



AUDITORIUM SHORES AT TOWN LAKE METRO PARK  
CLOSED DURING EVENT

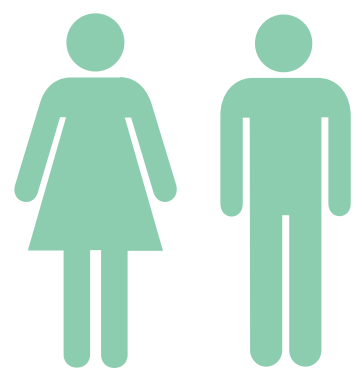
No accessibility | ticketed patrons only

FOUNDED IN 2002, THE SXSW OUTDOOR STAGE AT LADYBIRD LAKE IS AN ANNUAL MUSIC FESTIVAL HOSTED IN AUDITORIUM SHORES AT TOWN LAKE METROPOLITAN PARK

- 3RD WEEKEND IN MARCH
- MOST ATTENDEES ARE FROM THE CENTRAL TEXAS REGION
- NO ENTRY FEE
- 14+ HOURS OF ENTERTAINMENT

**FOR MORE INFORMATION:**

[HTTPS://WWW.SXSW.COM/FESTIVALS/MUSIC/OUTDOOR-STAGE/](https://www.sxsw.com/festivals/music/outdoor-stage/)



**OPPORTUNITIES TO CREATE PARK ADVOCATES**

UP TO 10,000 ATTENDEES PER EVENT DAY  
3 EVENT DAYS



**SUPPORT FOR LOCAL SMALL BUSINESSES**

45 AUSTIN AREA PRODUCTION VENDORS  
8 AUSTIN AREA FOOD VENDORS  
14 PERFORMING ARTISTS  
8 PERFORMERS FROM AUSTIN AREA



**BENEFIT TO LOCAL ORGANIZATIONS AND CAUSES**

IN 2020, SXSW OFFERED SUPPLIES FOR COVID-19 RELIEF EFFORTS, SUPPORTED MORE THAN 20 LOCAL NON-PROFITS, AWARDED A STUDENT SCHOLARSHIP AND RECOGNIZED SIX COMMUNITY ORGANIZATIONS THROUGH AWARDS AND SUPPORT.

[HTTPS://WWW.SXSW.COM/ABOUT/COMMUNITY/](https://www.sxsw.com/about/community/)



**EACH EVENT OFFERS SOMETHING UNIQUE**

DURING SXSW, TENS OF THOUSANDS OF PEOPLE VISIT AUSTIN FROM AROUND THE WORLD. IN ADDITION TO SHOWCASING EXEMPLARY ENVIRONMENTAL INITIATIVES SUCH AS 100% RECYCLABLE SIGNAGE A ROBUST RECYCLING AND COMPOSTING PROGRAM, THE EVENT PROVIDES AN OPPORTUNITY FOR LOCAL FAMILIES TO JOIN IN THE SXSW FESTIVITIES THROUGH FREE PERFORMANCES FROM LOCAL AND INTERNATIONALLY KNOWN ARTISTS.