

NYE SOCIAL CLUB



Long Center Presents
YOUR KEY TO THE
PARTY OF THE YEAR





THIS ENVELOPING
EXPERIENCE
TRANSFORMS YOU
FROM PARTY GUEST TO
ACTIVE PLAYER IN AN
UNFOLDING STORY...

IMMERSE YOURSELF

The New Year's Eve Social Club™ places you in the center of a living production, following a cast of characters as they rehearse and prepare for the celebration of the year. Wander through the Long Center as the building itself becomes a stage.

TRANSPORT YOURSELF

Encounter entertainers perfecting their acts, chefs crafting decadent menus, costumers readying gowns and tuxedos, and stagehands dressing sets for the evening's finale in scenes that blur the line between imagination and celebration as the narrative unfolds around you.

LOSE YOURSELF

Each space draws you deeper into the magnificent world of artistry and anticipation, until midnight approaches and all threads of the story converge in a dazzling finale. It's not just a countdown, it's the grand reveal of a one-night-only spectacle designed to captivate every sense and celebrate the extraordinary.





EXPERIENCE
SURPRISE AND
SPECTACLE...





JOIN IMAGINATIVE
ADVENTURERS
LOOKING FOR A
SINGULAR WAY TO
WELCOME THE NEW
YEAR IN ATX...

BE SEEN

Mingle with the city's most daring trendsetters, while exploring a magical world crafted by incomparable creatives. When you join the New Year's Eve Social Club, you become the insider, the tastemaker, the one who experiences an artful new year like no other.

BE SURPRISED

Move freely through Long Center spaces normally reserved for artisans, performers, and other VIPs. Discover surprises and delights around every corner as the evening – and narrative – develops. Play your part and shape the story, as it builds to a crescendo when the clock strikes twelve.

BE SENSATIONAL

Manifest your best new year ever by being first to experience this sensational celebration, knowing you're a founding Member of special Club that's redefining how Austin celebrates New Year's Eve.





THE ONLY
WAY TO END
(AND BEGIN)
YOUR YEAR





CHOOSE YOUR VIEW
& ADVENTURE

— NYE SOCIAL CLUB —

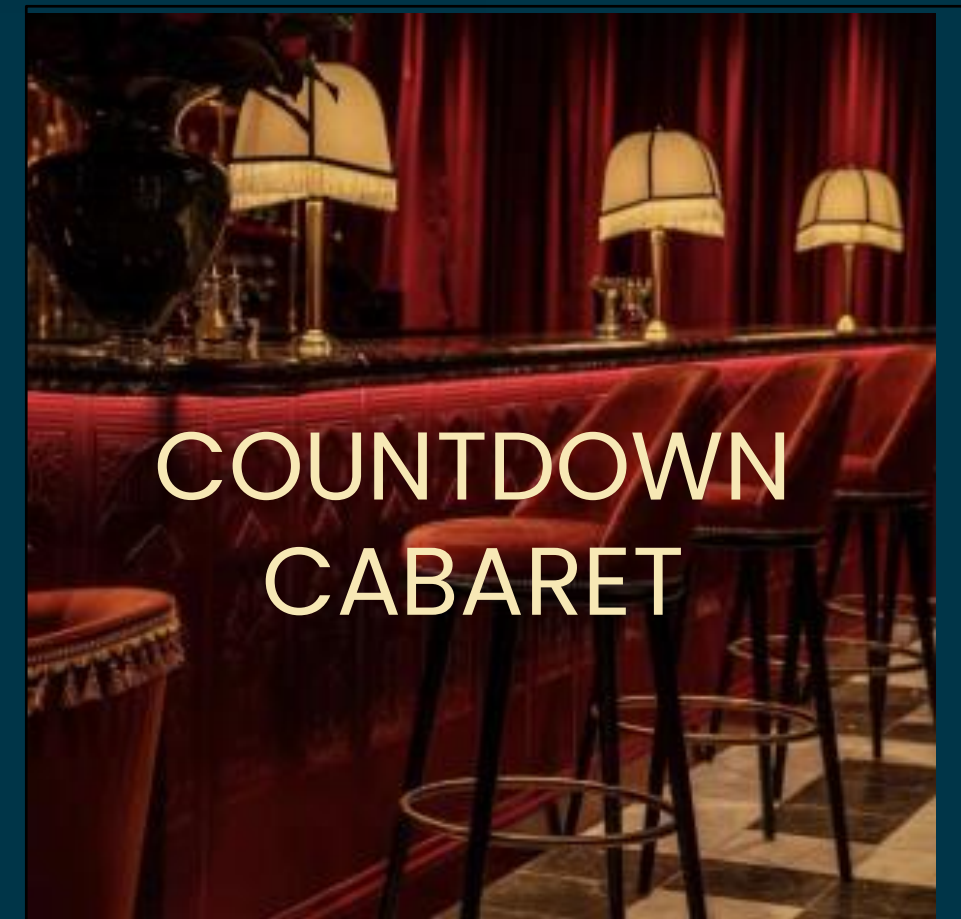
Three distinct dining experiences in one-of-a-kind locations



CENTER STAGE



SKYLINE LOUNGE



COUNTDOWN
CABARET

NYE SOCIAL CLUB

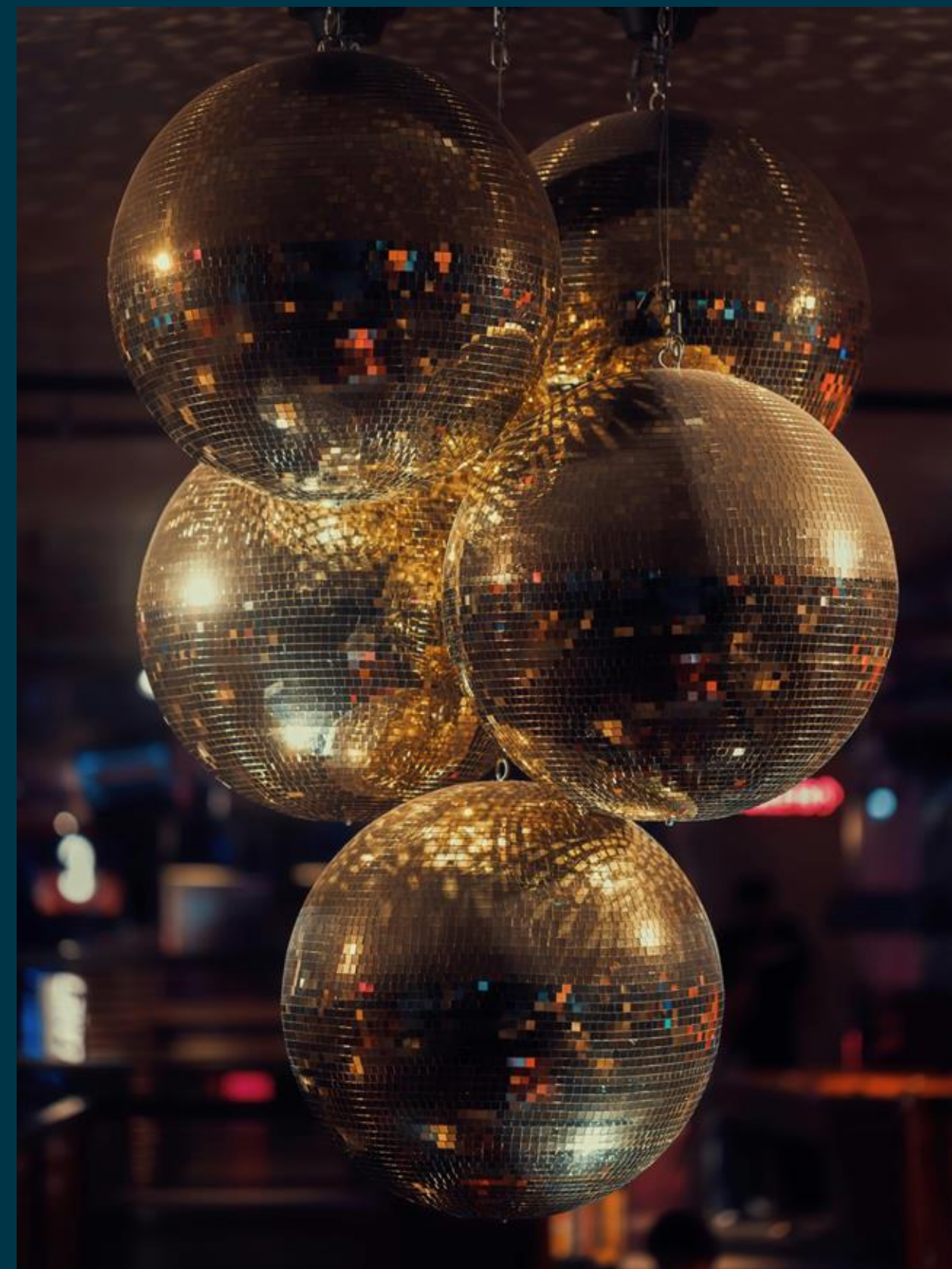
CENTER STAGE

DINNER AND DANCING
AT THE CENTER OF IT ALL

Savor a delicious multi-course meal
prepared by a Michelin-starred chef.

Absorb yourself in theatrical
performances happening all around you.

Dance your way into the new year as the
stage transforms from dinner in the round
to a dazzling discotheque.





SKYLINE LOUNGE

GLAMOROUS GOURMET DINING
WITH THE BEST VIEW IN TOWN

Relish Michelin-starred fine dining in the poshest of places with a breath-taking view of the city.

Enjoy cultivated conversations and sultry sounds, featuring intimate concert performances.

Come and go as you please from a luxurious lounge that's your space to enjoy throughout the evening.

COUNTDOWN CABARET

THE SWANKIEST PLACE TO
FINISH YOUR YEAR

Snack on gourmet bites, sip crafted cocktails, and order your Martini shaken or stirred.

Count down to the new year with colorful characters, cabaret scenes, and all that jazz.

Cap off your evening in the lap of luxury; arrive later without missing the fun before midnight.



A woman with her back to the camera, wearing a black dress, stands on a stage. The background features red curtains and a large, ornate archway. The scene is illuminated with warm, golden lights, creating a dramatic and festive atmosphere. The text is overlaid on this background.

IMMERSIVE EXPERIENCES

PLAY YOUR PART & PROMOTE YOUR BRAND AS THE NIGHT (AND STORY) UNFOLDS...

— NYE SOCIAL CLUB —

Explore and play in creative spaces while the
clock counts down to midnight



HAIR & MAKE UP



BACKSTAGE



VIP LOUNGE

NYE SOCIAL CLUB



GLAM SQUAD

STAR DRESSING ROOM EXPERIENCE

Slip behind the curtain and into the Star's world. Try on the glamour, experiment with transformation, and capture the moment before stepping into the spotlight.

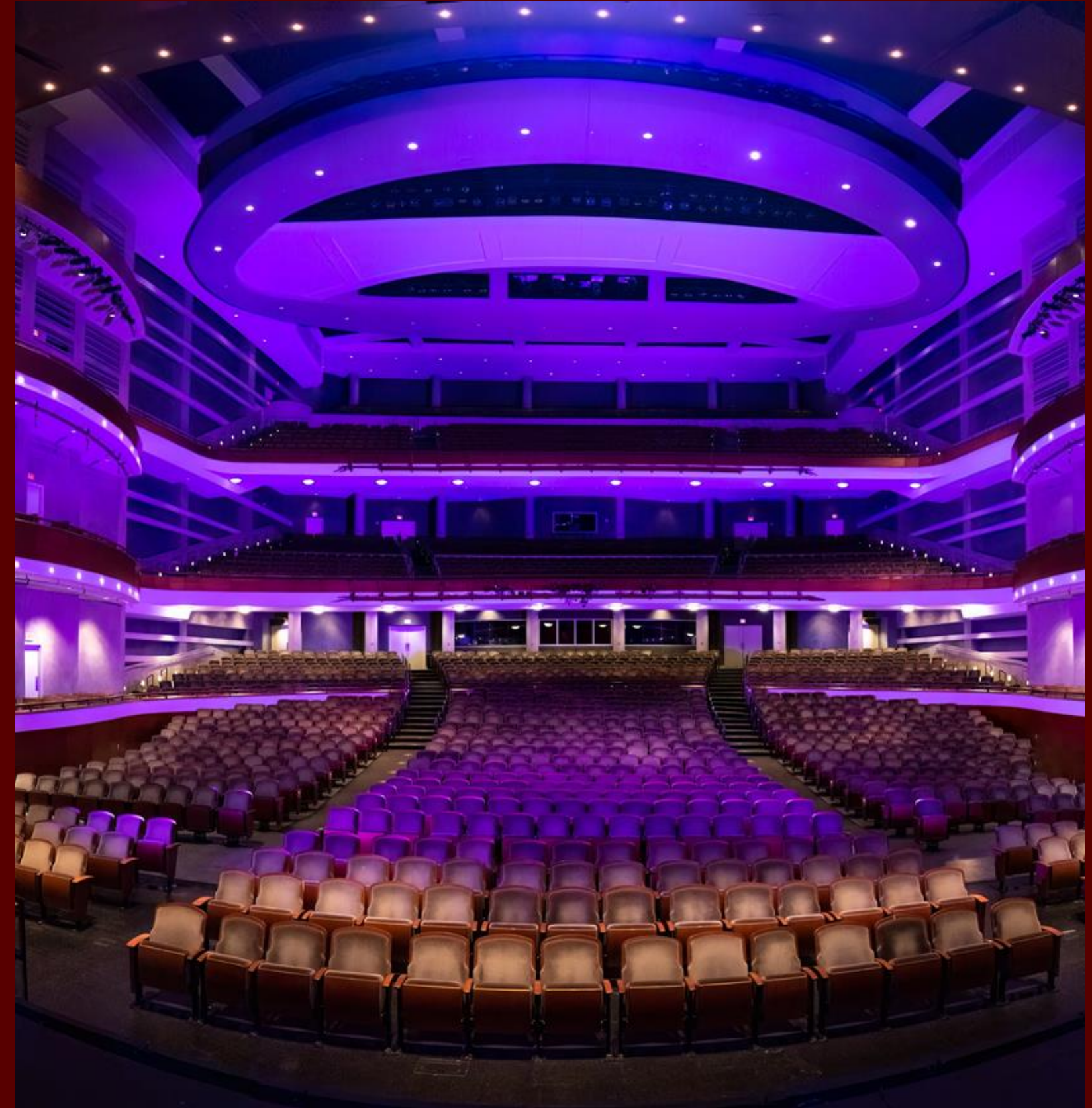




SCENE SETTERS

BACKSTAGE EXPERIENCE

Enter a workshop of wonder. Wander through vivid worlds in the making, play with theatrical tools and watch the scene respond to your choices.





CHEF'S SURPRISE

CULINARY EXPERIENCE

Follow the aroma to where the real drama unfolds. Sample a dash of mystery, a flourish of flavor, and a sweet surprise straight from the chef's imagination.





VIP ME!

CELEBRITY LOUNGE EXPERIENCE

Step inside this private place where the famous wait, the fabulous lounge, and the real fun begins.





GOING UP

'ELEVATED' LIFT EXPERIENCE

Push the button, close the doors, and ascend to new heights with other curious climbers who want to know what's "up."





USHERING IN '27

GUEST EXPERIENCE GUIDES

Meet your guides through an evening of fantastic frolic. This dapper team will help you find your way and seed your story throughout your New Year's Eve adventure.



An aerial night view of the Austin skyline, featuring illuminated skyscrapers and a large, vibrant firework exploding in the dark sky. The city lights are reflected in the water in the foreground.

A SPARKLING FINISH

CELEBRATE ENDINGS AND BEGINNINGS WITH DRINKS,
DANCING, AND THE **BEST VIEW** OF AUSTIN'S FIREWORKS FINALE

— NYE SOCIAL CLUB —



GREAT EXPECTATIONS

WHERE IT ALL BEGINS

Set the scene with elegant cocktails, glowing spaces, and intoxicating anticipation of what's to come





AULD LANG GROOVE

WHERE THE OLD YEAR MEETS
NEW RHYTHMS

Dance the night away in a dazzling place
where classics collide with fresh grooves –
and everyone finds their midnight move.





⑥

THE BUBBLY BAR

POP THE CORK ON A NEW YEAR

Capture the spirit and fill your glass with Champers and charm at a spot where the fizz flows, glasses glitter, and conversations sparkle.



CUE THE COUNTDOWN

WHEN THE CLOCK STRIKES "SPECTACLE"

Anticipation builds and the crowd swells as the year's final seconds tick by. Flip the switch, light the fuse, and ignite a new year.





MIDNIGHT MOMENTS

BEAUTIFULLY COORDINATED CHAOS

As the countdown fades, the celebration explodes with sparkle, sound, and sensual scintillation.





SPONSORSHIP OPPORTUNITIES

— NYE SOCIAL CLUB —

NYE SOCIAL CLUB	\$10,000* investment	\$5,000* investment	\$2,500 investment
Event Access	Center Stage or Skyline Lounge Access for Eight (8)	Center Stage or Skyline Lounge Access for Four (4)	Club NYE Access for Four (4)
Dining	Multi-course dinner prepared by Michelin-starred chef	Multi-course dinner prepared by Michelin-starred chef	Gourmet bites prepared by Michelin-starred chef
Beverage / Bar	Premium, open bar & champagne toasts	Premium, open bar & champagne toasts	Open bar & champagne toasts
Branding Opportunities	Opportunities within event & immersive experiences	Opportunities within event & immersive experiences	Opportunities include branded items within event
Complimentary parking shuttle & drop off	✓	✓	✓
One Gift Bag (per couple)	✓	✓	✓
Sponsor Recognition	Verbal recognition at event, billing in signage, digital projections & collateral	Billing in signage, digital projections & collateral	Billing in signage, digital projections & collateral
Social Media	Inclusion in pre- & post-event posts	Inclusion in pre- & post-event posts	Inclusion in pre- & post-event posts
Media Kit / Advertising Inclusion	Inclusion in media kits, releases & paid advertising	Inclusion in media kits and releases	

Partner with us in 2026 at the **\$10,000 or **\$5,000** level and secure the same rate for your 2027 New Year's Eve Social Club sponsorship.*

NYE SOCIAL CLUB

AUDIENCE ENGAGEMENT / IMPRESSIONS

ANNUAL VENUE VISITORS

500,000+

EMAIL MARKETING AUDIENCE

200,000+

SOCIAL MEDIA AUDIENCE

100,000

ANNUAL WEBSITE VISITS

1.14 MILLION

LCP PROGRAM AUDIENCE

23,000+

THE DROP-IN AUDIENCE

20,000+

PAID MEDIA REACH

1 MILLION+

OUTDOOR DIGITAL SIGNAGE

30,000+

NYE SOCIAL CLUB ATTENDEES

500+

NET PROCEEDS FROM THE NEW YEAR'S EVE SOCIAL CLUB BENEFIT THE LONG CENTER'S YEAR-ROUND, COMMUNITY-FOCUSED MUSIC, ARTS, & CULTURE PROGRAMMING. THE LONG CENTER IS A REGISTERED 501(c) NONPROFIT ORGANIZATION.

NYE SOCIAL CLUB

EXPERIENCE SPONSORS

Great Expectations
Auld Lang Groove
The Bubbly Bar
Cue the Countdown
Midnight Moments
Glam Squad
Scene Setters
Chef's Surprise
VIP Me!
Going Up
Ushering in '27

IN-KIND SPONSORS

Hotel
Champagne
Wine
Spirits
Décor
Floral
Photography
Visual Design

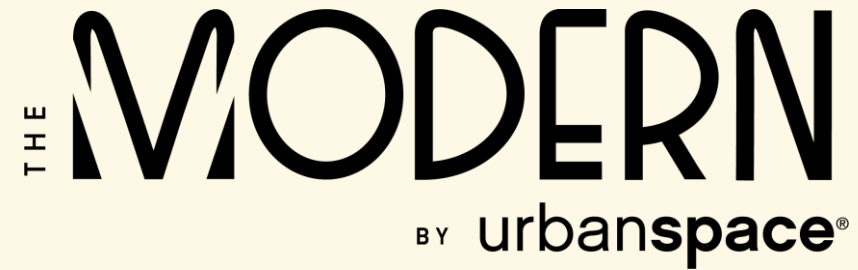
GIFT BAGS

Accessories
Fashion
Fitness
Beauty
Personal Care

Interested in category exclusivity for your business or brand? Ask us about options.

NYE SOCIAL CLUB

2026 SPONSOR ROSTER



EXCLUSIVE Visual Design Sponsor

Your Brand

Your Brand

Your Brand

Your Brand

Your Brand

Your Brand

JOIN THE NYE SOCIAL CLUB AND CLAIM YOUR KEY TO A FABULOUS FINALE...

BOX OFFICE OPENS

Now securing sponsor-partners for all dining and hospitality areas, immersive experiences, entertainment offerings, guest accommodations / services, and gifting opportunities.

Sponsor packages include access to tickets for Center Stage, Skyline Lounge, and/or Countdown Cabaret hospitality areas, depending on package value.

EARLY CASTING ENCOURAGED

Commit early and guarantee your seats and activation opportunities. Partner before **July 31, 2026**, to confirm access to Center Stage and Skyline Lounge dining options.

LAST CALL FOR CO-STARS

Commit by **Oct. 1, 2026**, to include sponsor branding in on-site activation(s) and/or official event signage, digital projections, and collaterals.

Individual tickets for Center Stage and Skyline Lounge go on sale to the public in June. Countdown Cabaret tickets go on sale in September.



JOIN THE CLUB

CONTACT OUR TEAM

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