



Support Historic Kansas City So That Character Lives On

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 a 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 Kansas City's historic buildings and neighborhoods.

- **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 business sponsorship for 2026.

Contact for sponsorship:

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



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, Preservation Resource Directory



SOCIAL MEDIA Near-daily social media posts across platforms: three Facebook accounts + Instagram, LinkedIn

Over 10 million views annually across social media platforms

2 million distinct accounts reached in 2025



E-NEWS

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

Monthly updates with quarterly e-gazette



NETWORKING

Regular events including members, allied and emerging professionals



Select Your Sponsor Level

Sponsorship level will determine your organization's 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 annual reach of 651,910 and growing.

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

What's New for 2026

For 2026, Historic Kansas City has upgraded offerings for its various Business Sponsorship "Tiers" to better reflect how preservation professionals, property owners, and allied firms engage with the public today. Key updates include the launch of a Preservation Resource Directory, expanded LinkedIn recognition across all sponsorship levels, structured letters of support benefits, and new opportunities for content-based recognition through HKC's digital platforms.

2026 Business Sponsorship Comparison Matrix

Benefit	Business Member	Bronze	Silver	Gold	Diamond
LinkedIn Recognition	Group	Individual	Individual	Feature Post	Priority Feature
Preservation Resource Directory	✓	✓	✓	✓	✓ (Premier)
Logo on HKC Website	✓	✓	✓	✓	✓
Gazette Recognition	—	✓	✓+	✓+	✓+
Social Media Recognition	Story post	Story post	1 Feature	Up to 2	Up to 3
Collaborative Content	—	—	Limited	✓	✓
Website Feature / Blog	—	—	—	✓	✓ (Priority)
Letters of Support	—	—	1 / year	Up to 3 / year	Up to 5 / year
Event Tickets	2	4	6	8	10



2026 Business Sponsorship Tiers

BUSINESS MEMBERSHIP - \$500 | Partnering with HKC

Foundational support for preservation work

- Inclusion in HKC's **Preservation Resource Directory** with company name, service category, and contact information
- Company logo, brief description, and hyperlink on the HKC Website Sponsor page for one year
- **Group recognition on HKC's LinkedIn platform** as part of the Preservation Resource Directory
- Group recognition in annual or seasonal sponsor appreciation social media stories
- Recognition in printed event program at multiple annual gatherings
- Preservation Awards nomination fee waived
- Access to free member-exclusive events and discounted tickets to special events (2 tickets)

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

Establishing visibility within the preservation community

- Expanded listing in HKC's **Preservation Resource Directory**, with enhanced service description
- Company logo and hyperlink on the HKC Website Sponsor page for one year
- Logo with link displayed in four Gazette quarterly e-newsletters
- **Individual recognition on HKC's LinkedIn platform**, including firm name and service area
- Group recognition in sponsor appreciation social media posts or stories
- Logo placement in pre-event slideshow loops
- Recognition in printed event program at multiple annual gatherings
- Preservation Awards nomination fee waived
- Access to free member-exclusive events and discounted tickets to special events (4 tickets)

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

Expanding professional recognition alongside leading preservation firms

- Enhanced listing in HKC's **Preservation Resource Directory**, including detailed firm description
- Company logo, text, and hyperlink on the HKC Website Home and Sponsor pages, plus individual event pages
- Logo and hyperlink on **all HKC event-related electronic correspondence** for one year
- Logo with link displayed in four Gazette quarterly e-newsletters plus two special issues
- **Individual recognition on HKC's LinkedIn platform**, tied to professional, project, or preservation milestones
- One dedicated social media recognition or collaborative-style post annually, at HKC's discretion
- Eligibility to request **one (1) letter of support per year** for preservation-related project plans/applications, subject to staff review and board approval
- Logo placement in pre-event slideshow loops
- Recognition in printed event program at multiple annual gatherings, including a half-page profile or advertisement
- Preservation Awards nomination fee waived
- Access to free member-exclusive events and discounted tickets to special events (6 tickets)

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

Strengthening your public presence and content collaboration with HKC

- Prominent placement in HKC's **Preservation Resource Directory**, including logo and enhanced firm profile



- Eligibility for a dedicated firm or project feature page on the HKC website
- Company logo, narrative, and hyperlink on HKC Home, Sponsor, and Awards pages, plus individual event pages
- Logo and hyperlink on **all HKC electronic correspondence** for one year
- Logo with link displayed in four Gazette quarterly e-newsletters plus two special issues, with opportunity to serve as featured author for one issue
- **Feature-level recognition on HKC's LinkedIn platform**, including dedicated spotlight posts
- Up to **two collaborative or curated social media posts** annually
- Eligibility to request **up to three (3) letters of support per year** for preservation-related project plans/applications, subject to staff review and board approval
- Logo placement in pre-event slideshow loops
- Event e-program recognition (3 events), including a half-page profile in booklet
- Preservation Awards nomination fee waived
- Access to free member-exclusive events and discounted tickets to special events (8 tickets)

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

Developing a strategic partnership and positioning your business among preservation leaders

- Premier placement in HKC's **Preservation Resource Directory**, including logo, expanded firm profile, and dedicated webpage
- Priority eligibility for HKC-authored blog articles or long-form website features highlighting preservation leadership
- Company logo, narrative, and hyperlink prominently featured across HKC Home, Sponsor, and Awards pages, plus individual event pages
- Logo and hyperlink on **all HKC electronic correspondence** for one year
- Logo with link displayed in four Gazette quarterly e-newsletters and featured sponsor or author placement in two special issues
- **Priority feature recognition on HKC's LinkedIn platform**, including recurring or in-depth spotlights
- Up to **three collaborative or curated social media posts** annually
- **Eligibility to request up to five (5)** for preservation-related project plans/applications, subject to staff review and board approval
- Opportunity to **host a tour of a historic rehabilitation or renovation project** in coordination with HKC
- Logo placement in pre-event slideshow loops
- Event e-program recognition (3 events), including a full-page profile in booklet
- Preservation Awards nomination fee waived
- Access to free member-exclusive events and discounted tickets to special events (10 tickets)

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Ethan Starr, Executive Director

estarr@historickansascity.org

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