

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 on the July 4th weekend.

**Supporting TV Partner — \$15,000 (Only three available)**

- Logo placement as Supporting 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).
- Logo placement at the beginning and end of the 2-hour TV special to air May 24th, May 25th and the week of July 4th 2020.
- Logo recognition as Supporting Partner alongside program feature in KCPT Member Guide during the May edition (circulation of 26,000 households).
- Logo recognition as Supporting Partner promotional email blasts to KCPT, The Bridge and Flatland email lists (86,000 total recipients).
- Voiced recognition as Supporting Partner in 15-second promotional spot to run on KTBG, 90.9 The Bridge (minimum 50 promotional spots to run leading up to the broadcast on May 24th).
- Voiced recognition on KTBG, 90.9 The Bridge radio live broadcast of Celebration.



## On-site Benefits

- Eight VIP hospitality tent passes to enjoy a delicious complimentary buffet, unlimited beer, wine, whiskey tastings and soft drinks, Eight VIP concert seats, and four 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/](https://kcsymphony.org/celebration/))
- Recognition in the sponsor slideshow projected on our 17'x32' 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 10,000 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](https://kcsymphony.org)
- Two vouchers for a total of 4 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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