



Austin, Texas — November 3, 2023 — South by Southwest® (SXSW®) Conference and Festivals has renewed its commitment to the community at the 2024 event and beyond.

SXSW's purpose is to help creative people achieve their goals. Nowhere is this more apparent than in the city of Austin, which has played host to the event since its inception in 1987.

As next March approaches, SXSW would like to reaffirm its dedication to not only providing an unparalleled showcase of global talent, but also to positively impact and engage with the local and international communities.

"SXSW wouldn't be what it is without Austin and its exceptional character," said Jann Baskett, Co-President of SXSW. "Our hometown is essential to our ability to make every March unique, and we're honored to collaborate with so many outstanding organizations who are making a meaningful difference in the lives of Austinites."

In 2024, SXSW will continue its work with the Austin Health Alliance for Austin Musicians (HAAM), increasing our contribution for HAAM Day to \$100,000. HAAM's ability to make every \$100 donated translate into \$700 of healthcare services means that every contribution makes a substantial difference.

"HAAM continues to be amazed by the tremendous, long-standing and ever-increasing support from SXSW. As an organization, SXSW understands the importance of assisting the musicians that make this City the Live Music Capital of the World," said Paul Scott, CEO of HAAM. "We have an expansive list of partnerships throughout the community, and we are able to stretch every dollar given by SXSW and do the most for our local musicians. SXSW has already made a significant pledge of support in 2024, which will help so many more HAAM members receive the healthcare services they need."

SXSW also works closely with the City of Austin to plan and coordinate a number of aspects of the event, including collaborating closely with Mayor Kirk Watson and the Austin City Council to coordinate this increased contribution.

"SXSW has been an integral part for over 35 years in growing and maintaining our unique creative Austin culture. Beyond that, the festival's economic benefits to our local businesses have been tremendous. This wonderful additional donation to HAMM is a part of the strong commitment to bring more of the economic impact to our local artists and musicians. I am so appreciative that SXSW continues to be so special," said Austin Mayor Kirk Watson.

In addition, funds from the Hotel Occupancy Tax generated during SXSW are sufficient to fund one in four of the Live Music Fund grants issued so far in 2023. The Live Music Fund was established by the City of Austin to promote and preserve live music and performing arts by allocating tourism revenue through grants of \$5,000-\$10,000 that benefit Austin musicians.

Other initiatives:

SXSW's Corporate Social Responsibility Council has introduced multiple initiatives aimed at reducing our environmental impact. These goals are not just a business imperative - but a company cultural commitment, and we are focused on creating a more sustainable experience with this year's programming and operations.

The SXSW Collaborations for a Cause program creates original merchandise featuring artists from Austin and beyond to benefit a variety of causes, the Red River Cultural District, HeadCount, HAAM, Transgender Education Network of Texas, Southern Smoke Foundation, and more.

SXSW makes regular donations to the Austin Film Society. AFS funds annual grants to film and video artists in the state of Texas. Awards are provided to artists whose work shows promise, skill, and creativity.

SXSW is working with HeadCount, a non-partisan organization that uses the power of music to register voters and promote participation in democracy. At the 2023 event, HeadCount participated in the Artist Gifting Lounge and the Creative Industries Expo connecting with young people and music fans where they already are — at concerts and online — to inform and empower.

SXSW also provides a number of opportunities for staff to volunteer and contribute throughout the year, working with organizations like Austin Pride, Central Texas Food Bank, Habitat for Humanity, Operation Blue Santa, and Keep Austin Beautiful. Outreach and education with local businesses and groups includes the Black Austin Tour, The Austin Powwow, Afro Tech, Mom & Pops All Natural Frozen Pops, and the Texas Diversity Council. SXSW also hosts free and open to the public Diverse Business Mixers to bring together underrepresented businesses in Austin and across Texas.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television screenings, exhibitions, professional development, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2024 will take place March 8–16 in Austin. Learn more at sxsw.com. To register for the event, please visit sxsw.com/attend.

###