



50

CELEBRATING
FIFTY years
OF IMPACT



Looking ahead to the next 50 years.

Sponsorship Prospectus





2024 50th Anniversary

Be part of the golden anniversary celebration

Historic Kansas City Celebrating 50 Years

In 2024 Historic Kansas City celebrates its 50th anniversary. The theme for the 50th anniversary events is “Reflecting on the organization’s past and setting new goals for the future.”

From its foundation in 1974, protecting historic places has always been the core mission of Historic Kansas City. Saving and reinvigorating our built heritage is a value in itself, but our advocacy is also founded on very pragmatic grounds. Historic preservation has a positive impact on the revitalization of neighborhoods, on tourism, and on tax revenue generation — critical benefits that help build and sustain a robust local economy and contribute to high quality of life.

Historic Kansas City is pleased to provide sponsorship opportunities to community partners who are passionate about our mission to advocate, identify and preserve the historic legacy of our community. HKC protects, promotes, and preserves greater Kansas City’s historic places. Through advocacy and education, we bring people and organizations together to influence the future of KC’s historic buildings and neighborhoods. There are a number of reasons why saving buildings is important:

- **It’s good for the neighborhood!** Preservation promotes respect for both our history and our future, and encourages citizens to get involved in their communities. Because vacant housing and lots often reduce property values, restoration and preservation promote neighborhood stability. Additionally, restoration of an existing building is cheaper than building new housing. Most importantly, however, restoration and preservation attach people to their communities, provide a sense of place, connects individuals with their neighbors, and encourages public participation.
- **It’s good for the environment!** Building preservation is the ultimate in recycling. 20% of the solid waste stream is highly toxic construction waste. Preserving a building can keep construction materials out of landfills. Many traditional building practices in historic buildings are “green”; features like covered porches, thick walls, attics, and cellars all serve to help interior temperatures cool. Preservation reuses existing buildings and infrastructure, and also decreases urban sprawl.
- **It’s good for the economy!** Cultural and heritage tourism is a rapidly growing industry, with many tourists coming to Kansas City to check out our historic architecture. Restoration also brings more jobs to a local economy; it is more labor intensive than new construction, therefore demanding more skilled labor and resulting in higher wages. This means more materials and services are purchased locally, increasing the economic impact. Many historic buildings in this area undergo adaptive reuse projects to make them mixed-use buildings. These sites can be economically more stable than a newly constructed single-use building.

Join us in shaping the next 50 years by securing a corporate sponsorship for 2024.

Contact for sponsorship:

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



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It benefits to partner with Historic Kansas City!

Historic Kansas City (HKC) is in a unique position to encourage forward-thinking about historic preservation and its importance in the life of our community, while highlighting outstanding projects undertaken by companies like yours – companies that are an integral part of the preservation community.

Whether it is to provide opportunities to reach a high-quality audience or to support economic growth or to protect tangible history, we know our events and outreach initiatives provide an atmosphere that is unmatched in their ability to bring together like-minded companies and individuals who have an interest in making historic preservation economically viable. As the design and construction industry continues to evolve and grow, relationships are increasingly important. HKC's annual sponsorship program is specifically focused on supporting the development of strategic connections between our members, followers and sponsors.

FIVE reasons why YOU should be a sponsor:

Give more and get more every month!

As an HKC Annual Sponsor, your firm will gain multiple exclusive opportunities to reach HKC members, followers, firms, and allied professionals while demonstrating your commitment to promoting a high-quality built environment.

Exposure

Each year, HKC promotes outreach initiatives and networking events which offer unique opportunities to highlight your business directly to the local preservation community and to other participating industry leaders.

Positioning

Support the program areas that matter most to your business while positioning your company as a leader and trusted information source. These are excellent opportunities to differentiate your firm from your competition by aligning your business mission and goals with ours.

Relationship-Building

Use this opportunity to build long-term relationships that count. Develop the key relationships needed for your company/firm to maximize its potential in an ever-more competitive industry.

Deductible Business Expense

HKC is a 501-c-3 organization. All or part of your sponsorship may be tax deductible as a charitable contribution for state or federal tax purposes. Consult with your tax advisor.



WEBSITE

HKC website sponsor page



SOCIAL MEDIA

Three Facebook platforms + Instagram daily posts (+25,000 combined followers w/ 60 day avg reach of 70,000)



E-NEWS

3,500 distribution list to members, donors, allied members and beyond



NETWORKING

Events including members, allied and emerging professionals



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Select Your Sponsor Level

Sponsorship level will determine your organizations exposure and benefits.

Depending upon the sponsorship level you choose, you receive brand-building exposure with your logo on signage, on big screens, in general sessions, on the website, in marketing material, in the event program, face-to-face interaction and more. Or, consider being a featured sponsor of your own HKC Newsletter or firm project tour. In addition to access of our members, followers and sponsors, you will also be introduced to our large online community with an average reach of 70,000.

HKC's annual sponsorship program offers a range of sponsorship opportunities to give you direct marketing and visibility benefits for 12-months.

Contact lbriscoe@historickansascity.org to secure a sponsorship today.

BUSINESS MEMBERSHIP - \$500 | Partnering with HKC

- Company **logo, blurb, and hyperlink** on the **HKC Website HOME and 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-newsletter**
- Company **logo, text, and hyperlink** on the **HKC Website HOME and 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
- **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)

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 HOME and 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-newsletter plus 2 special issues**.
- **Pre-events (3) social media** 1 mention with tag in dedicated post.
- 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)



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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 Home, 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**.
- **Pre-events (3) social media** - 2 mentions with tag, logo or photo, and web link in dedicated post.
- 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/interaction within the preservation community

- **Host a tour** of a historic renovation/rehab project your firm was involved in.
- Logo and hyperlink on **ALL HKC electronic correspondence** for one year.
- Company logo, narrative, and hyperlink on the **HKC Website Home page, 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**.
- **Pre-events (3) social media** - 2 mentions with tag, logo or photo, and web link in dedicated post.
- 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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www.historickansascity.org

Our members give us the financial support and political strength to save the places that matter in Kansas City. To join or become involved with the Historic Kansas City, please contact us or visit us online.

Historic Kansas City
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