YES/&

A charity night of electronic music, light and projection in East Austin. 100% of profits to Capital Area Counseling.

NOV 21

DOORS	7:00 PM
CLOSE	11:00 PM
TICKETS	$15 TO $40 · HUMANITIX
ENTRY	18+ · ALCOHOL-FREE

[01 · THE NIGHT]

WHEN **SAT NOV 21, 2026** 7:00 to 11:00 PM	WHERE **DADALAB** 2008 Alexander Ave, Austin, TX 78722 (East Austin)	SOUND **HOUSE · IDM · TECHNO · DNB** Local Austin DJs, all night
VISUALS **180° / 4 PROJECTORS** Live VJs and a full DMX light show	SIZE **100 MAX** In the room, crew included	ENTRY **18+ · $15 TO $40** Alcohol-free. Tickets on Humanitix

[02 · WHO'S IN THE ROOM]

THE EXACT CROWD YOU WANT.

01 UT Austin students and young Austin creatives, mostly 18 to 30

02 Electronic music fans, artists and the dadaLab immersive-art community

03 Four hours in one room, fully engaged, phones out for the visuals



PHOTO: KARSTEN WINEGEART

[03 · THE CAUSE]

100%

100% of profits go to Capital Area Counseling, which has offered affordable, sliding-scale mental health care in Austin since 1980.

Sponsors cover the event costs, so ticket money goes to care, not overhead.

SINCE 1980 · AUSTIN, TX

[04 · WHY SPONSOR]

BACK THE SCENE. EARN THE ROOM.

[01]	[02]	[03]	[04]	[05]
Show up for Austin's next wave of artists, not just in front of them	No alcohol on site, so drink, snack and wellness brands get the whole room	Category exclusivity at Presenting level	Your name tied to youth mental health, in front of the exact audience you want	Photos, video clips and a post-event report you can reuse

[05 · SPONSORSHIP LEVELS]

PICK A LEVEL.

10 SPOTS

LISTED

$90

+ Your logo on the website, posters, ticket page and socials
+ Your logo on the sponsor slide in the projection loop
+ Group thank-you post

6 BOOTHS TOTAL

BOOTH

$250

Everything in Listed, plus:

+ A booth spot for one 6-ft table (bring your own)
+ Give out samples or sell your products (no alcohol)
+ 2 staff passes to run your booth

1 SPOT · EXCLUSIVE

PRESENTING

$650

Everything in Booth, plus:

+ "YES/&, presented by [You]" on all promo
+ Top logo placement everywhere
+ Category exclusivity: no competing brand in the room
+ Stage mention on the night
+ 4 passes total, including booth staff

GOOD TO KNOW

The Presenting sponsor's booth is one of the 6. Booths are placed first paid, first placed, in the second room alongside the water station and chill zone. Booths can give out samples or sell (no alcohol). Paying in product instead? Non-alcoholic drinks, snacks, printing or supplies count toward a level at retail value.

[06 · KEY DATES]

EARLIER = MORE PROMO.

FRI OCT 30 COMMIT	Commit to a level. Earlier means more promo time.
FRI NOV 6 LOGOS DUE	Logo files due (SVG or high-res PNG) for print and projection. Menus due too if you're making food or drinks on site.
+7 DAYS PAYMENT	Within 7 days of committing: payment by Zelle, ACH or check.
SAT NOV 21 SHOW NIGHT	Booth setup 6:00 to 6:45 PM. Event 7:00 to 11:00 PM. Packed up by 11:30 PM.
FRI DEC 5 REPORT	Post-event report: attendance, photos, amount raised.

[07 · GOOD TO KNOW]

THE FINE PRINT.

MARKETING, NOT A DONATION

Sponsorships are marketing, not donations. For a tax-deductible gift, give to Capital Area Counseling directly and we'll recognize it the same way.

THE 100-PERSON CAP

The room holds 100 people, crew included. Each booth comes with 2 staff passes.

VENUE RULES

dadaLab house rules for everyone in the room:

- × ALCOHOL
- × GLITTER / CONFETTI
- × SMOKING INDOORS
- × DUCT TAPE

SELLING AT YOUR BOOTH?

Bring your Texas sales tax permit (you collect tax on your own sales) and proof of liability insurance.

MAKING FOOD OR DRINKS ON SITE?

We file the City of Austin temporary food permit for your booth ($62, added to your booth fee). Send your menu by Nov 6.

QUESTIONS

Jonathan Earley
jonathan.r.earley@gmail.com

[08 · LET'S DO IT]

SAY YES. THEN, AND.

The sponsor form takes two minutes. We'll confirm your level, your slot and your logo deadline the same week.

SPONSOR FORM →

Sign up

Sponsor form (2 minutes)

Questions

Jonathan Earley
jonathan.r.earley@gmail.com