



2021 Vendor and Craftsman Sponsorship Opportunities & Benefits

HKC's annual sponsorship program is specifically focused on supporting the development of strategic connections between our members, followers, and sponsors.

Given our changing world HKC has restructured our program offerings so to be even more beneficial to your company. Example offerings include webinars, video's and more.

As in-person events are risky for the foreseeable future, our new offerings will provide significant on-line exposure to our +19,305 Facebook followers with a 60 day avg reach of 70,000, 2,221 Instagram followers, 1,934 Twitter followers, and 3,500+ email contacts.

And naturally when it is safe to return to in-person events we will do so.

Also New this Year!

- **DOUBLE YOUR IMPACT!** Thanks to the generosity of the William T. Kemper Foundation – Commerce Bank, Trustee all Annual Appeal donations up to \$25,000 received through December 31st will be matched DOLLAR-FOR-DOLLAR!
- **As an added incentive, the CARES Act legislation includes a universal deduction allowing all taxpayers to deduct up to \$300 in charitable contributions made in 2020. You can confirm this with your tax advisor.**

In the midst of battling COVID-19, we all see great need around us. We recognize that you are most likely lending a hand to many critical efforts. If your circumstances allow, your sponsorship will enable HKC to continue protecting the places and stories that matter to all of us.

We offer sponsorships including 12 months of benefits at many price-points. Contact Lisa Briscoe, Executive Director, at lbriscoe@historickansascity.org to secure a sponsorship.

DIAMOND - \$5,000 | Achieve significant exposure and interaction within the preservation community

- **Priority status** to present **TWO LIVE webinars**. (Diamond Partners will receive list of registrants for both live and on-demand webinars.)
- Logo and hyperlink on **ALL HKC electronic correspondence** for one year.
- Company logo, narrative and hyperlink on the **HKC Website Page Sidebar, Awards page, Sponsor page, and individual event pages** for one year. [Preservation Awards, Annual Meeting, Historic Preservation Month]
- Logo with link to your website displayed in **four Gazette** quarterly e-newsletters, and **featured Sponsor/author of 2 special issues**. (3,500 contacts)
- **Pre-events (3) social media** - 2 mentions with tag, logo or photo, and web link in dedicated post. (+19,305 Facebook; 60 day avg reach of 70,000), 2,221 Instagram, 1,934 Twitter)
- Logo placement at **beginning and end of main storytelling video** with **verbal recognition** to air during event promo. (This video will have an expanded reach through social media boosts and ads.)
- Logo placement in **pre-event loop slideshow** corresponding with sponsorship level.
- **Event E-Programs (3) - 2-page spread** – profile and logo corresponding with sponsorship level.
- **Preservation Awards** nomination fee waived.
- **Access to** free member exclusive events and discounts on special events. (10 tickets)

Contact Lisa Briscoe, Executive Director, at 816-931-8448 or lbriscoe@historickansascity.org



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GOLD - \$3,500 | Achieve meaningful exposure within the preservation community

- An invitation to present **ONE LIVE web seminar**.
- Logo and hyperlink on **ALL HKC Event, Promotional, and Most Endangered Places electronic correspondence** for one year.
- Company logo, text, and hyperlink on the **HKC Awards page, Sponsor page, and individual event pages** for one year. [Preservation Awards, Annual Meeting, Historic Preservation Month]
- **Logo with link** to your website displayed in **four Gazette quarterly e-newsletter plus 2 special issues and featured author of one issue**. (3,500 contacts)
- **Pre-events (3) social media** - 2 mentions with tag, logo or photo, and web link in dedicated post (+19,305 Facebook; 60 day avg reach of 70,000), 2,221 Instagram, 1,934 Twitter)
- Logo placement at **beginning and end of main storytelling video** with **verbal recognition** to air during event promo.* (This video will have an expanded reach through social media boosts and ads.)
- Logo placement in **pre-event loop slideshow** corresponding with sponsorship level.
- **Event E-Programs (3) - 1-page spread** – profile and logo corresponding with sponsorship level.
- **Preservation Awards** nomination fee waived.
- **Access to** free member exclusive events and discounts on special events. (8 tickets)

SILVER - \$2,500 | Increase opportunities for exposure within the preservation community

- Logo and hyperlink on **ALL HKC Event and Promotional electronic correspondence** for one year.
- Company logo, text, and hyperlink on the **HKC Sponsor page and individual event pages for one year**. [Preservation Awards, Annual Meeting, Historic Preservation Month]
- **Logo with link** to your website displayed in **four Gazette quarterly e-newsletter plus 2 special issues**. (3,500 contacts)
- **Pre-events (3) social media** 1 mention with tag in dedicated post (+19,305 Facebook; 60 day avg reach of 70,000), 2,221 Instagram, 1,934 Twitter)
- Logo placement at **beginning and end of main storytelling video** with **verbal recognition** to air during event promo.* (This video will have an expanded reach through social media boosts and ads.)
- Logo placement in **pre-event loop slideshow** corresponding with sponsorship level.
- **Event E-Programs (3) - 1/2 page ad** – blurb and logo corresponding with sponsorship level.
- **Preservation Awards** nomination fee waived.
- **Access to** free member exclusive events and discounts on special events. (6 tickets)

BRONZE - \$1,000 | Enhance your company's image by partnering with HKC members

- **Logo with link** to your website displayed in **four Gazette quarterly e-newsletter** (3,500 contacts)
- Company **logo, text, and hyperlink** on the **HKC Website SPONSOR page** for one year.
- Logo placement in **pre-event loop slideshow** corresponding with sponsorship level.
- **Pre-events (3) social media** mention with tag in sponsor group post (+19,305 Facebook; 60 day avg reach of 70,000), 2,221 Instagram, 1,934 Twitter)
- **Event E-Programs (3) - ad** - blurb and logo corresponding with sponsorship level.
- **Preservation Awards** nomination fee waived.
- **Access to** free member exclusive events and discounts on special events. (4 tickets)

BUSINESS MEMBERSHIP - \$500 | Partnering with HKC

- Company **logo, blurb, and hyperlink** on the **HKC Website SPONSOR page** for one year.
- **Event E-Programs (3) - logo recognition** corresponding with sponsorship level.
- **Preservation Awards** nomination fee waived.
- **Access to** free member exclusive events and discounts on special events. (2 tickets)