



# Kansas City Symphony Celebration at the Station

**\$7,500 VETERANS LAWN AREA**

**SUNDAY, MAY 25, 2025, AT UNION STATION**

Event time: 5:00 p.m. – 10:00 p.m.

KANSAS CITY SYMPHONY  
CELEBRATION AT THE STATION

# A Kansas City Tradition for 21 years

2025 will mark the 21<sup>st</sup> year of Celebration at the Station. This annual event has come to be a Kansas City tradition for tens of thousands of audience members.

Your support allows the Kansas City Symphony to perform this free, family-friendly, patriotic concert while honoring our nation's fallen, active duty, and veteran armed service members.

# Client & Employee Entertaining

## Unique Corporate Hospitality Benefits:

- 10 tickets to the Celebration at the Station VIP Experience, including a full buffet dinner with local beer, wine, cocktails, and soft drinks inside Union Station's Grand Hall, 4:30-7:30 pm.
- 10 reserved seats for the concert performance.
- 5 VIP parking passes for easy access to the VIP Experience

# Branding Marketing & Onsite Recognition

## On-site Marketing and VIP Experience Benefits:

- Company name tagged in social media post to the Symphony's 65,000 social media followers
- Logo/link on the Kansas City Symphony's Celebration at the Station event webpage.
- Logo placement in sponsor slideshow on Jumbotron screens throughout the concert day. (50,000+ impressions)
- Opportunity to have signage at the Veterans Lawn Area – A green space reserved for Veterans and their immediate families
- Opportunity to have reserved 10x10 space on the midway for on-site activation
- Recognition from the stage
- Industry Exclusive
- Company logo recognition in the event programs (6,000+ printed)
- Company logo recognition on the KCPBS broadcast credits

# Community Impact & Audience Insights

As a corporate supporter of Kansas City Symphony Celebration at the Station, you're reaching:

- Over 40,000 people in person at the event on Memorial Day – Sunday, May 25, 2025
- In 2024, audiences came from 26 States and Canada
- Local economic impact **\$1.6 million**
- Live broadcast and rebroadcasts on regional PBS stations to **more than 1 million viewers**
- 9.1% from states other than Kansas and Missouri
- 192 Zip Codes from across the country
- 29.7% were first-time attendees
- Veterans comprised of 11.4% of the audience

# Year-Round Business Alliance Membership

Receive year-long company and employee benefits as a member of the Kansas City Symphony Business Alliance.

- Season-long recognition in the Symphony program guide (70,000 printed during the season)
- Year-long logo/link recognition on the Kansas City Symphony Business Alliance website.
- Company access to the Concert Hall Reception Suite, including complimentary hors d'oeuvres, beer, wine and cocktails, at Classical and Pops performances in Helzberg Hall at the Kauffman Center for the Performing Arts.
- Four (4) tickets to the annual Season Announcement Party.
- Four (4) tickets to the annual Contributors' Concert.
- Invitation to Business Alliance events throughout the season



We sincerely ask for support by honoring those who have served, our fallen, and our active-duty military at this free community-wide event.

Thank you for your consideration.

MARK LAVERENTZ – MANAGER OF CORPORATE PARTNERSHIPS  
KANSAS CITY SYMPHONY

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