

BANK OF AMERICA
**CELEBRATION
AT THE STATION**
KANSAS CITY SYMPHONY

Sunday, May 24, 2020 at Union Station

presented by the Kansas City Symphony
with Television Partner KCPT

Bank of America Celebration at the Station presented by the Kansas City Symphony returns for the 18th year as the largest free Memorial Day weekend event in the Midwest. This free civic event routinely welcomes over 50,000 people to hear the Kansas City Symphony perform patriotic favorites like “The Stars and Stripes Forever,” “Armed Forces Salute” and Tchaikovsky’s *1812 Overture*, complete with live cannons. The concert will culminate with a grand finale when all eyes will turn skyward for a stunning display of choreographed fireworks.



Kansas City PBS brings this one-of-a-kind civic celebration to the region with a two-hour broadcast special on KCPT as well as KTBG, 90.9 The Bridge. Over 75,000 people in our metropolitan area enjoy the performance in their homes during the live broadcast as well as the July 4th weekend.

Community TV Partner — \$25,000 (Only one available)

- Logo placement and voiced recognition as Community Partner on a 30-second promotional spot to air on KCPT, KCPT2 and KCPT Create (minimum 100 airings of the promotional spot to run leading up to the May 24th, and July 4th week broadcast).
- Voiced recognition and logo placement at the beginning and end of the 2-hour TV special to air May 24th, May 25rd and the week of July 4th 2019.
- Logo recognition as Community Partner alongside program feature in KCPT Member Guide during the May edition (circulation 26,000 households).
- Voiced recognition as Community Partner in 15-second promotional spot to run on KTBG, 90.9 The Bridge (minimum 25 airings of the promotional spot to run leading up to the broadcast on May 24th).
- Logo recognition as Community Partner on KCPT, The Bridge and Flatland email marketing (86,000 total recipients).
- Voiced recognition on KTBG, 90.9 The Bridge radio live broadcast of Celebration.
- 30 organization-specific underwriting credits to air on KCPT during 2020 (:30 credits).



On-site Benefits

- Twelve VIP hospitality tent passes to enjoy a delicious complimentary buffet, unlimited beer, wine, whiskey tastings and soft drinks, twelve VIP concert seats, and six VIP parking passes
- Company name tagged in a social media post to the Symphony's nearly 40,000 Facebook fans and 15,000 Twitter followers prior to the event
- Logo/link on event website (kcsymphony.org/celebration/)
- Recognition in the sponsor slideshow projected on our 22'x30' Jumbotron LED screens throughout the day at Bank of America Celebration of the Station – over 50,000 impressions per loop
- Recognition in the Bank of America Celebration at the Station program – Over 15,000 printed and distributed

Also receive year-long benefits and visibility with the Kansas City Symphony Business Council

- Season-long recognition with company name in the Kansas City Symphony program guide — 110,000 printed during the season
- Company logo recognition on the Sprint Reception Suite digital video screens at Helzberg Hall in the Kauffman Center — over 4,000 impressions
- Company logo recognition on kcsymphony.org
- Three vouchers for a total of 6 tickets to select 2020/21 Symphony performances
- VIP Invitation to the Symphony's New Season Announcement and Reception in January 2021 — a great way to network with other business leaders and potential customers and clients
- VIP Invitation to the Symphony's Contributors' Concert in May, allowing you to connect with other Symphony supporters
- VIP Invitation to the Kansas City Symphony Season Opening Celebration in September and mingle with other major supporters
- Invitations to VIP networking events with opportunities to meet other Business Council Members

Please show your support of those currently serving in the military, those who have fallen, and honor our veterans with this unique and customized sponsorship package.

Thank you for your support!
For more information, please contact:
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