

The Sound at Cypress Waters

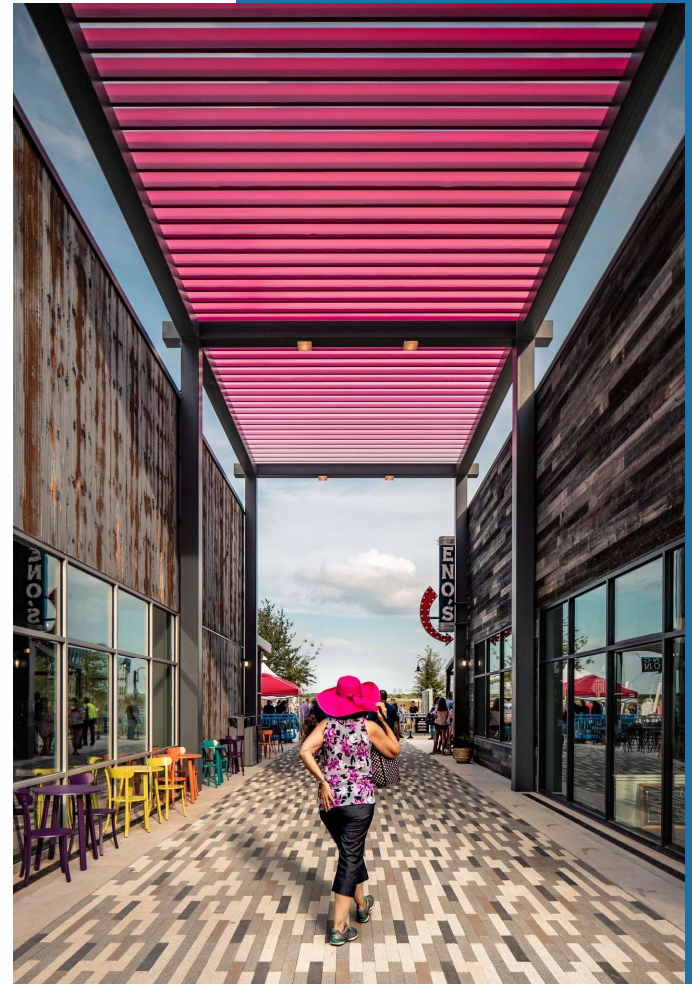
2025 Sponsorships

**the
SOUND**
at CYPRESS WATERS



Content

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Hello

The Sound at Cypress Waters is a vibrant waterfront destination, offering a dynamic mix of entertainment, dining, and community experiences along scenic North Lake. Anchored by the lakeside **Rogers-O'Brien Amphitheater**, The Sound features **seven event venues, seven restaurants, over 3,500 apartment homes, 100+ corporate offices**, and continues to grow as a premier hub for culture and connection.

**the
SOUND**
at CYPRESS WATERS

01



High-Visibility Exposure – Reach thousands through concerts, festivals, and community events in a vibrant setting.

Targeted Engagement – Connect with young professionals, families, and active locals through activations and marketing.



02

03



Premium Venue & Lifestyle – Align your brand with a scenic waterfront destination and high-end experiences.

Community & Business Impact – Support local growth while building brand loyalty and connections.



04

Demographics

+ 3 , 2 0 0

Residents

Nighttime Population



+ 9 , 0 0 0

Office Tenants

Daytime Population



+ 1 8 9 , 8 0 8

Population

Within 5 Miles



- 50.3% Female
- 49.7% Male
- 35.86 Average Age
- 25-54 Target Demo

Visitor
Demographics



+ 4 , 8 4 8

Retail Visitors

Weekly



- 43.4% White
- 25.3% Asian
- 17.5% Hispanic
- 10.5% African American

Ethnicity



+ \$ 1 2 5 , 0 0 0

Household
Income



Social Media



Followers

+16,636



Followers

+8,840



The Sound Newsletter

+9,783



Cypress Waters Tenant
Newsletter

+2,600

Sponsorship Opportunities

Why Sponsor Events at The Sound?

1.High Visibility & Brand Exposure – Gain exposure to thousands of attendees and over 2.27 million impressions annually through event marketing, onsite signage, and digital promotions.

2.Community Engagement – Connect directly with a diverse, engaged audience that values local businesses, wellness, and sustainability.

3.Meaningful Impact – Support a vibrant community event that fosters local commerce, arts, and culture while enhancing the overall experience at The Sound.

4.Exclusive Recognition – Enjoy premier branding as the Presenting Sponsor, with your name featured prominently across event materials, programs, and The Sound's website.

5.Strategic Marketing Opportunity – Align your brand with a beloved community gathering, reinforcing goodwill and customer loyalty.



Title Sponsor of Markets at The Sound

Markets at The Sound is a vibrant outdoor market featuring local artisans, handmade goods, unique finds, and live music in the scenic setting of The Sound at Cypress Waters. Held weekly (total of 47 markets), the market offers a lively community atmosphere where visitors can shop, dine, and enjoy entertainment by the lake.

On-site Display

Set up a Sponsor Bus or Kiosk selling passes at each Market throughout the year

LBJ Outdoor Billboard

Use of Outdoor Billboard for two months

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

Social Media (+21k Followers)

Recognition in monthly posting.

Digital Displays

Brand visibility on Beltline digital signage.
Brand visibility inside commercial and residential buildings.



Title Sponsor of Lakeside Live Music April - October

Sponsoring **Lakeside Live Music at The Sound (60 Live Music Events)** offers a prime opportunity to align your brand with a vibrant, community-driven event that attracts diverse audiences throughout the year. With a stunning lakeside backdrop, high-quality live performances, and a lively atmosphere, The Sound provides an ideal setting for brand exposure and customer engagement. Plus, with ongoing promotional opportunities through social media, on-site branding, and digital marketing, your business gains valuable visibility in a dynamic and highly engaged community.

On-site Display

Set up an interactive display highlighting your company's product

LBJ Outdoor Billboard

Use of Outdoor Billboard for two months

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

Social Media (+21k Followers)

Recognition in monthly posting.

Digital Displays

Brand visibility on Beltline digital signage.

Brand visibility inside commercial and residential buildings.

Sponsor of Sensory Sensitive 4th of July Celebration

Sponsoring the **Sensory Sensitive 4th of July Celebration** is an opportunity to make a meaningful impact while showcasing your brand's commitment to inclusivity and community support. This unique event provides a welcoming environment for individuals with sensory sensitivities and their families, ensuring they can enjoy Independence Day festivities in a comfortable and accessible setting.

On-site Display

Set up an interactive space

Sponsor Logo included on LED Bracelets

The Sponsor Logo is repeated around bracelet

Sponsor the Calm Zone

The Calm Zone will be named for the sponsor

LBJ Outdoor Billboard

Use of Outdoor Billboard for two months

* *Sponsor responsible for purchasing and installing vinyl wraps*

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

Social Media (+21k Followers)

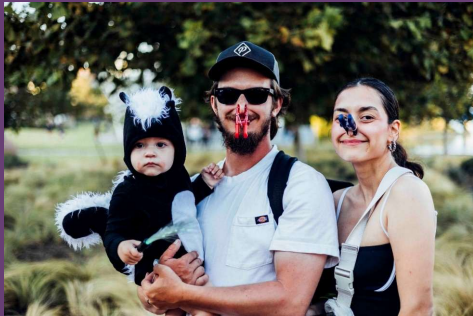
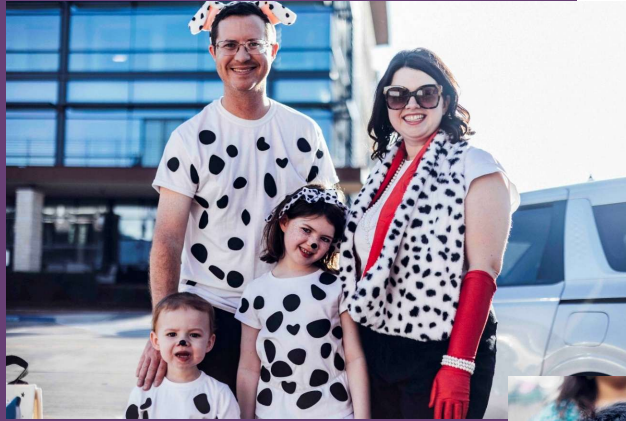
Recognition in monthly posting.

Digital Displays

Brand visibility on Beltline digital signage.

Brand visibility inside commercial and residential buildings.





Sponsor of Tunes or Treats at The Sound October 31st, 5-10pm

Sponsoring **Tunes or Treats at The Sound** is a fantastic way to connect with the community while gaining valuable brand exposure in a fun, family-friendly setting. This event combines live music with seasonal festivities, drawing diverse audiences who enjoy great entertainment, delicious treats, and a welcoming lakeside atmosphere. Sponsorship offers high-visibility branding opportunities through event promotions, on-site recognition, and social media exposure. By supporting **Tunes or Treats**, your business demonstrates a commitment to community engagement, arts, and culture, making a lasting impression on attendees while aligning with a beloved local tradition.

On-site Display

Set up an interactive display promoting your product

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

Social Media (+21k Followers)

Recognition in monthly posting.

Digital Displays

Brand visibility on Beltline digital signage.

Brand visibility inside commercial and residential buildings.



Sponsor of Santa at The Sound

December 6, 2025

Sponsoring **Santa at The Sound** is a unique opportunity to connect with families and spread holiday cheer while gaining valuable brand exposure. This festive event attracts a diverse audience eager to enjoy holiday magic, photos with Santa, and seasonal activities in a picturesque lakeside setting. Your sponsorship provides high-visibility branding through event promotions, on-site signage, and social media outreach, positioning your business as a community supporter.

On-site Display

Set up an interactive display promoting your product

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

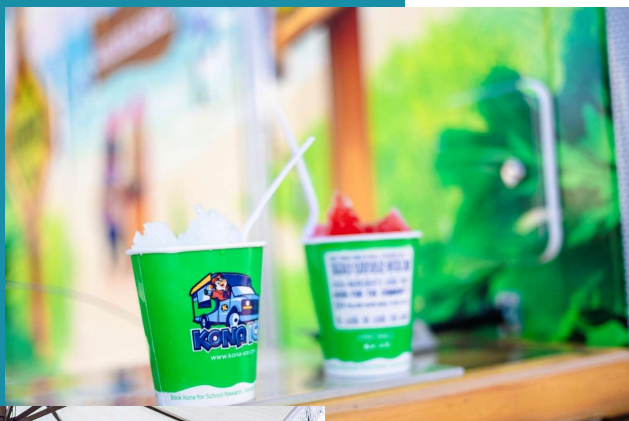
Social Media (+21k Followers)

Recognition in monthly posting.

Digital Displays

Brand visibility on Beltline digital signage.

Brand visibility inside commercial and residential buildings.



On-site Vendor at The Sound Events

Being an **on-site vendor at The Sound events** is a fantastic way to showcase your products or services to a lively, engaged audience in a beautiful lakeside setting. With events drawing diverse crowds—from families and young professionals to music lovers and holiday shoppers—you'll have the chance to connect directly with potential customers, boost sales, and increase brand awareness.

Plus, with built-in event marketing, social media promotion, and high foot traffic, your business benefits from prime exposure in a vibrant, community-focused atmosphere. Whether you're selling handcrafted goods, delicious food, or unique services, The Sound provides the perfect platform to grow your reach and make a lasting impression.

On-site Display

Set up an interactive display promoting your product

Website (2.7k Impressions per month)

On The Courts of Cypress Waters website as a supporting partner.

Social Media (+21k Followers)

Recognition in monthly posting.

Digital Displays

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Email Newsletter Sponsorship

Maximize your brand's visibility with a *Leaderboard Ad (728x90)* in the **weekly Cypress Waters and The Sound newsletters**—delivering direct exposure to your target audience.



Newsletter Schedule:

- Cypress Waters – Mondays
- The Sound – Wednesdays



Exclusive Opportunity: Only **one ad per newsletter**—secure your spot today!



Your Ad Here

Logo

Message

Call to Action



728 x 90

72 resolution
RGB

AD REQUIREMENTS

Your ad message must be 70 characters or less.

Your ad must include your logo at a readable size.

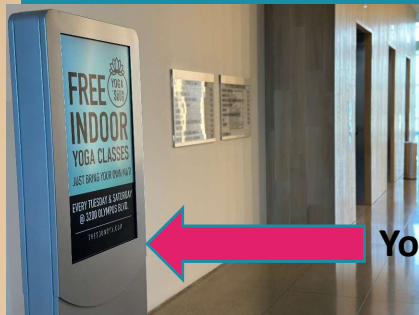
Your ad must include a call to action.

You must provide a link for us to direct users to when clicking on your ad.

Digital Signage Sponsorship



Your Ad Here



Your Ad Here

Showcase your brand to **20,000+ people daily** with prime placement on the **Olympus sign at Beltline & Olympus**, plus **digital displays** in tenant buildings and multi-family residences. Maximize visibility where it matters most!

Why Advertise on the Olympus Board & Digital Signs?

- ✓ **Massive Daily Exposure** – Reach **20,000+ people** every day.
- ✓ **Prime Location** – High-traffic visibility at **Beltline & Olympus**.
- ✓ **Multi-Touchpoint Reach** – Extend your message to **tenant buildings & multi-family residences**.
- ✓ **Engaged Audience** – Connect with residents, professionals, and visitors in a dynamic, high-impact way.

Make your message impossible to miss!

THANK YOU

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BILLINGSLEY
COMPANY

