

THE ATOMIC HEART LOUNGE

2026 Sponsorship & Brand Partnership Guide

Austin, Texas | 3608 Chapman Ln | theatomicheartlounge.com | [@theatomicheartlounge](https://www.instagram.com/theatomicheartlounge)

A practical sponsorship guide for brands seeking access to Austin nightlife audiences through live events, VIP experiences, product sampling, social content, and brand activations.

About The Venue

The Atomic Heart Lounge is an Austin nightlife venue built around ticketed events, VIP experiences, music, themed nights, and community-driven social gatherings. The venue combines an industrial warehouse feel with lounge seating, dance floor energy, full bar service, and flexible activation areas.

Why Partner With Us

Brands can connect with guests in a real social environment, not only through logo placement. Sponsorship can include sampling, giveaways, hosted moments, DJ mentions, website visibility, email promotion, social media content, and post-event recap assets.

Audience Snapshot

Audience Area	Details
Primary Age	21+ nightlife audience with strong 21-40 focus
Market	Austin metro and surrounding cities
Interests	Dating, music, nightlife, fashion, fitness, wellness, lifestyle, live events
Event Behavior	Ticket buyers, VIP table guests, social groups, creators, promoters, and repeat guests

Featured Event Opportunities

Sponsors can participate in one event or build a recurring partnership across multiple event series. Each event can be customized for a brand category, giveaway, product sample, hosted VIP moment, or social content package.

- Austin Singles Social
- EDM Fridays
- Manga & Cosplay Party
- Fashion Shows
- Karaoke Wednesdays
- Latin Nights
- Happy Hour
- Holiday & Special Events

Venue Features

- Lounge seating and VIP rooms
- Dance floor and DJ entertainment
- Full bar environment
- Brand activation tables
- Photo and video opportunities
- Event pages, ticketing, and social promotion

Sponsorship Packages

Package	Starting Point	Good For
Bronze	\$500+	Logo visibility, event page listing, basic social mention
Silver	\$1,500+	Booth/table, product sampling, DJ mentions, giveaways
Gold	\$3,500+	Premium placement, VIP integration, content package, stronger visibility
Title Sponsor	\$7,500+	Presented-by naming rights, category exclusivity, custom activation plan

Ideal Sponsor Categories

Dating apps, condom brands, sexual wellness, energy drinks, ride share, beauty, fitness, fashion, technology, local services, food, beverage, hotels, entertainment, and lifestyle brands.

Post-Event Recap

Available recap items may include attendance notes, activation photos, social links, sponsor mentions, sampling totals, guest feedback, and recommendations for the next event.

Contact

Sponsorship inquiries: theatomicheartlounge@gmail.com

Website: theatomicheartlounge.com/sponsors/

Instagram: [@theatomicheartlounge](https://www.instagram.com/theatomicheartlounge)

For the fastest response, include your company name, website, contact person, category, sponsorship goal, event interest, and budget range.