



SXSW believes that diversity and inclusion are an important and integral part of what makes the event special. Inclusion of people from around the globe gives attendees and Austinites the benefit of learning from each other and the profound value of new perspectives.

The following list references some of the SXSW outreach and programming that could be considered relevant and accessible to Austin’s historically underrepresented communities. This list does not include the myriad voices that make up the SXSW Conference and Festivals. For full schedule listings, please visit schedule.sxsw.com.

Scholarship Programs

Platinum Opportunity Program: Scholarship program for students enrolled in relevant fields of study, in partnership with Huston Tillotson’s W.E.B. Dubois program. 15 Platinum SXSW badges were awarded.

UNCF Scholarship Program: Scholarship program in association with the UNCF that awarded four Interactive SXSW badges to recognized students.

Latinitas Scholarship Program: Scholarship program in association with the Latinitas that awarded four Interactive SXSW badges to recognized female hispanic students.

E4 Youth Scholarship Program: Scholarship program in association with the E4 Youth that awarded Interactive SXSW badges to youth recipients.



Community Events

(in alphabetical order)

ATX Hustle House: Panels, networking and events at Huston Tillotson University during SXSW 2018.

Brazil @ SXSW: Panels, concerts, art and film screenings in collaboration with the Brazilian government including free-to-the-public programming elements.

Carver Programming: Two nights of showcases featuring Gospel, R&B and Hip-Hop performances. In partnership with Vision Media and Capitol View Arts.



Photo by Jay Willingham

Casa Mexico: Panels, concerts and film screenings in collaboration with the Mexican government and regional Mexican consulate including free-to-the-public programming elements.

Casa Argentina: Panels, concerts, art and film screenings in collaboration with the Argentinian government including free-to-the-public programming elements.

Casa Perú @ SXSW: Panels, concerts, art and film screenings in collaboration with the Peruvian government including free-to-the-public programming elements.

Community Service Awards and Community Service Grants: The SXSW Community Service Awards honors six individuals and six organizations for their dedication to fostering positive community impact. Each honoree receives a \$4,000 grant, complimentary credential to SXSW, and recognition at an awards ceremony during the SXSW event. See 2018 grant recipients in the SXSW CSR section.

HBCU Battle of the Brains: Five-day pitch competition from students representing Historically Black Colleges and Universities around the country.

Lupe Arte: Charity beneficiary of our Outdoor Stage Concert Series, non-profit organization providing art and music education and resources for the LatinX community.

MVMT 50 Sessions and partnership: Various panels, sessions and networking events in collaboration with MVMT 50, a coalition of local black thought-leaders.

Naturallycurly Meet Up: Meet Up for all of the curly, coily and wavy haired Austinites and SXSW attendees.

Opportunity Hub: Black owned/operated incubator from Atlanta with curated panels, networking and events during SXSW 2018.

Outdoor Screenings at Long Center: Three nights of film, food and fun on the Long Center Lawn March 11-14. Doors open at 6pm each day.

Outdoor Stage Concert Series: generally features at least one night of showcases featuring Mexican-American and/or Latin artists for this annual free-to-the-public concert.

Pitch Black: A pitch event for black Female founders of businesses and nonprofits to compete for \$25,000 in VC funding.

Sunday Sermon: In affiliation with lifestyle brand, The Birthing Point, Sunday Service is a diverse community engagement event that happens during the Sunday of SXSW Interactive and brings SXSW to an audience that may not otherwise be able to attend.





Diversity Programming at the SXSW Conference & Festivals

The purpose of SXSW is to help creative people achieve their goals.

To this end, we believe that the possibilities for creativity are maximized when people from different backgrounds bring different perspectives together. The SXSW Conference creates the opportunity for a wide and varied community to come together to share their expertise, network, and learn from each other.

The event also remains committed to featuring a broad cross-section of creative disciplines and musical genres during the SXSW Music Festival. The event features more local and Texas artists of diverse genres than any other event taking place in Austin. This creates opportunities for career development and exposure for local artists on a global stage. In 2018, SXSW had over 28 genres represented with acts from over 66 countries.

Our iconic Film Festival seeks out and offers an inclusive range of talent in front of and behind the camera throughout its program. Discovering and amplifying new and diverse talent is part of our mission. We are known for our intentional range of budget size, style, filmmakers, geography and tone.

SXSW also accredits a host of young and diverse journalists covering for outlets that range from school publications to smaller blogs and publications throughout the world to maximize the diverse audiences and voices represented by the press at the event.



SXSW Organizational Corporate Social Responsibility (CSR) Initiatives

Adopt a Street: SXSW staff engage in a twice annual street cleanup of E. 6th street between Brushy and Chicon as street adopters with Keep Austin Beautiful.

Bartholomew Park Restoration: in partnership with Keep Austin Beautiful, SXSW staff mobilized for a park restoration day at Bartholomew Park.

SXSW is a proud sponsor of showcases during Health Alliance for Austin Musicians (HAAM) benefit day.

SXSW supports the Austin Safe Alliance for their annual holiday adopt-a-family program.

SXSW staff volunteer with Central Texas Food Bank to support their efforts.

SXSW, in conjunction with Safe Harbor, hosts a daily twelve-step meeting during the SXSW event.

SXSW staff volunteer to wrap gifts with APD's Blue Santa program.

SXSW hosts charity drives and coordinates a parade presence for the Texas Aids Walk.

SXSW proudly supports the following entities:

- Austin Film Society
- Austin Parks Foundation
- Austin Music People
- Austin School of Film
- Austin Theatre Alliance
- Casa of Travis County
- Ending Community Homelessness Coalition
- Junior League of Austin
- KLRU
- KUT
- KAZI
- People's Community Clinic
- Rainforest Partnership
- SIMMS foundation
- Waller Creek Conservancy
- Shoal Creek Conservancy
- Foster Angels of Central Texas
- APD Awards Gala

Community Service Awards Grant Recipients:

- A Gift of Time
- Family Elder Care, inc.
- 1 Hood Media organization
- Common Threads
- Human-I-T
- Austin Youth and Community Farm
- Gamers Outreach Foundation
- Jeremiah Program
- Allies Against Slavery
- Kinds in a New Groove
- Theater Action Project
- Clifford Antone Foundation
- Eastside Kings Foundation
- Calso Community Inc.
- Journalism the Matters
- Survive 2 Thrive
- Mission Launch inc.
- From the Heart Productions
- Six Feet Over
- Trans Lifeline
- World Partners for Development
- Accountability Lab

