



2023 Vendor and Craftsman Sponsorship Opportunities & Benefits

Historic Kansas City (HKC) invites you to support historic preservation in Kansas City while gaining valuable exposure for your company. Sponsorship is an effective way for your company to engage with HKC members, donors, and contributors to gain visibility and build brand awareness through:

- Enhanced Marketing and Networking Opportunities
- Membership Benefits
- Sponsorship Levels to Fit Your Needs

Through its programs, events and website presence, Historic Kansas City touches the lives of everyone in Kansas City that has an interest in local historic preservation. Many of whom are likely to be either existing or potential customers. Our offerings provide significant on-line exposure to our +20,500 Facebook followers with a 60 day avg reach of 70,000, 2,490 Instagram followers, 2,071 Twitter followers, and 3,500+ email contacts.

HKC would sincerely ask that you take a moment to review the HKC Sponsorship Program shown below, reflect on the potential exposure that it may give your company to similarly preservation-minded people in the region, and consider becoming one of our sponsorship partners.

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.

- Visit our website: <https://www.historickansascity.org/business-members/>
- Purchase a sponsorship online:
<https://historick.app.neoncrm.com/np/clients/historick/membershipJoin.jsp?&constTypeFlag=org>
- Or contact Lisa Briscoe, Executive Director at lbriscoe@historickansascity.org

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)

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 (+25,000 combined followers w/ 60 day avg reach of 70,000)
- **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)

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



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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 (+25,000 combined followers w/ 60 day avg reach of 70,000)
- 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)

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 (+25,000 combined followers w/ 60 day avg reach of 70,000)
- 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)

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. (+25,000 combined followers w/ 60 day avg reach of 70,000)
- 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)

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