



The KUT Festival May 1-2, 2026 Proposal

The KUT Festival 2026

The KUT Festival is a new two-day celebration taking place May 1–2, 2026 on The University of Texas at Austin campus. Designed to highlight the people, ideas, music, and culture that define Austin, the event will feature engaging talks, panels, live music, and interactive activities led by local experts, civic leaders, and KUT/KUTX personalities.

A free community street fair will bring additional live performances, demonstrations, food trucks, and sponsor activations, along with dedicated children’s programming. As part of KUT Public Media’s mission to deepen community engagement and support sustainable public service journalism, the festival aims to bring Austin together in a vibrant, in-person celebration of creativity and connection.

This proposal will outline the planning, production and on site scope that Panacea Collective will provide.

Panacea Collective is a full service experiential design and event production company. We will work in tandem with the The KUT team and all stakeholders on all aspects of the live events.



Scope of Work



Event Management

- Timeline creation and implementation
- Schedule and lead planning production meetings with The KUT staff and other stakeholders (bi-weekly then weekly as event nears) and one off meetings as necessary
- Develop master Production Schedule that details minute by minute detail of event
- Budget development and consulting
- Support for speaker & special guest communications & experience
- Vendor contracting & management for select vendors
- Staffing (Panacea and additional hired)
- Site planning & logistics
- Furniture/Décor
- Consult on Signage needs and installation
- Manage permitting process and work with The University of Texas and all entities (fire, police, transportation, etc.) for permits and closures
- Manage insurance certificate from vendors
- Develop rain plan

Program Logistics

- Advise and identify logistical goals and needs to execute the event
- Work with The KUT technical and audio/visual director on AV and staging needs for each venue
- Solicit bids for furniture for each venue when applicable (stage set up, lounge, banquet, etc.)
- Run of show for each venue, keynotes, panels, and special events detailing speakers, movements, etc.
- Create Volunteer shift needs, coordinate volunteer check-in locations and operations, provide logistical support for training sessions, and distribute credentials and materials
- Coordinate Kids Stage programming logistics
- Manage Street Fair stage operations

Scope of Work (cont'd)



Speakers and Special Guests

- Work with The KUT staff or other contractors on fulfilling speaker and special guest experience
- Green room/dressing room requirements and staffing

Venue Design and Build

- Design stage configurations for existing UT venues (LBJ School, McCullough Theater, College of Fine Arts spaces, Texas Science Museum and other public spaces)
- Design and coordinate construction of temporary event structures for outdoor programming
- Develop comprehensive site plan including Street Fair layout on LBJ Library lawn
- Create wayfinding and signage plan for the festival footprint
- Communicate with and manage all venues
- Venue capacity management (ticketed/public events)
- For tent structures, manage & work with tent vendor on site layout (CAD)

Vendors

- Secure bids/proposals including but not limited to:
 - Food and Beverage Providers
 - Furniture and Décor
 - Audio/Visual/Staging
 - Power and Wifi
 - Tenting and other structural elements
- Security Services: Develop security plan for sessions and public events in coordination with UT Police
- Coordinate disability access accommodations across all venues, establish medical/first aid stations
- Transportation and Parking Services: Coordinate campus shuttle service for speakers, VIP guests, and disabled attendees, establish rideshare drop-off/pickup locations, develop parking maps for staff, speakers, volunteers, and attendees
- Waste Management
- Assess and coordinate additional wi-fi needs with UT IT and arrange power distribution for all venues and activations
- Communicate and manage all vendors and service providers as needed to execute the event and sponsorship fulfillment needs
- Manage vendor load-in and load-out logistics

Scope of Work (cont'd)



Staffing

- Develop master Staffing Plan
- Provide production staff and on-site support for all events
- Staff and support conference registration, stage manager, venue managers
- Plan and conduct orientations and walk-throughs for the venue and stage managers
- Prepare briefing binders for all stakeholders

Sponsors

- Provide support and create ideas for stronger sponsor activations and value
- Provide support on fulfilling sponsorship commitments and activations on site of Festival

Security

- Security plan and implementation for venues when necessary
- Security briefing prior to event and on-going communication during event
- Liaise with city, state, federal law enforcement as well as other protective services as necessary

Registration

- Manage Registration software (Cvent), implementation & management
- Create ticket builds - general admission; VIP; speaker & speaker guest; sponsor; media
- Credentialing system implementation in coordination
- Manage registration (registration staffing outside this payment scope)

Scope of Work (cont'd)



Budget

- Work with KUT staff to develop budget and realtime quotes from vendors, contractors, etc.
- Monitor budget weekly in scheduled production meetings
- Reconcile budget following Festival with KUT staff

PRE-PRODUCTION & PLANNING STAFF

Lead Producer - Autumn Rich

Project Manager

Four Project Coordinators covering the following areas:

- Vendors and Contracts
- Venue Management, Design & Layouts
- Ticketing, Registration, Credentials and Volunteers
- Sponsorship Activation and Implementation

On-site Staff (in addition to above/will be revised as needs arise)

- Venue Manager at each venue
- Stage Manager at large venues and Music Venue
- Catering Management Team
- Site Plan and Build Manager

Why Panacea Collective?



The Panacea Collective is a 360-degree event production and design firm with an expansive boutique furniture rental, environmental styling and staging operation in-house.

At Panacea, our mission is simple: we create and produce inspiring experiences. Whether we are producing a summit of political thought leaders, curating a backstage lounge at one of the nation's largest music festivals, or styling an intimate backyard celebration, we create moments that bring people together.

Our extensive capabilities allow us to manage every aspect of our clients' events as though they were our own, or simply provide distinctive design and furnishings for events huge or intimate. From event ideation and design to strategic partnerships and production, we are a trusted partner who will lead the development and management of your project from inception to the post-event party.

We take care of the minute details of your event that are in the background and never seen but paramount in bringing an event to life!

The Panacea Collective becomes a true member of our client's team and a champion of their brand. From planning to logistics to décor to communication, we execute every aspect of an event with precision and care, paying special attention to the details that will take it above and beyond the expected. We take special care to incorporate marketing, branding and sponsors into consideration with all decisions made.

Panacea Collective Fees



This proposal encompasses the Panacea Collective's vision based on initial communication with Agnes Varnum staff, so we consider this a starting point. We are extremely excited to partner and work with the KUT team to meet your financial, marketing, visionary and community goals. We understand that changes to the scope and details will evolve as we move forward in the production process.

Fee: \$150,000

This fee is for production services. Any hard costs for venues, equipment, services or outside staffing is outside the scope of this proposal.

Our Experience



References



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Relevant Experience - The University of Texas at Austin



LBJ Presidential Library:

- The Civil Rights Summit (2014)
- The Vietnam War Summit (2016)
- The Summit on Race in America (2019)
- Liberty & Justice Award to Willie Nelson (2023)
- Trust News & Democracy Summit (2024)
- President Joe Biden (2024)

Longhorn City Limits Furniture Rentals and Tito's Handmade Vodka activations

Unlocking Us - Brené Brown Event (2020)

Loren Michael's Dinner Design (2025)



LBJ Presidential Library: The Civil Rights Summit 2014, The Vietnam War Summit 2016, Summit on Race in America 2019, Liberty & Justice Award to Willie Nelson 2023, Trust News & Democracy 2024



Panacea Collective was honored to serve as the Executive Producer for the 2014 Civil Rights Summit, the 2016 Vietnam War Summit, the 2019 Summit on Race in America, Liberty & Justice Award to Willie Nelson with performances by Lyle Lovett and Eric Church, and the Trust, News & Democracy Conference in 2024..

Responsibilities included logistical operations, budgeting, programming, staffing, transportation management, run-of-show scripting, as well as serving as liaison to The University of Texas and the United States Secret Service.

The Civil Rights Summit marked the 50th anniversary of the Civil Rights Act of 1964. Former Presidents Barack Obama, Jimmy Carter, Bill Clinton, and George W. Bush, as well as many other key figures in the Civil Rights movement participated over the three-day Summit.

During the Vietnam War Summit, many notable speakers including Nick Ut, Liz Allen, Peter Arnett, Ken Burns, Tom Hayden, Henry Kissinger, Secretary of State John Kerry and many others reflected on all aspects of the Vietnam War. Topics included the Battle of Ia Drang, photojournalism, and the after affects of the war.

In 2019, the LBJ Foundation hosted The Summit on Race in America. Civil Rights icons joined esteemed leaders, activists, musicians, comedians, and other artists for open, candid discussions on the failures, progress, and challenges our country faces on race today.



Texas Medal of Arts Awards, Austin, TX (2009, 2011, 2013, 2015, 2017, 2025)



Texas Cultural Trust's signature, star-studded event, the Texas Medal of Arts Awards (TMAA), honors Texas leaders and luminaries who have achieved greatness through their creative talents, as well as those whose generosity has opened doors to artistic opportunity for Texans of all ages. Past Honorees include Former First Lady Laura Bush, Kris Kristofferson, Kenny Rogers, Clint Black, Robert Rodriguez, Betty Buckley, Robert Edsel, Keith Carter, Dan Rather, Robert Rauschenberg, Eva Longoria, John Phillip Santos, Gene Jones, Billy Gibbons of ZZ Top, Scott Pelley, Bill Paxton, Chandra Wilson, and many more.

Events include a VIP Legislative Cocktail Reception, public resolution at the Texas Capitol, Honoree Dinner, Stars of Texas Luncheon at the Texas Governor's Mansion, Gala Dinner for 1,000 guests, and Awards Show that is filmed for television broadcast.

In addition to managing production logistics for all the events of TMAA, including transportation, catering, decor, A/V, venue research, selection and contract execution, we also served as Honoree Liaison, Director of the Awards show, including script-writing, set design, talent booking, run-of-show, and hired and managed the company for TV and video production.

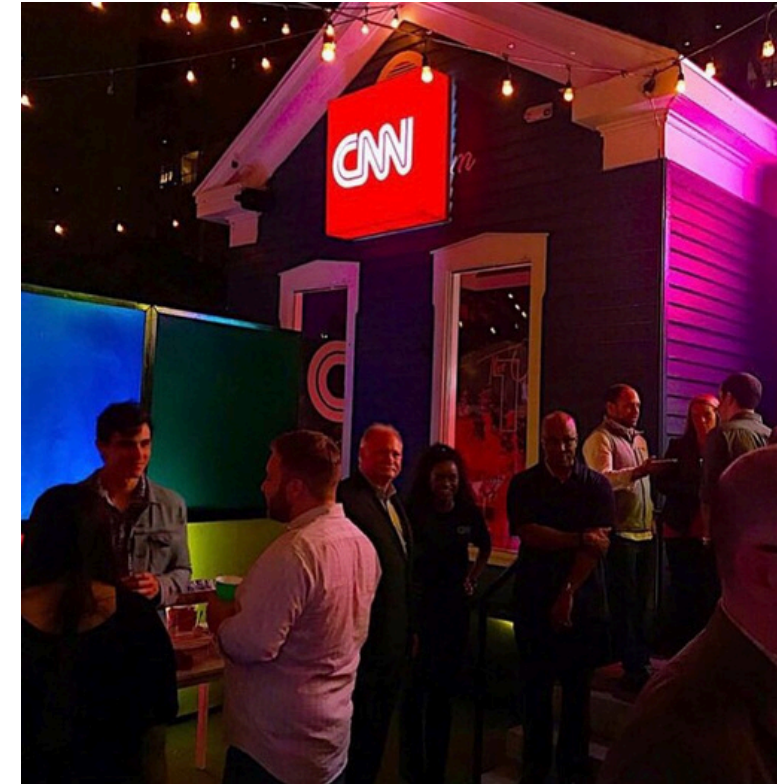


SXSW Experience

Panacea Collective has produced many events and activations for SXSW Official and many brands for over 20 years. From creating one of the most infamous late night parties in the early 2000s to styling many venues recently that make headlines, they have seen it become what it is today.

Decor, rentals, venue transformation for clients such as:

- Lululemon
- Microsoft
- CNN
- The Jane Club
- Texas Film Awards
- SXSW Official and Film
- Tito's Handmade Vodka
- Rolling Stone Magazine
- Rachael Ray



Tito's Handmade Vodka - Lollapalooza and ACL Music Festival



One of our most popular festival activations is the Tito's Handmade Vodka Lounge at Lollapalooza and ACL Festivals. This multi-year partnership has expanded to be one of the best spots to be found every year. Designing and executing every detail from custom disco balls, chandeliers, beauty stations, games, tenting, TV screens, and more, brings the vibe of Tito's to every guest. There is no design element too small! We strive to make this lounge reflect the Tito's brand in every way.



The Texas Tribune Festival



The Texas Tribune Festival is a multi-day festival held in downtown Austin in over 18 venues, including Congress Avenue street closure. The Festival brings over 450 speakers — and over 5,000 attendees — in downtown Austin to examine politics and policy issues facing Texas and the United States.

As the Festival Event Producer, we manage all logistical elements of the Festival and served as liaison to the City of Austin Transportation, Police, Fire, and other city organizations. Our responsibilities also include sponsor activation management, speaker liaison, volunteer coordination (approx 400 volunteers and 1000 volunteer shifts), vendor and budget management, including all and decor, tents, event rentals, lighting, sound, audio/visual.

As speaker liaison, we manage all travel and hotel for out of town speakers, registration for speakers and their guests, create individual itineraries and on-site logistics including security, escort needs, presentation materials, book signings, etc.



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About Panacea Collective's Founder



Autumn Rich is a seasoned event producer, visionary, style and furniture designer and entrepreneur. In 2012 she founded Autumn Rich & Co. and in 2014 she founded the Panacea Collective. In 2018 those two entities merged to create a full service experiential and event production firm. In 2024 Autumn became the sole owner of the Panacea Collective.

Autumn has years of experience in marketing, idea development, growth strategy, sponsorship acquisition and management of large scale festivals and events including The TexasTribune Festival, Austin Film Society Awards, the Civil Rights Summit, Texas Medal of Arts Awards, Lollapalooza Music Festival Chicago, Austin City Limits Music Festival and Austin Food & Wine Festival and 100's of others.

Prior to founding those companies Autumn was a Director at C3 Presents, serving on the strategy and production teams for national festivals. Autumn directed all private events for C3 including the Presidential election night in Grant Park, Chicago in 2008, where she managed the President-elect, Vice President-elect, major donors, elected officials and celebrities. Autumn produced numerous events for clients such as the White House Easter Egg Roll, Rachael Ray Rock House, Google Garage, Red Light Management, Rolling Stone, Texas Cultural Trust, and many more.

Autumn began her career in Washington, DC producing events for First Lady Barbara Bush, The National Rehabilitation Hospital, working on political national conventions and numerous associations, and corporations.



Partial Client Roster

