

KC RESTAURANT WEEK

In its 15th year, Kansas City Restaurant Week offers its sponsors unparalleled exposure to one of the fastest-growing food events in the country. Partners like you who support the local hospitality and restaurant community, bring awareness to important local charities, and ensure this event's success for years to come.

EXPOSURE ELEMENTS	Presenting (1) \$30,000	Premier (1) \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500
Traditional Advertising					
Presence in print ads (8 in 2024)	Logo	Logo	Name		
Category Exclusivity (and first right of refusal on upcoming year)	X	X	X		
Inclusion 30-second radio spots (265 + spots on 4 stations in 2024)	X				
Exposure on digital and permanent OOH billboards	Logo				
Digital Marketing					
Recognition on KC Restaurant Week homepage (320K impressions in 2024)	Logo	Logo	Logo	Logo	Logo
Recognition in consumer and restaurant email marketing (14,000 consumers/400 restaurants)	Logo	Name	Name	Name	
Digital display banner ads on KCRW website to run Oct.-Dec. (300K Impressions)	X	X	X		
Digital advertisements on KCRW consumer newsletter (15,000 subscribers)	3	2	1		
Dedicated emails to KCRW restaurant participants and GKCRRA member database	2	1			
Promotion on KCRW mobile app – push notification sent to app users, logo featured on load screen and banner ad placement on homepage	X	X			
Logo featured in header of KCRW website	X				
External banner ads (as size/space allow)	Logo				
Media Preview/VIP Networking Event					
Complimentary invitations for teammates or clients to network with event's ~200 attendees	20	10	10	5	2
Exposure through on-site graphics and visuals	Logo	Logo	Logo	Logo	Name
Recognition on invitation distributed to local media	Logo	Logo	Name	Name	Name
Opportunity to supply amenity in Yelp Elite swag bag (50)	X	X	X	X	
Sampling/demonstration table alongside featured restaurants	X	X	X		
Media Relations					
Name inclusion in press releases and media materials	X	X	X	X	X
Inclusion in media relations outreach	X	X	X	X	X
Inclusion in talking points/interview opportunities	X	X			
Restaurant Relations					
Opportunity to attend and present at a GKCRRA Board Meeting	X	X	X		
Logo inclusion in Restaurant Week marketing toolkit	X	X	X		
Social Media					
Dedicated Tweet upon joining as sponsor (12,000 followers)	X	X	X	X	X
Dedicated Tweet during KCRW	X	X	X	X	
Included in opportunities for social giveaways and contests	X	X	X	X	
Company recognition and tag in KCRW promotional ads on Facebook and Instagram (Dec.-Jan.)	4	2	1		
Dedicated company highlight on KCRW Facebook (38k followers) and Instagram (12.8k followers; Nov.-Jan.)	2	1			
Logo featured in Facebook and Twitter headers (Nov.-Jan.)	X				

Note: Marketing tactics subject to change year over year



PARTNERSHIP AGREEMENT FORM

This Letter of Agreement confirms your company’s participation in the Kansas City Restaurant Week, tentatively scheduled for Friday, January 10th – Sunday, January 19th. This Letter of Agreement must be signed and returned to the Kansas City Local Organizing Committee (LOC) with payment to secure placement of restaurant/sponsorship benefits and to ensure inclusion of company logo / name mentions / likeness on or in promotion materials, commercials and any other related media concerning the event no later than September 30, 2024.

_____ hereby grants the Kansas City LOC, Visit KC and the Greater Kansas City Restaurant Association a limited, non-exclusive, non-transferable license to use / display / mention Company name and logo for the event listed herein, with the understanding that usage of Company name and logo may be needed for pre-event and post-event related media and materials. Full payment is enclosed. The use of all sponsorship funds received by the Kansas City LOC shall not be in any way limited or restricted as to use or purpose but shall be applicable to any portion of the Kansas City Restaurant Week’s budget as determined by the LOC. Sponsorships are non-cancelable; refunds of any amount cannot be granted.

[Initials] _____ Yes, I am an authorized agent of the participating Company and have authority to enter into this binding agreement. I have read and agree with the terms and conditions of Company name/logo usage and payment. Company agrees to participate as a participating restaurant/sponsor for the Kansas City Restaurant Week for the following amount:

- Presenting - \$30,000 Premier - \$20,000 Platinum - \$10,000 Gold - \$5,000 Silver - \$2,500

_____ - agrees to commit to be a Sponsor for KC Restaurant Week 2025, with the intent to continue in future years, helping to enable full year-round promotion of KC Restaurant Week.

Sponsors at the Platinum level and above receive exclusivity rights based on category of business.

Company	
Contact Name	
Business Address	
Contact Phone	
Contact Email	
Signature	
Date	

Please see corporate sponsorship benefits listing for full listing of benefits. If you should have any questions regarding the 2025 Kansas City Restaurant Week corporate benefits available, please contact:
Lauren Logan (llogan@visitkc.com).