

## Media Kit: Austin A-LIST Awards

**Event Date:** October 29<sup>th</sup>, 2025 - Long Center

### Overview description

The A-LIST Awards, now in its 14<sup>th</sup> year, is designed to recognize innovative companies in the Austin region of all sizes. These awards are a partnership between Opportunity Austin and South by Southwest. Nominations will be reviewed by local investors, entrepreneurs, and other business leaders.

Businesses or firms can nominate to A-LIST if they are privately-owned companies in various stages, or an active investor in the Greater Austin region.

### Award Categories

#### **Life Science Innovator Award**

Recognizes a high-growth startup or scale-up in the health, biotech, or life sciences space that is transforming healthcare through innovation, data, and science. Nominees will be judged on the most meaningful outcomes through research, product development, or health technologies, while demonstrating traction and strong leadership in the market.

#### **Manufacturing Excellence Award**

Celebrates a company advancing the future of manufacturing—whether in semiconductors, advanced materials, robotics, or smart systems. Nominees will be judged on their innovative approaches to scaling production, supply chain integration, or next-gen industrial processes that position Austin as a global leader in manufacturing excellence.

#### **Defense & Dual-Use Technology Award**

Honors a standout company developing advanced technologies in defense, aerospace, cybersecurity, or space systems. Nominees will be judged on how they are redefining national and global security through dual-use innovations, with potential applications across both government and commercial markets.

#### **Creative & Digital Media Disruptor Award:**

Recognizes a startup or scale-up pushing the boundaries of creativity, storytelling, and audience engagement through digital media, entertainment, gaming, or immersive experiences. Nominees will be judged on how they are shaping the cultural and economic impact of Austin's thriving creative tech scene.

#### **Energy Award**

Celebrates a company leading the way in clean energy, sustainable infrastructure, or climate-focused technology. Nominees will be judged on breakthroughs in carbon reduction, renewable energy, or environmental innovation that contribute to the planet—and Austin's place in the global clean tech economy.

#### **Fintech Game-Changer Award**

Recognizes a company revolutionizing financial services through technology, data, or digital platforms. Nominees will be judged on innovation of streamlining access to capital, improving financial inclusion, or enabling faster, smarter decision-making in personal or enterprise finance.

## Award Categories

### **International Startup of the Year Award**

Recognizes an international startup company for their innovation and market positioning. The company must have relocated to the Austin Region after January 1, 2018.

### **Venture Capital Firm of the Year Award**

Recognizes a venture capital firm based on the success of the companies they invest in.

### **Emerging Startup Award**

Recognizes leadership for an emerging company up to 2 years old for their technical leadership, team-building, creation and maintenance of a creative environment, and market awareness skills.

### **AI (Artificial Intelligence) Standout Innovation Award**

Recognizes AI Innovation accomplishments through potential breakthrough technology, processes, or services. Nominees will be judged on the most breakthrough AI innovation.

**Winners will be announced and honored at the live event on October 29<sup>th</sup> at the Long Center**

---

**Promotional Graphics** (LinkedIn, Facebook, Newsletters, Instagram)

[Download Promo Graphics and Logo](#)



*Sample Posts*

**For Event Sponsors:**

### **Option 1:**

We are proud sponsors of the 2025 Austin A-LIST Awards, hosted by @opportunityaustin and @sxsw. The A-LIST Awards, now in its 14th year, is designed to recognize local technology and innovation companies of all sizes.

Learn more: <https://opportunityaustin.com/innovation/a-list-awards-2025/>

**Option 2:**

We are excited to announce our sponsorship of the 2025 A-LIST Awards, where the best and brightest startups are recognized.

Join us on October 29th to celebrate, support emerging talent, and network with Austin's leading innovators.

Learn more: <https://opportunityaustin.com/innovation/a-list-awards-2025/>

## For Community Partners:

**Option 1:**

Our partners at @opportunityaustin and @sxsw are putting on the A-LIST Awards for the 14<sup>th</sup> year in a row, and will feature new nomination categories. The Austin A-LIST Awards introduces visionary founders and exciting new companies that create the most important audiences in Texas and beyond.

Join us on October 29th to celebrate!

<https://opportunityaustin.com/innovation/a-list-awards-2025/>

**Option 2:**

Are you a privately-owned, innovative, or scalable company in the Austin area? Then the @opportunityaustin and @sxsw's A-LIST is the event you don't want to miss!

## For Nominees:

**Option 1:**

We are thrilled to announce that [Insert Company Name] has been nominated for the 2025 A-LIST Awards in the [INSERT YOUR AWARD CATEGORY]! Being recognized alongside Austin's top innovators is an incredible honor, and we're excited to celebrate with the amazing business community on October 29th. This nomination reflects the hard work and dedication of our entire team.

Join us in celebration on October 29th!

<https://opportunityaustin.com/innovation/a-list-awards-2025/>

**Option 2:**

[Insert Company Name] is excited to share that we have been nominated for the prestigious 2025 A-LIST Awards! We are honored to be recognized among Austin's leading companies and innovators. Join us as we celebrate this achievement on October 29th and continue to make a positive impact in our community.

<https://opportunityaustin.com/innovation/a-list-awards-2025/>



**Media Inquiries and Contact Information:**

**Marketing Contact:** Giselle Gell, [ggell@opportunityaustin.com](mailto:ggell@opportunityaustin.com)

**Event Coordinator:** Liz Gori, [egori@opportunityaustin.com](mailto:egori@opportunityaustin.com)

**Sponsorships Contact:** Lyn Chasteen, [lchasteen@opportunityaustin.com](mailto:lchasteen@opportunityaustin.com)

**Additional Resources:**

Event Webpage: <https://opportunityaustin.com/innovation/a-list-awards-2025/>

Opportunity Austin LinkedIn: <https://www.linkedin.com/company/opportunityaustin/>