity: 1,000 guests





# TUESDAY OFFICIAL EVENING EVENT VENUES

## HALF STEP (Headline Venue)

With a nationally recognized ice program, Half Step is a serious cocktail bar run by industry veteran Chris Bostick. Welcoming and civilized, this space is lovingly crafted and comfortably set up. Here, it is all about cocktails ... in the outside space you will find a secluded stage and comfortable patio.

Theme: "Old" Austin (retro 1960s/1970s)

Branding:

- Branded neon sign on the building
- Specially brewed cocktail recipe cards handed to guests when "their" cocktails are mixed at the carts
- Branded tie-dye shawls and psychedelic shirts, limed bell bottom pants, colorful hair bands handed out at entrance through "haberdashery", where everyone is set up for the evening (first 300 guests through the entrance only, afterwards options for photo booth)

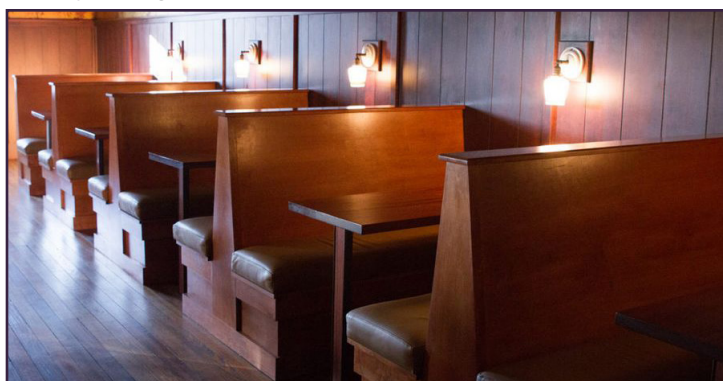
Entertainment:

- Music – Classic Rock
- Game – Wandering cocktail carts with personality-based cocktails

Food: Small Bites

Beverage Specialty: Cocktails

Capacity: 500 guests



## G'RAJ MAHAL (Headline Venue)

A Rainey Street institution, the G'Raj Mahal offers the best of Austin's atmosphere and attitude with a combination of traditional and innovative Indian comfort food coupled with local music on their own stage in the heart of Rainey Street.

Theme: India / Goa

Branding:

- Gobo at main entrance
- Branded Elephant
- Branded boxes for small local artisan jewelry give-aways

Entertainment:

- Music – World Fusion / Sucontinental Fusion
- Game – Fortune Telling / Palm/Iris reading, Henna

Food: Indian

Beverage Specialty: Masala Chai, Coffee, Tea

Capacity: 450 guests





# TUESDAY OFFICIAL EVENING EVENT VENUES

## BUNGALOW (Premier Venue)

An easygoing bar with a big backyard and stage with games. With a fish-bowl-like window overlooking the backyard, this renovated 1928 bungalow makes people watching addictive.

*Theme:* Comedy

*Branding:* Branded gobo on outside

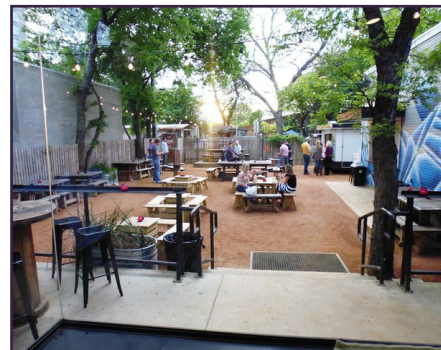
*Entertainment:*

- Standup comedy
- Game – shuffle board

*Food:* Desserts

*Beverage Specialty:* Sparkling and Dessert Wines

*Capacity:* 400 guests



## DRAFTING ROOM / L'ESTELLE (Premier Venue)

Local architect Craig Nasso converted his local office space to a wine and beer bar, with a great selection of wines (including a sparkling wine) on tap. Combined with the newly opened L'Estelle Kitchen House & Yard, it showcases French-style Southern bistro food, charcuterie and cheese alongside its wine selection.

*Theme:* France

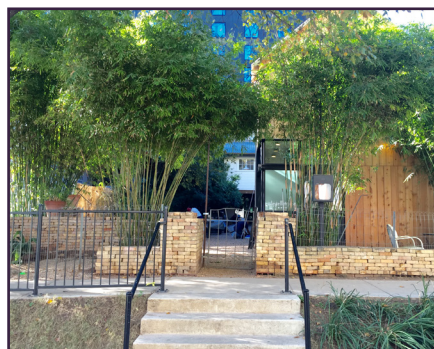
*Branding:* Branded gobo on outside wall

*Entertainment:* Jazz Duo

*Food:* Charcuterie and Cheese

*Beverage Specialty:* Wine

*Capacity:* 150 guests



## BLACK HEART (Premier Venue)

Seductively lit, the renovated older house that is Black Heart is nestled right in the Rainey Street vortex and is badass for a few reasons. It does double duty as a chill, patio-equipped live music venue with an indoor and outdoor stage and boasts a super impressive (and always evolving!) 90+ bottle whiskey selection, which got it named one of the top 20 bourbon/whiskey bars in the country.

*Theme:* Country / Western

*Branding:* Branded gobo on outside wall

*Entertainment:*

- Music – Country / Western (indoor stage)
- Game – Mechanical Bull (outdoor stage)

*Food:* Poultry / Game Meats / BBQ

*Beverage Specialty:* Bourbon / Rye and associated drinks

*Capacity:* 377 guests





# TUESDAY OFFICIAL EVENING EVENT VENUES

## **LUCILLE** (Premier Venue)

Relax in hammocks and soft lounge areas. Dabble in putting greens or bean-bag toss in between chilling out. Sophisticated and relaxed. Lucille's Patio Lounge has a lot of outdoor space with a stage to entertain.

*Theme:* Improv / Poetry Slam

*Branding:* Branded gobo on outside wall

*Entertainment:* Improv / Poetry Slam (with optional audience participation)

*Food:* Vegan

*Beverage Specialty:* Market Shots

*Capacity:* 300 guests



## **JAVELINA** (Premier Venue)

Javelina is Austin's hill country soul located downtown. The oak wood tables along with the wooden railing that surrounds the venue give Javelina an old home feel. Javelina is a venue for everybody to enjoy. Open space and outside stage.

*Theme:* Open Mic

*Branding:* Branded gobo on outside wall

*Entertainment:*

- Music - Open Mic with available backing band (with extra instruments for guests)

- Game - Guests can prebook slots for singing, bring instrument along or use provided instruments

*Food:* Desserts

*Beverage Specialty:* Coffee Cocktails, Coffee, Tea

*Capacity:* 357 guests

