

BOULEVARDIA

KANSAS CITY



2024

PROGRAM

SPONSORSHIP

WHAT IS BOULEVARDIA?

A GRAND EXPERIENCE FOR YOUR SENSES!

The two-day urban street festival in downtown Kansas City takes place father's day weekend. The fest features the BEST of Kansas City in craft beer, food, art, interactive activations and regional entertainment!

LOCALLY SOURCED GOOD TIMES & FUN HAPPENINGS



BOULEVARDIA 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

ATTEND AGAIN?

89% Yes
0% No



1.9 Million
Total Reach on Facebook during 2022 festival season



600,000
Impressions on Twitter



125,000
Impressions on Instagram during 2022 fest weekend



950,000
Page Views on Boulevardia.com



Attendees from
42 US States



60
ACTS & PERFORMANCES

80
FOOD & MAKER VENDORS



88,500
BEERS SERVED

\$72,000
RAISED FOR LOCAL CHARITIES THROUGH BAR PROGRAM



2024 SPONSORSHIP: 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 five stages, a stage sponsorship will put your brand directly in front of the festival's 40,000 attendees.

AVAILABLE STAGES INCLUDE:

Main Stage • Fountain Stage • Terrace Stage • Park Stage
Silent Disco • Taps & Taste Stage

MARKETING BENEFITS:

- Logo on Festival Website & App
- Logo in local and regional print advertising and radio commercials
- Integration in Boulevardia social media campaign & E-Blast ADs
- Logo on large festival sponsor boards, PA announcements from stages and branded festival signage
- Ticket packages



2024 SPONSORSHIP: 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.

**PROPER
VIP**



**MONSTER ENERGY
SILENT DISCO**



**LOUNGE
AREA**



**TAPS &
TASTE**



**360 VODKA
FERRIS WHEEL**

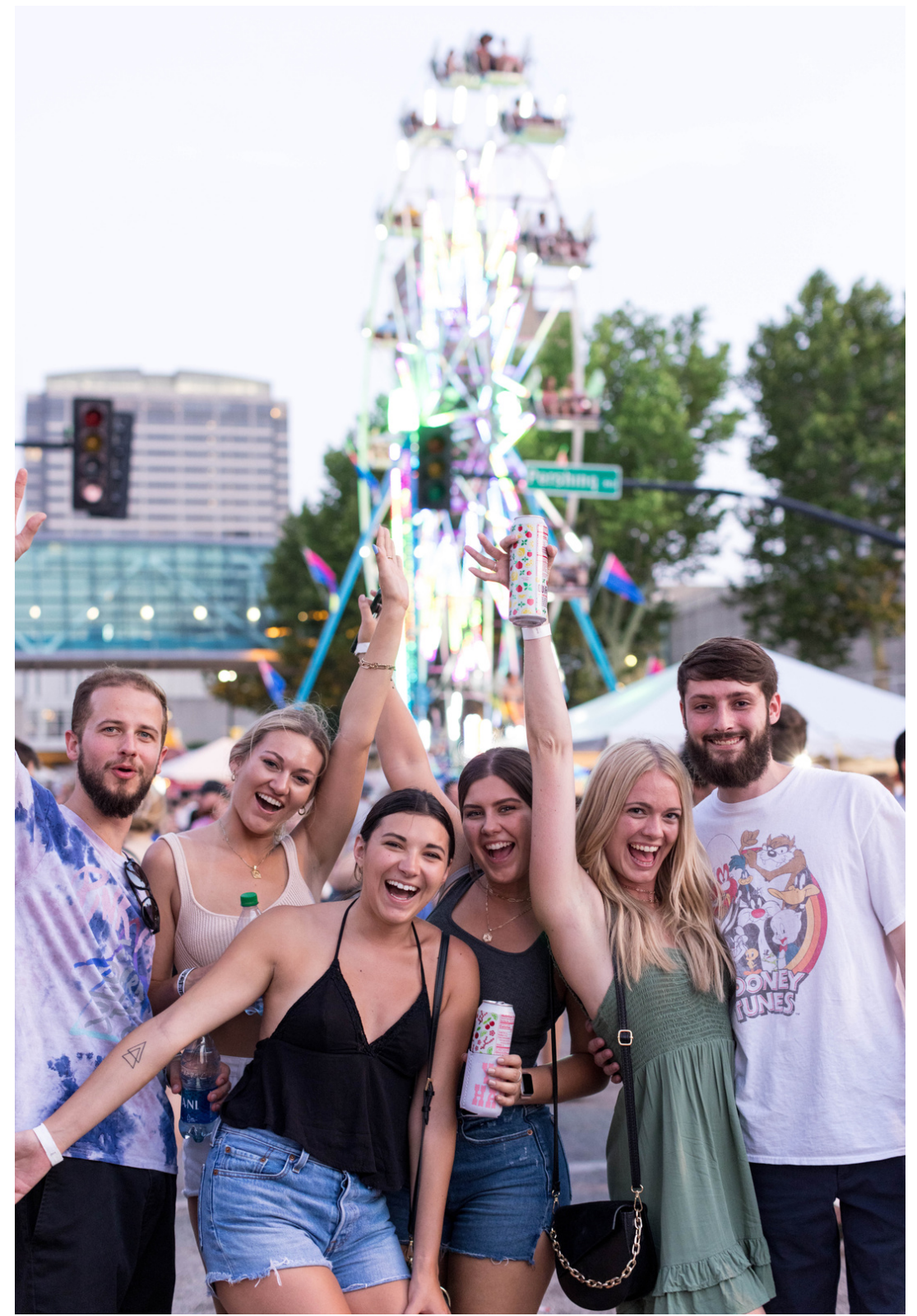
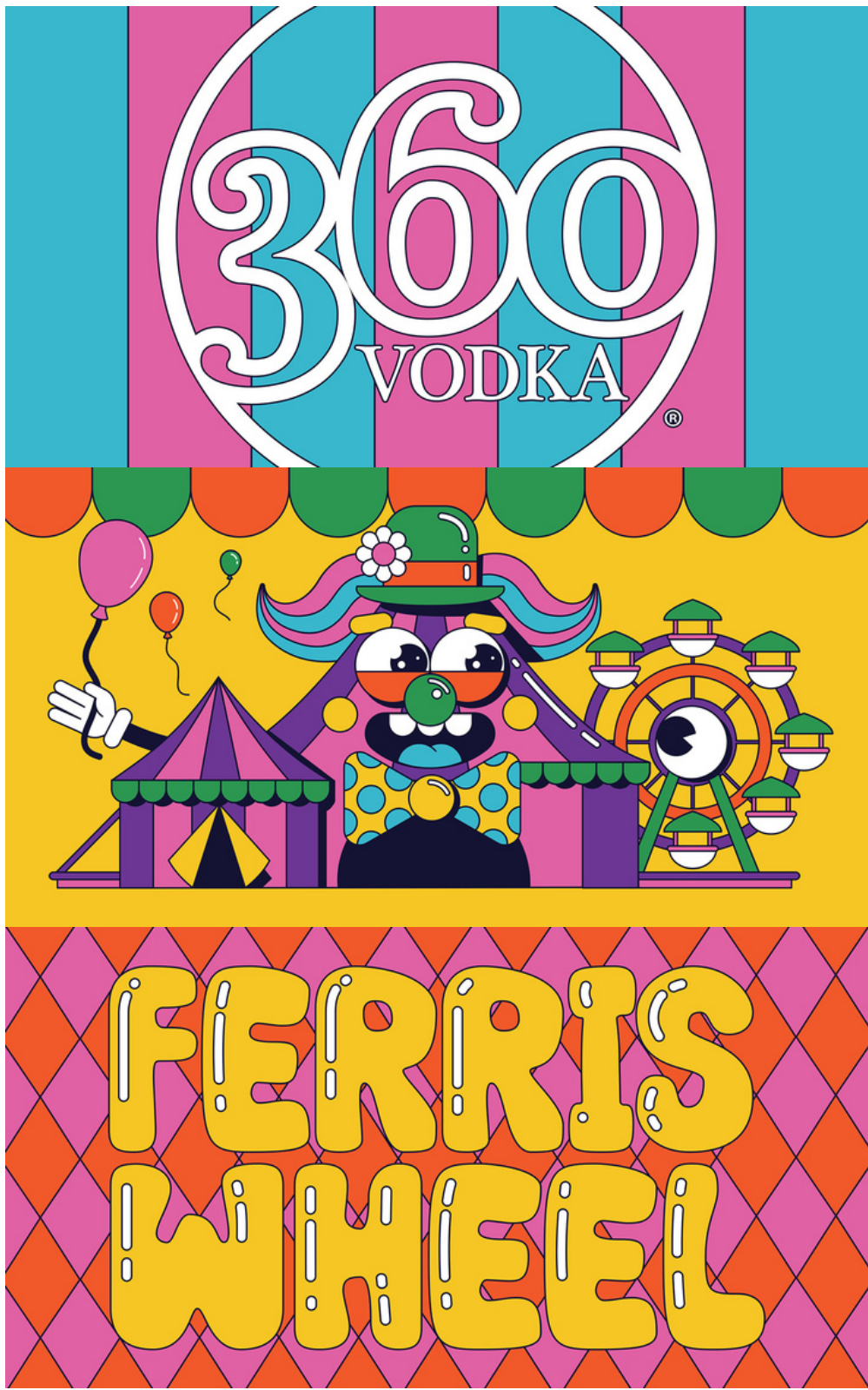


AVAILABLE AREAS INCLUDE:

VIP • The Maker's Market • Silent Disco
Taps & Tastes • First Aid Tent • Carnival • Sponsor Hospitality
Lounge Areas • Roller Skate Party • Photo Ops

CO BRANDED AREA: 360 Vodka Ferris Wheel

360 VODKA at BLVDIA is a strong example of the way we co-brand at the festival. Visually merging brand identities creates a more natural and memorable experience for fest attendees.



CO BRANDED AREA: Monster Energy Silent Disco

MONSTER ENERGY SILENT DISCO at BLVDIA

Perfectly co-branded and also provided a PLUS UP experience with Swag Bags, VIP Lounge Area and a Disco Dash Pass



DISCO DASH PASS
SKIP THE LINE!
TICKETS \$20
FRI & SAT 8:30PM-11PM
MONSTER ENERGY PRIVATE SILENT DISCO LOUNGE ACCESS
COMPLIMENTARY MONSTER ENERGY AND WATER
REENTRY TO SILENT DISCO



2024 SPONSORSHIP: BRANDING OPPORTUNITIES

IMAGINE SOMETHING DIFFERENT & LET US CREATE A CUSTOM PACKAGE FOR YOU

Boulevardia will help you create a unique activation that best represents your brand and achieves your marketing goals. This is more than a marketing play. It's about creating experiences that will resonate long after the fest. By working with us to create a tailored on site experience specific to your brand you will gain brand exposure while simultaneously providing a FUN & memorable activity for event attendees.

VISIT MO STREET CAR WRAP



CUSTOM ACTIVATION



CUSTOM SPACE



WATER BAR



CONTACT US

**The festival has space available
in a range of sizes and budget options:**

10 x 20 • 20 x 20 • 20 x 30

Options for logo placement and branding:

- Volunteer Program
- Ticket Sponsor
- Water Bar
- Cooling Systems
- Photo Ops
- Lounge Areas
- Games

Want to create your own onsite experience?

Contact our team to create a custom opportunity to best represent your brand.

Keli O'Neill Wenzel, Event Producer

Phone: 816-561-7555

Email: keli@oneillevents.com

CUSTOM PACKAGE: VISIT MISSOURI

Visit Missouri at BLVDIA is a great example for creative ways to activate a brand on site at the festival and leading up to the festival.



- CUSTOM PACKAGE INCLUDED:**
- MAIN STAGE NAMING
 - BRANDED SEESAW ACTIVATION
 - STREETCAR WRAP & SILENT DISCO
 - BRANDED ONSITE SIGNAGE
 - LED BOARDS ON MAIN STAGE



Branding Beyond the Booth: Onsite Activation



WAYS TO ACTIVATE:

- Photo Ops
- Interactive Murals
- Workshops
- Lounge Areas
- Games
- Roaming Entertainment



Plug & Play Opportunities:

Plug & Play sponsorship opportunities are well suited for companies and brands who have a set budget and want to have a presence at the festival without the responsibility of a activation.

PLUG & PLAY OPPORTUNITIES:

Volunteer T Shirt Program

Festival Cooling Systems

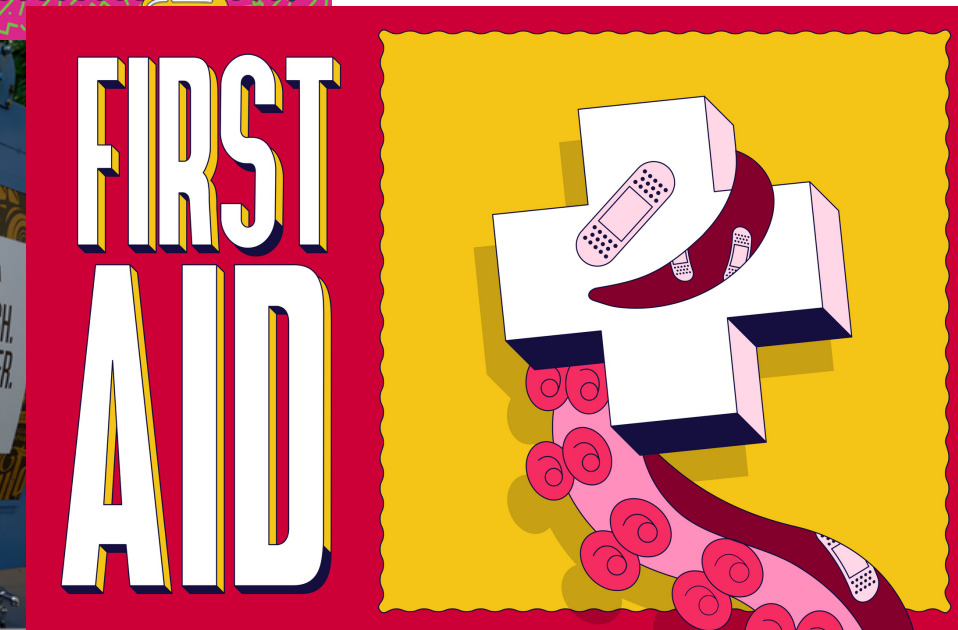
First Aid Tents

Zero Proof Bar Lounge

Water Trailer & Bicycle

Food Court Plaza

Glitter Bar





**THANK YOU
FOR CONSIDERING SUPPORT OF BOULEVARDIA 2024**

**BLVDIA
IS PROUDLY
SUPPORTED
BY:**

