



BRAND ACTIVATIONS

HOTEL SAN JOSÉ & AUSTIN MOTEL



BRING YOUR BRAND TO THE HEART OF SOUTH CONGRESS



Connect with the thousands of people passing through Austin's most popular shopping district every day.

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We offer flexible options to suit a range of budgets and objectives, from targeted activations to large-scale experiences. Transform our blank canvas into your vision, or partner with Bunkhouse to create something that feels unmistakably Austin. From a custom message posted on the iconic Austin Motel marquee to a takeover of the San José parking lot and Jo's Coffee, this is your chance to make a statement on Austin's favorite street.

Our exceptional event team can walk you through all the nitty gritty details of your special activation. From permitting to power, we can show you the way.



1224 SOUTH CONGRESS AVE

JAMES STREET LOT

Claim a prime location on South Congress and make it your own. Positioned on the corner of South Congress and James Street, this 1,470 sq ft lot offers prime visibility and direct access to the steady flow of foot traffic along the avenue.

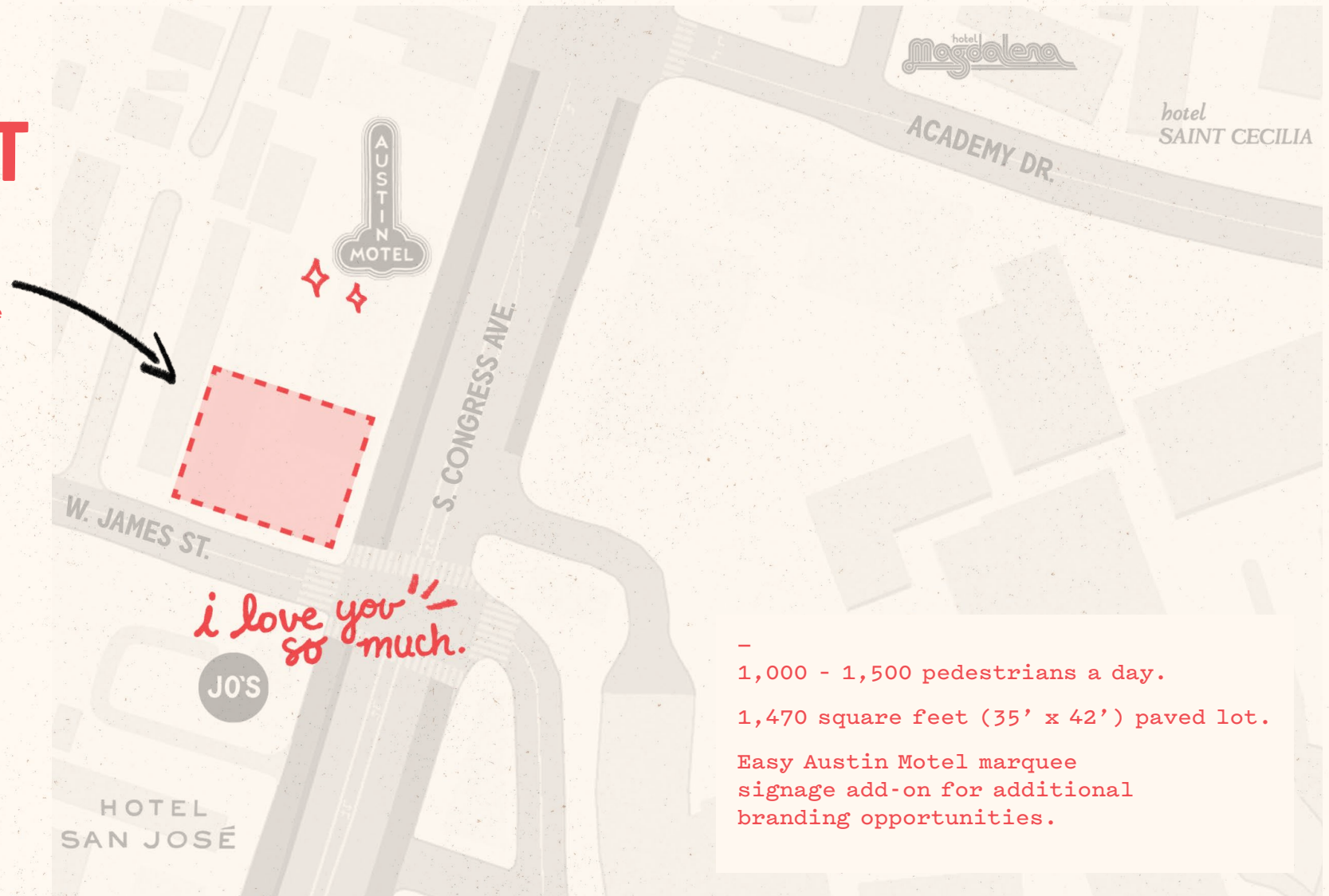


COSMETIC BRAND ACTIVATION OF THE JAMES STREET LOT

1224 SOUTH CONGRESS AVE

JAMES STREET LOT

— Covetable location directly on South Congress—1224 South Congress—across from Jo's Coffee with consistent foot traffic.



- 1,000 - 1,500 pedestrians a day.
- 1,470 square feet (35' x 42') paved lot.
- Easy Austin Motel marquee signage add-on for additional branding opportunities.

RETAIL POP-UPS

Set up shop in the center of Austin's busy, historic shopping district. Choose from distinctive indoor and outdoor spaces across our landmark South Congress properties and pop-up directly in front of a built-in audience of locals and visitors alike.



ACTIVATION IN THE HOTEL SAN JOSÉ COURTYARD

HOTEL SAN JOSÉ & AUSTIN MOTEL



LOBBY RETAIL SPACE

Available at both Hotel San José and Austin Motel. Greet guests and visitors alike at the welcome point of our hotels.



AUSTIN MOTEL DELUXE ROOMS

Individual guest rooms ranging from 300 - 500 sq ft



HOTEL SAN JOSÉ CONFERENCE SUITE

Convertible guest room with 420 square feet of indoor event space and 60 square feet of outdoor patio space



HOTEL SAN JOSÉ COURTYARD LOUNGE

Greenery-lined interior courtyard within iconic Hotel San José, open to the public



"THE SCOUT CORNER"

This high-visibility pocket, tucked between Hotel San José and Jo's, puts your brand right in the middle of the action on South Congress – alongside its namesake, the iconic red Scout parked nearby.

STANDOUT SPACES

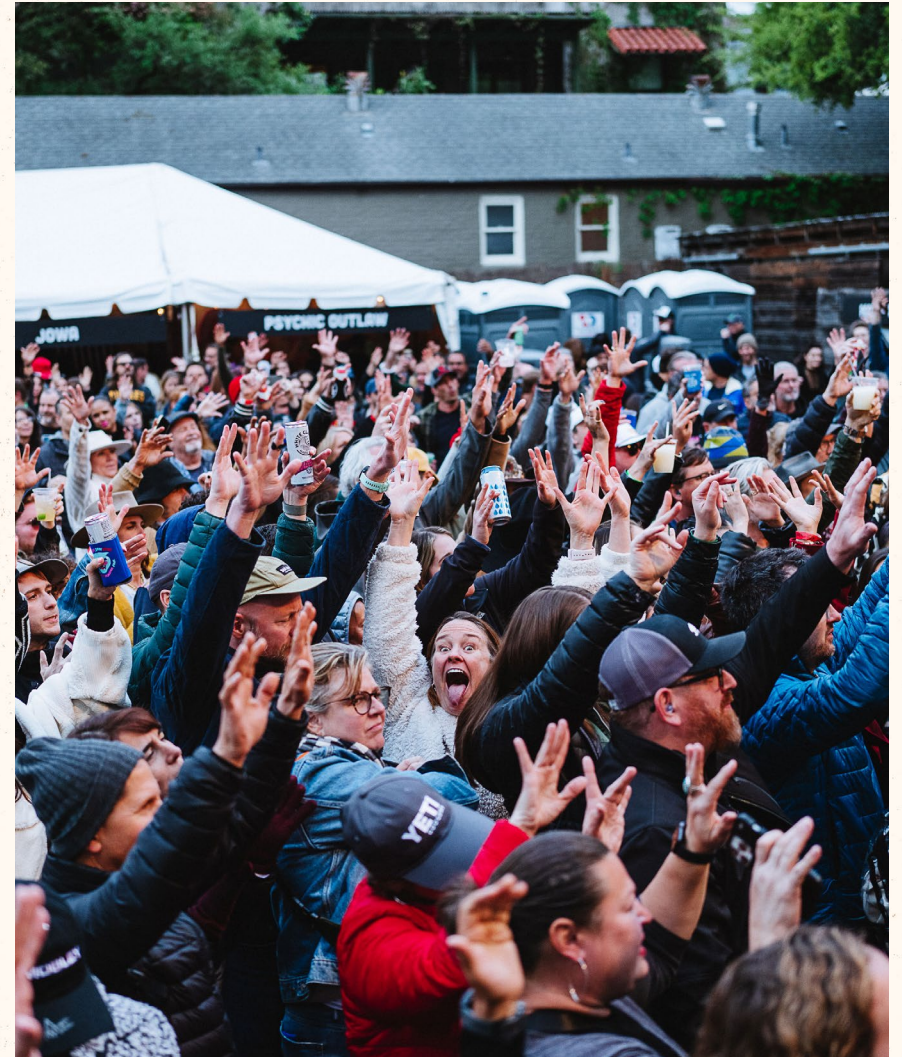


LEVEL UP

Amplify your message and add on a launch party or media moment at one of Hotel San José or Austin Motel's standout spaces. Host an intimate gathering at the Courtyard Bar, keep it casual with cocktails at Rocky's Bar, or make a splash with a take-over of the Austin Motel Pool.

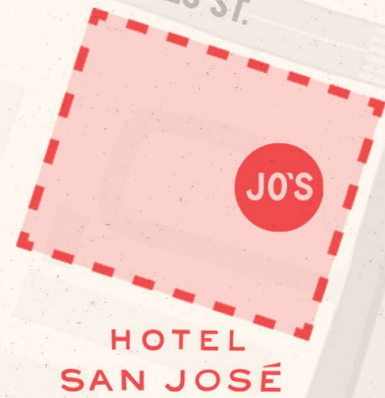
HOTEL SAN JOSÉ PARKING LOT

When your next big event needs room to breathe, and then some, the Hotel San José parking lot delivers. Right on South Congress, this expansive open-air space has hosted everything from music festivals to major media moments. With capacity for 1,000+ guests, it's a flexible blank canvas ready to bring your boldest ideas to life.



SOUTH BY SAN JOSÉ 2023

HOTEL SAN JOSÉ PARKING LOT



—
8,064 square foot paved lot*

Capacity for 500-1,000, depending
on activation design

Located directly on South Congress
connected to Jo's Coffee

Beverage service curated and
served by Hotel San José + Jo's

* PARTIAL BUYOUTS AVAILABLE



JO'S TAKEOVER

Take one of the most beloved gathering spots on South Congress and make it entirely your own. Wrap the building. Customize the menu. Activate the lot or pop up on the back deck. From full-scale takeovers to tailored brand moments, however you want to show up in Austin, we'll help you own the moment and create something memorable.

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Customize the famous 'I LOVE YOU SO MUCH' mural

Wrap the entire building, including Jo's big red ball on our roof.

Create a pop-up experience on our back deck.

Design a menu takeover.



'I LOVE YOU SO MUCH' WALL

MARQUEE BUYOUT

Say it loud. Say it in bright lights. Put your message center stage on South Congress.

The iconic Austin Motel marquee isn't just a sign – it's a South Congress landmark. And lucky for you, it's available to broadcast your message to the masses... or to one very special person.

High traffic. High visibility. High impact. A true marquee moment.

Available for daily and extended buyouts.



ICONIC AUSTIN MOTEL MARQUEE



REACH OUT FOR MORE INFORMATION

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