

BOULEVARDIA

KANSAS CITY

JUNE 16-17, 2023



SPONSORSHIP PROGRAM

2023 BOULEVARDIA



Voted Best Local Event +
Best Music Festival

WHO IS BOULEVARDIA?

A GRAND EXPERIENCE FOR YOUR SENSES! The two-day urban street festival in downtown Kansas City will take place father's day weekend, featuring craft beer, food sampling experiences, local, regional, and national music acts, interactive activations, entertainment, and a homegrown marketplace!

LOCALLY SOURCED GOOD TIMES & HAPPY HAPPENINGS

- A 501(c)(3) non-profit festival
- Resonates with 40,000 PLUS!
- Voted Heartland Best of KC 2022 for Best Local Event & Best Music Festival



BOULEVARDIA 2022 BY THE NUMBER

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



LIKELIHOOD TO RETURN TO BOULEVARDIA

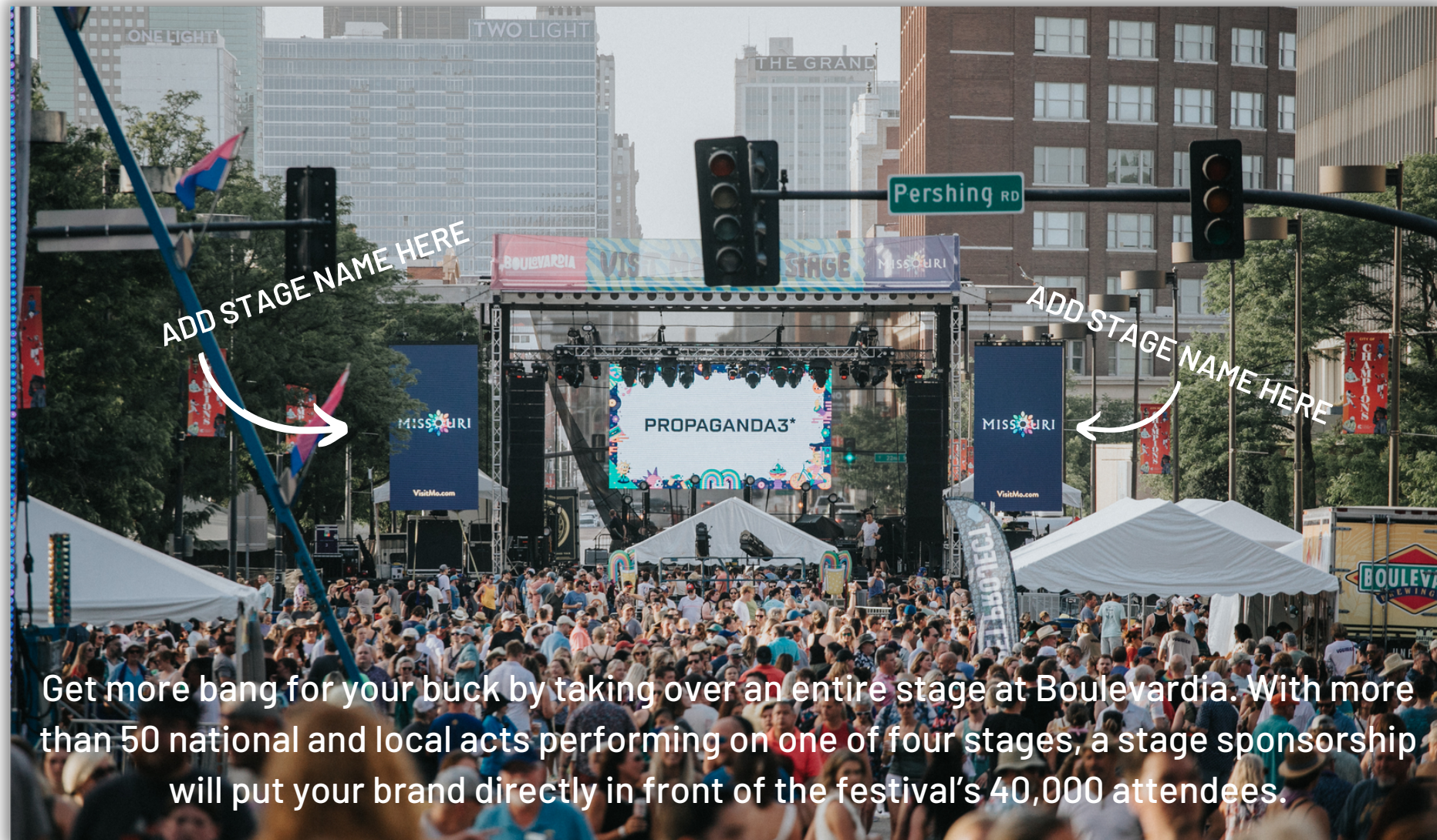
89% Yes
0% No

A TASTE THAT RESONATES WITH 40,000+



2023 SPONSORSHIP OPPORTUNITIES

STAGE SPONSOR

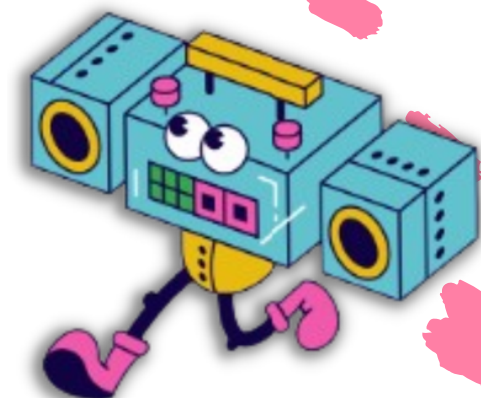


A variety of sponsorship packages are available for Boulevardia 2023. We pride ourselves on facilitating customized sponsorship proposals that blend the vision of the festival with the brand, budget, and marketing needs of our sponsorship partners. Each sponsorship package is customized to include benefits that fit within your brand's marketing goals, including but not limited to:

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



Available stages include: • Main Stage
• Second Stage • Third Stage • Fourth Stage •
Podcast Stage • Taps & Taste - Entertainment Stage



2023 SPONSORSHIP OPPORTUNITIES

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 • Taps & Tastes • First Aid Tent • Carnival • Sponsor Hospitality Area • Shaded Seating Areas • Photo Bus



2023 SPONSORSHIP OPPORTUNITIES

ADDITIONAL BRANDING OPPORTUNITIES

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

Options for logo placement and branding:

- Volunteer Program
- Ticket Sponsor

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

Keli O'Neill Wenzel, Event Producer

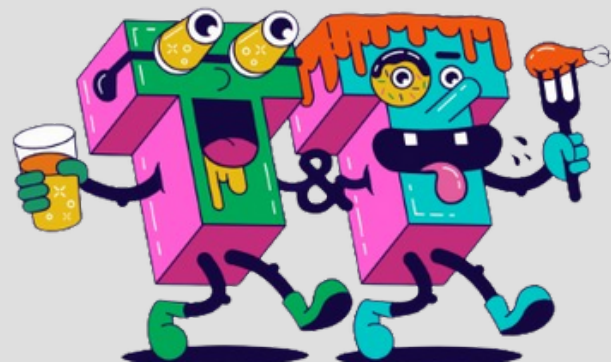
Phone: 816-561-7555

Email: keli@oneillevents.com



THANK YOU
FOR CONSIDERING SUPPORT OF BOULEVARDIA 2023

BOULEVARDIA
IS PROUD TO
HAVE HOSTED:



Spanish Gardens®



HyVee

