

KC RESTAURANT WEEK 2018

SPONSORSHIP AGREEMENT FORM

This Letter of Agreement confirms your company's participation in the Kansas City Restaurant Week, January 12 – 21, 2018. This Letter of Agreement must be signed and returned to the Kansas City Local Organizing Committee (LOC) with payment to secure placement of restaurant/sponsorship benefits and to ensure inclusion of company logo / name mentions / likeness on or in promotion materials, commercials and any other related media concerning the event no later than November 16, 2017.

_____ [Company] hereby grants the Kansas City LOC, Visit KC and the Greater Kansas City Restaurant Association a limited, non-exclusive, non-transferable license to use / display / mention Company name and logo for the event listed herein, with the understanding that usage of Company name and logo may be needed for pre-event and post-event related media and materials. Full payment is enclosed. The use of all sponsorship funds received by the Kansas City LOC shall not be in any way limited or restricted as to use or purpose but shall be applicable to any portion of the Kansas City Restaurant Week's budget as determined by the LOC. Sponsorships are non-cancelable; refunds of any amount cannot be granted.

[Initials] _____ Yes, I am an authorized agent of the participating Company and have authority to enter into this binding agreement. I have read and agree with the terms and conditions of Company name/logo usage and payment. Company agrees to participate as a participating restaurant/sponsor for the Kansas City Restaurant Week for the following amount:

___ Presenting - \$30,000 ___ Premier - \$20,000 ___ Platinum - \$10,000 ___ Gold - \$5,000 ___ Silver - \$2,500 ___ Friend of KCRW - \$500

Company _____ Contact Name _____

Address _____

Phone _____ Email _____

Signature _____ Date _____

Return completed form and payment as soon as possible, but no later than Friday, November 17, 2017 to:

Kansas City Restaurant Week, c/o Jessica Blubaugh, Visit KC, 1321 Baltimore Avenue, Kansas City, Missouri 64105

Please see corporate sponsorship benefits listing attached. If you should have any questions regarding the 2018 Kansas City Restaurant Week corporate benefits available please contact: Jessica Blubaugh, Visit KC jblubaugh@visitkc.com or 816-691-3879.

KC RESTAURANT WEEK 2018

Now in its ninth year, Kansas City Restaurant Week offers its sponsors unparalleled exposure to one of the fastest-growing food events in the country. Partners like you support the local hospitality/restaurant community, bring awareness to important local charities and ensure this event's success for years to come.

THE BASICS

January 12 - 21, 2018 (10 days and two full weekends)

175+ restaurants offer multi-course menus at a significant value

Founded in 2010 by Visit KC and the Greater Kansas City Restaurant Association

10 percent of each meal's proceeds benefit three local charities (\$315,000+ donations in 2017)

EXPOSURE ELEMENTS	Presenting (1) \$30,000	Premier \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Friend of KCRW \$500
Traditional Advertising						
Category Exclusivity	X	X				
Tabloid community posters	Logo	Logo	Logo	Logo	Name	Name
Full-page print ads	Logo	Logo	Name	Name		
Half-page print ads	Logo	Logo	Name			
30-second radio spot (Internet/traditional)	X					
Concierge card	Logo	Logo				
Billboards	Logo					
Save the date promo handbills	Logo					
Digital Marketing						
Recognition on sponsor webpage	Logo	Logo	Logo	Logo	Logo	Name
Recognition in e-blasts (logo/name + content)	Logo	Name	Name	Name		
Four dedicated email blasts to Restaurant Week restaurants (2) and Restaurant Week email contacts (2)	X	Logo				
Digital banner ads	X	X	X			
"Push" notification to app users during KCRW	X	X				
External banner ads (as size allows - Star, etc.)	Logo	Logo				
Media/VIP Preview Event						
Complimentary Invitations for Guests to Attend	75	50				
Sponsor appreciation easel posters	Logo	Logo	Logo	Logo	Name	Name
Media/VIP Invitation	Logo	Logo	Name	Name	Name	
On-Screen Graphics and Visuals	Logo	Logo	Logo	Logo	Name	Name
Giveaway item in media invitation/swag bag	X	X	X	X		
Sampling/demonstration table	X	X	X			
Interview opportunity in front of media	X	X	X			
Media Relations						
Inclusion in media relations outreach	X	X	X	X	X	
Name inclusion in press releases	X	X	X			
Inclusion in talking points/interview opps	X					
Social Media						
Dedicated Tweet upon joining as sponsor (10,600 followers)	X	X	X	X	X	



KC RESTAURANT WEEK 2018

Dedicated Tweet during KCRW (10,600 followers)	X	X	X	X		
Dedicated Facebook post(s) leading up to event (30,000 Likes; November-December)	X	X	X			
Logo featured in Facebook cover image (November-January)	X					
Logo featured in Twitter background (November-January)	X					
Company name mentioned/tagged in at least 5 paid social ads	X					
Included in opportunities for social giveaways and contests	X	X	X	X		