

# BOULEVARDIA

## JUNE 17-18, 2022

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Boulevardia is a two-day urban street festival returning for its 7th year on June 17 - 18, 2022, sadly, taking a 2-year break due to COVID 19 cancellations. Each year the event hosts around 40,000 attendees throughout the weekend and features a craft beer and food sampling experience, music from local, regional and national acts, as well as family activities, entertainment, shopping and more. We are excited to safely bring the pop-up party nation downtown to Crown Center for its 7th year.

As a 501(c)(3) non-profit festival, one of Boulevardia's main initiatives is supporting and giving back to the Kansas City community. Throughout the festival's history it has donated over \$270,000 to more than 35 local charities through its charity bar program. Each year the bars at the festival are staffed by local charities allowing them to keep all the tips and a portion of the proceeds from bar sales. Boulevardia is an amazing economic driver for the Kansas City community as it invites dozens of local businesses to showcase their products as vendors in the makers market and food vending areas. In addition, a variety of local musicians perform at the festival each year showcasing the amazing talents that the Kansas City entertainment industry has to offer.

We are working with our partners to create an amazing event in 2022 so that the community can still come together and enjoy all of the beer, food and music that Boulevardia provides year after year. Many details are still being finalized and will continue to be updated as the year progresses in order to make the festival a safe and enjoyable experience for all attendees.

# BOULEVARDIA

JUNE 17-18, 2022

A GRAND  
EXPERIENCE  
FOR YOUR  
SENSES

BE A PART OF A ONE-OF-A-KIND, POP-UP PARTY NATION  
RICH IN BEER, FOOD, MUSIC AND BEER



KANSAS CITY

GRAND BOULEVARD  
AT PERSHING ROAD



# A CONNECTION BREWED FOR YOUR BRAND

Boulevardia is no everyday experience. It's a gathering that combines the best aspects of beer, food and music festivals to relentlessly reward all who cross over our borders. Every year, key community partners join with us to create unique, exciting and mutually beneficial event elements that promote an awareness of their brands, showcase the best of Kansas City and welcome those from around the nation to celebrate, smile, laugh and grow together through the power of great music, great beer, great food and great friends.



## A TASTE THAT RESONATES WITH 40,000+

What makes us happy and our nation function most effectively is seeing people from all walks of life and of all ages, races, styles and personalities come together with the same motivations. We know from experience that there's power in diversity and it fuels everything we do to provide for our own. Besides, it's a heck of a lot more interesting too. If you're feeling curious, here is what we know about Boulevardia attendees:

### GENDER

- 53% Male
- 47% Female

### AGES

- 3% 0-18 years old
- 19% 18-24 years old
- 43% 25-34 years old
- 21% 35-44 years old
- 14% 45+ years old

### AVERAGE HOUSEHOLD INCOME

- 18% Less than \$60,000
- 30% \$60,001-\$75,000
- 19% \$75,001-\$100,000
- 21% \$100,001-\$150,000
- 9% \$150,001+
- 3% Other

### LIKELIHOOD TO RETURN TO BOULEVARDIA

- 89% Yes
- 0% No
- 11% Maybe

## BOULEVARDIA 2019 BY THE NUMBERS... (2020 & 2021 CANCELED)



23,538 PAGE LIKES  
ON FACEBOOK



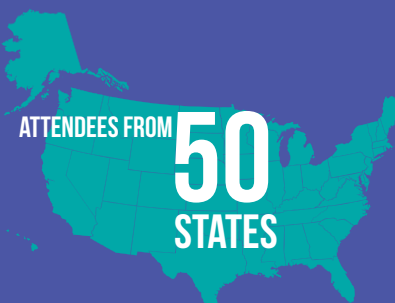
859,349 IMPRESSIONS  
ON TWITTER



11,182 INSTAGRAM  
FOLLOWERS



822,028 PAGE VIEWS ON  
BOULEVARDIA.COM



**50**

ACTS & PERFORMANCES



**30**

FOOD VENDORS



**99,888**

BEERS SERVED

**\$55,838**

RAISED FOR LOCAL CHARITIES  
THROUGH BAR PROGRAM

## LOCALLY SOURCED GOOD TIMES & HAPPY HAPPENINGS

Boulevardia is a 501(c)(3) organization that strives to make a difference in the community. We believe that together, we can make an impact. At Boulevardia we promote the following principles:

- Eco-urban thinking and promoting the value of green initiatives in all aspects of daily life
- Providing opportunities to cultivate local partnerships; from fresh, local food elements to artisans, designers, vendors and business relationships
- Education of the craft beer industry and the business and community impact these breweries deliver
- Developing and cultivating opportunities for leadership, community outreach and volunteerism
- Deepening a sense of community among Kansas Citians through the promotion of our city's unique flavors and culture and contributing to the vitality of the great Midwest

# 2022 SPONSORSHIP OPPORTUNITIES

A variety of sponsorship packages are available for Boulevardia 2022. We pride ourselves on facilitating customized sponsorship proposals that blend the vision of the festival with the brand, budget and marketing needs of our sponsorship partners. Each sponsorship package is customized to include benefits that fit within your brand's marketing goals, including but not limited to:

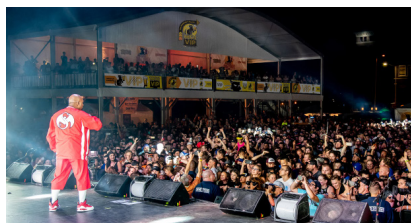
- Naming rights to festival areas and stages
- Logo identification placed on large festival sponsor boards and PA announcements from festival stages
- Ticket packages
- Inclusion of logo on festival website and app
- Inclusion in local and regional print advertising and radio commercials
- Integration in Boulevardia social media campaign

## AREA SPONSOR

Make an existing area at Boulevardia your own! Several areas throughout the festival grounds can be tailored to integrate your branding. Sponsorship packages for these areas range in price and can be completely customized to fit your budget and marketing needs.

Available areas include:

- VIP
- The Maker's Market
- Silent Disco
- The Cellar
- Taps & Tastes
- First Aid Tent
- Carnival
- Sponsor Hospitality Area
- Shaded Seating Areas



## STAGE SPONSOR



Get more bang for your buck by taking over an entire stage at Boulevardia. With more than 50 national and local acts performing on one of three stages, a stage sponsorship will put your brand directly in front of the festival's 40,000 attendees.

Available stages include:

- Main Stage
- Second Stage
- Third Stage

## ADDITIONAL BRANDING OPPORTUNITIES

Options for logo placement and branding:

- Volunteer Program
- Ticket Sponsor

Want to create your own onsite experience? Boulevardia welcomes your unique activation and has spaces available in several sizes.

Onsite activation space options:

- 10 x 20 space
- 20 x 20 space
- 20 x 30 space



## IMAGINE SOMETHING DIFFERENT CREATE A CUSTOM PACKAGE

Let us help you put your best foot forward and visualize this partnership through the eyes of our attendees. This is more than a marketing play. It's about creating experiences that will resonate long after your brand strikes its activations. Contact our team to create a custom opportunity to best represent your organization.

## CONTACT US:

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# THANK YOU

## FOR CONSIDERING SUPPORT OF BOULEVARDIA 2022



### BOULEVARDIA IS PROUD TO HAVE HOSTED:

