



210

UNIVERSITY

**2024-25**  
**PARTNERSHIP KIT**





# 810 VARSITY

## WHO and WHAT is 810 Varsity?

Since 2008, 810Varsity.com has progressed into Kansas City's source for high school sports news, scores, schedules, rankings, stories, features, awards and more.

810 Varsity exists to...

**Highlight    Inform    Engage**

the community with live updates, scores, rankings, news and stories of the Kansas City high school sports scene.  
Covering multiple sports, all year long!

Other media outlets have reduced or eliminated high school sports coverage in that time, while 810 Varsity has increased to become the source that schools, coaches, parents, fans, and student-athletes rely upon.







# SCHOOL COVERAGE

## MISSOURI

### Northland

Liberty, Liberty North, Kearney, Excelsior Springs, North Kansas City, Oak Park, Winnetonka, Staley, Park Hill, Park Hill South, Platte County, St. Pius X, Smithville, Northland Christian

### I-70

Blue Springs, Blue Springs South, Fort Osage, Grain Valley, Oak Grove, Odessa, Truman, Van Hoen, William Chrisman

### Lee's Summit

Belton, Grandview, Lee's Summit, Lee's Summit North, Lee's Summit West, Raymore-Peculiar, Raytown, Raytown South, Ruskin, St. Michael, Summit Christian

### KCMO

Barstow, Center, Hogan Prep, Pembroke Hill, Rockhurst, Lincoln Prep, Central, Southeast, University Academy

### St. Joseph

Benton, Central, Lafayette, Le Blond, Savannah, East Buchanan, Mid-Buchanan, North Platte, Maryville, Plattsburgh, West Platte

### Others

Liberty, Liberty North, Kearney, Excelsior Springs, North Kansas City, Oak Park, Winnetonka, Staley, Park Hill, Park Hill South, Platte County, St. Pius X, Smithville, Northland Christian





# SCHOOL COVERAGE

## KANSAS

**Overland Park**

Blue Valley, Blue Valley North, Blue Valley Northwest, Blue Valley Southwest, Blue Valley West, St. Thomas Aquinas

**Olathe**

Olathe East, Olathe North, Olathe Northwest, Olathe South, Olathe West, Gardner-Edgerton, Spring Hill

**Shawnee Mission**

Bishop Miege, Marantha Academy, Mill Valley, SM East, SM North, SM Northwest, SM South, SM Northwest, St. James Academy

**Leavenworth City**

Basehor-Linwood, Bonner Springs, Lansing, Leavenworth, Tonganoxie

**KCK**

Bishop Ward, Harmon, Piper, Schlagle, Sumner, Turner, Washington, Wyandotte

**Others**

Free State, Lawrence, Highland Park, Seaman, Shawnee Heights, Silver Lake, Rossville, Topeka, Topeka West





# 4 MAIN ELEMENTS

## WEBSITE



## SOCIAL MEDIA



## BROADCASTS



## EVENTS

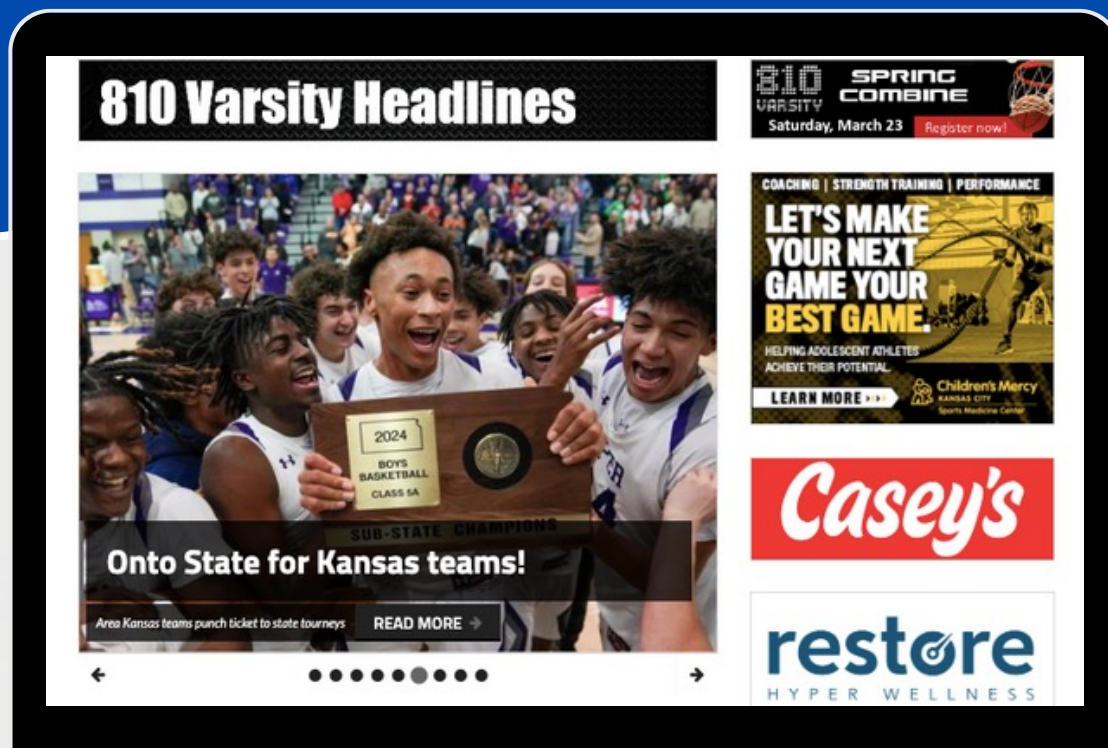




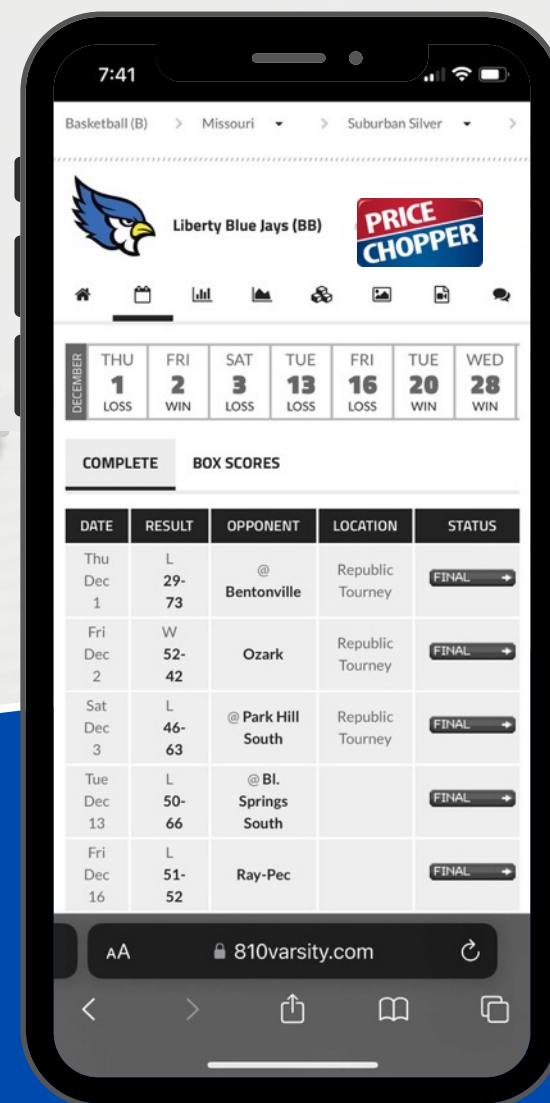


# WEBSITE

810Varsity.com is the #1 source for parents, coaches, students, athletes and fans looking for live games, updates and news surrounding Kansas City high school sports.



Find on  
810Varsity.com...



- Team pages for 100+ high schools throughout MO/KS
- Live streams/broadcasts
- Live updates
- Team & player stat leaderboards
- Team schedules
- Weekly rankings
- Local stories
- Awards
- More!

[www.810varsity.com](http://www.810varsity.com)

2023-  
2024  
Analytics:

6.2 million website visitors!

300K+ unique users

3 million+ sponsor banner ad impressions





# BROADCASTS

Can't make it to the game?

Or maybe you want to rewatch a game from years past...

Find it at 810 Varsity!



[CLICK to view soccer broadcast](#)

Broadcast & Event categories are separate events.

Broadcasts/live streams listed here are the weekly MSHSAA/KSHSAA high school sanctioned events that are covered by the 810 Varsity crew.



Sponsor commercials, live reads, and logo bugs are just a few of the ways your brand can be seen online during high school games around KC.





# SOCIAL MEDIA

30,000+ social media followers!

2023-24 had 9million+ social media impressions!

**810 Varsity** @810varsity

Still pondering food for the Super Bowl party? Order a @Whataburger pack, and enjoy Patrick Mahomes favorite too!



ORDER YOURS ONLINE AND GET 10 WHATABURGERS & ADD-ONS  
Perfect FOR: TAILGATES, MEETINGS, PARTIES and BOOK CLUBS

ORDER ONLINE & EARN REWARDS

11:58 AM · 2/12/23 From Earth · 2.7K Views


9:20

**810 Varsity** @810varsity

Congrats to the Oak Park boys basketball team, the Restore Hyper Wellness Northland Team of the Month!

@Northmen\_MBB finished fourth in Missouri Class 6 with a 27-5 record

Visit Restore Hyper Wellness in Zona Rona: [restore.com/locations/mo-k...](https://restore.com/locations/mo-k...)



KANSAS CITY NORTHLAND TEAM OF THE MONTH

OAK PARK MENS BASKETBALL

restore HYPER WELLNESS

Post your reply

**Children's Mercy Sports Medi...** @CMsportsmed Follow

Congratulations Leiloni Payton of @LCPA\_Athletics for winning the Children's Mercy Sports Medicine Center Performance of the Week. @810varsity

#PlayHealthyKC #ForTheCity



CONGRATULATIONS **LEILONI PAYTON** LINCOLN PREP ACADEMY

THE CHILDREN'S MERCY SPORTS MEDICINE CENTER PERFORMANCE OF THE WEEK FOR OCTOBER 12





# EVENTS

Separate, but in addition to the covered high school MSHSAA/KSHSAA broadcasts...  
810 Varsity hosts 15+ annual events around the city at local schools and facilities.

These include basketball, soccer and volleyball showcases as well as player combines.  
Annually... 3,000+ athletes participate, and 25,000+ spectators attend & watch online.



810 VARSITY  
SHOWCASE





# EVENTS continued

Additional sponsorship opportunities at 810 Varsity events include:

- Event naming rights
- Sponsor branded uniforms, shirts, gear or apparel
- Videoboard ads
- Item/coupon handouts to attendees
- More!



[CLICK](#) to see 810 Varsity Combine Event



[CLICK to view](#) 810 Varsity Showcase  
(Sponsor commercials throughout + Sponsor signage)





Sat, March 23: 810 Varsity Player Combine/Showcase  
St. Thomas Aquinas HS (Overland Park, KS)



April 12-14: 810 Varsity Tipoff  
Boys/Girls 17-9U team event  
Homefield - KKC



May 10-12: 810 Varsity Hoopfest  
Boys 17-9U team event  
Okun Fieldhouse (Shawnee KS)



June 14-16: 810 Varsity Summer Slam I  
HS team event  
Staley HS (Kansas City, MO)



June 21-23: 810 Varsity Summer Slam II  
HS team event  
Lee's Summit HS (Lee's Summit, MO)



Sat, June 29: 810 Varsity Player Combine/Showcase  
TBD



Dec 7: 810 Varsity Showcase 35  
Oak Park HS

Dec 14: 810 Varsity Showcase 36  
McPherson HS

Dec 21: 810 Varsity Showcase 37  
Shawnee Mission Northwest HS

Jan 4 : 810 Varsity Showcase 38  
Blue Valley Northwest HS

Jan 11: 810 Varsity Showcase 39  
Piper HS

Feb 1: 810 Varsity Showcase 40  
Lee's Summit HS







# SPONSORSHIPS

## **VARSITY Packages**

Reach every high school and team throughout Missouri and Kansas  
\$542 monthly/\$6,500 annually

## **METRO Packages**

Pinpoint your business sponsorship presence to a certain region and set of schools  
\$292 monthly/\$3,500 annually

## **TOP 25 Sponsor**

Official sponsor branded Top 25 rankings posted weekly for football, volleyball, basketball, soccer, baseball or softball

## **SCOREBOARD Sponsor**

Official sponsor branded Top 25 rankings posted weekly for football, volleyball, basketball, soccer, baseball or softball

## **CUSTOM Packages**



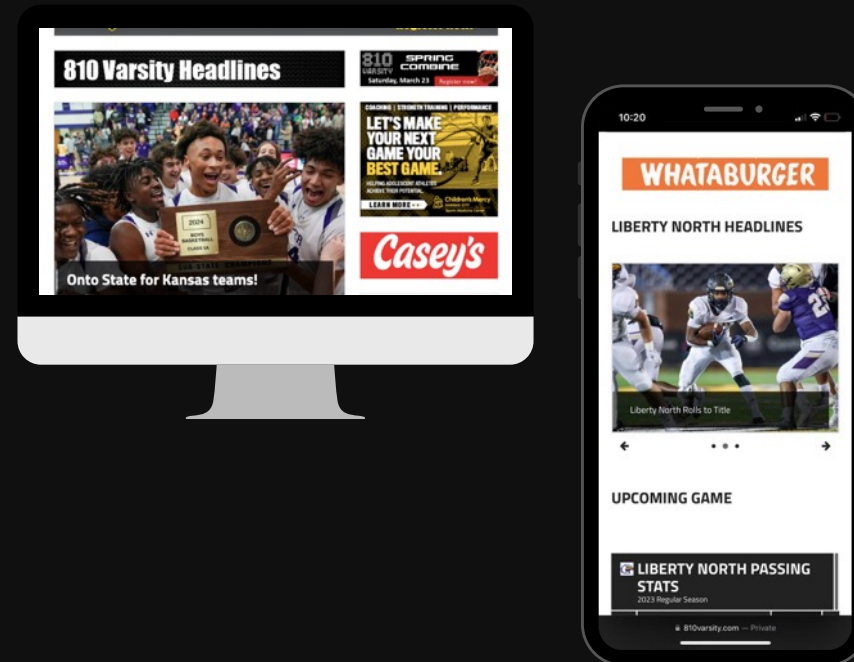


# VARSITY Package

Reach every high school and team throughout Missouri and Kansas  
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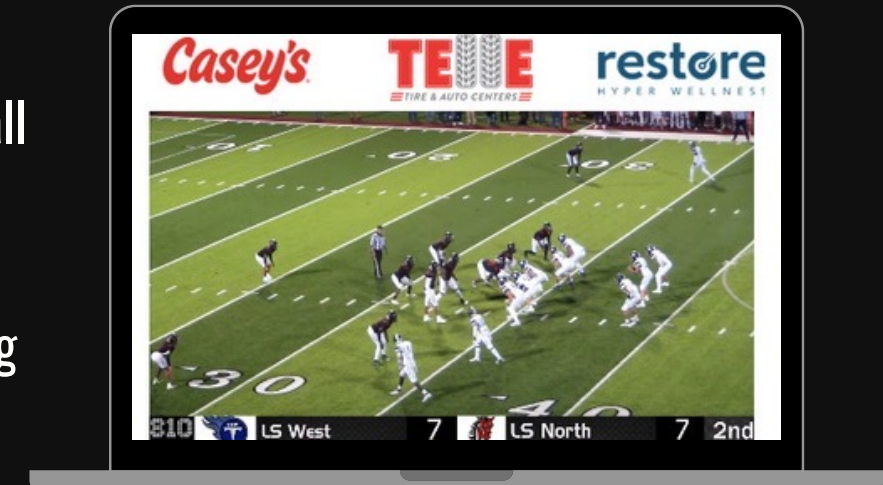
## WEBSITE

- 300x100 sponsor ad on 810 Varsity website homepage
- 300x100 sponsor ad on all team and league pages



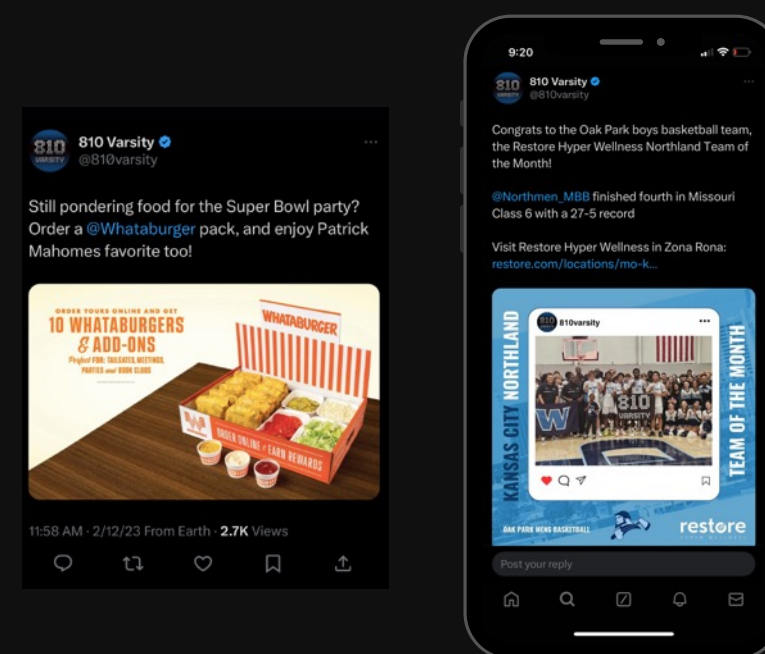
## BROADCASTS

- Sponsor ad/logo present during all 810 Varsity live stream events.
- 2 sponsor commercials ran during all live stream events.



## SOCIAL MEDIA

- 6-8 sponsor branded social media posts annually on 810 Varsity social platforms.



## EVENTS

- Sponsor branded signage featured at all 810 Varsity hosted annual events.
- Sponsor presence at events to greet fans, hand out items, giveaways, etc.





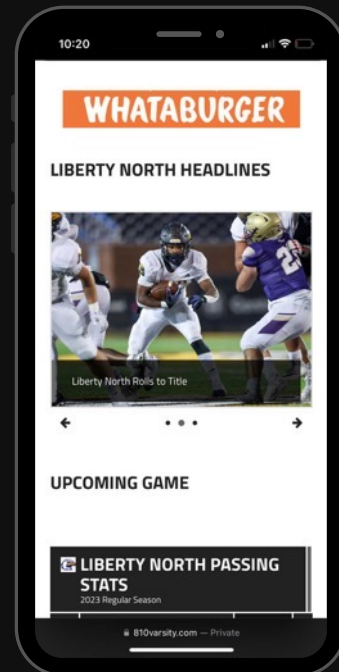


# METRO Package

Pinpoint your business sponsorship presence to a certain region and set of schools  
\$292 monthly/\$3,500 annually

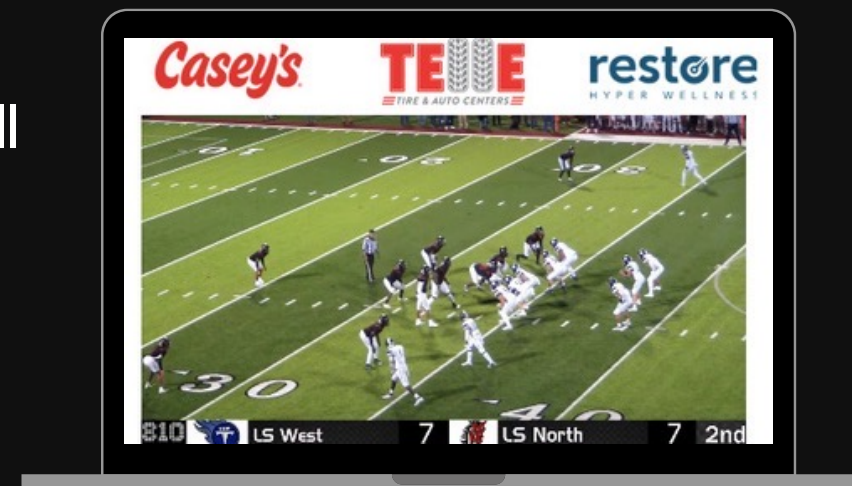
## WEBSITE

- 300x100 sponsor ad on regional team/league pages.
- \*Exclusive sponsor for one season team preview for local team of choice. Season previews outlined on next pages.



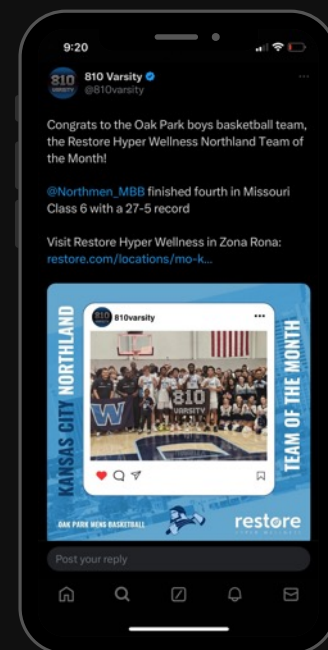
## BROADCASTS

- Sponsor ad/logo present during all regional live stream events.
- 1 sponsor commercial ran during all regional live stream events.



## SOCIAL MEDIA

- 2-3 sponsor branded social media posts annually on 810 Varsity social platforms.



## EVENTS

- 1 sponsor branded signage featured at all regional 810 Varsity hosted annual events.
- Sponsor presence at regional events to greet fans, hand out items, giveaways, etc.



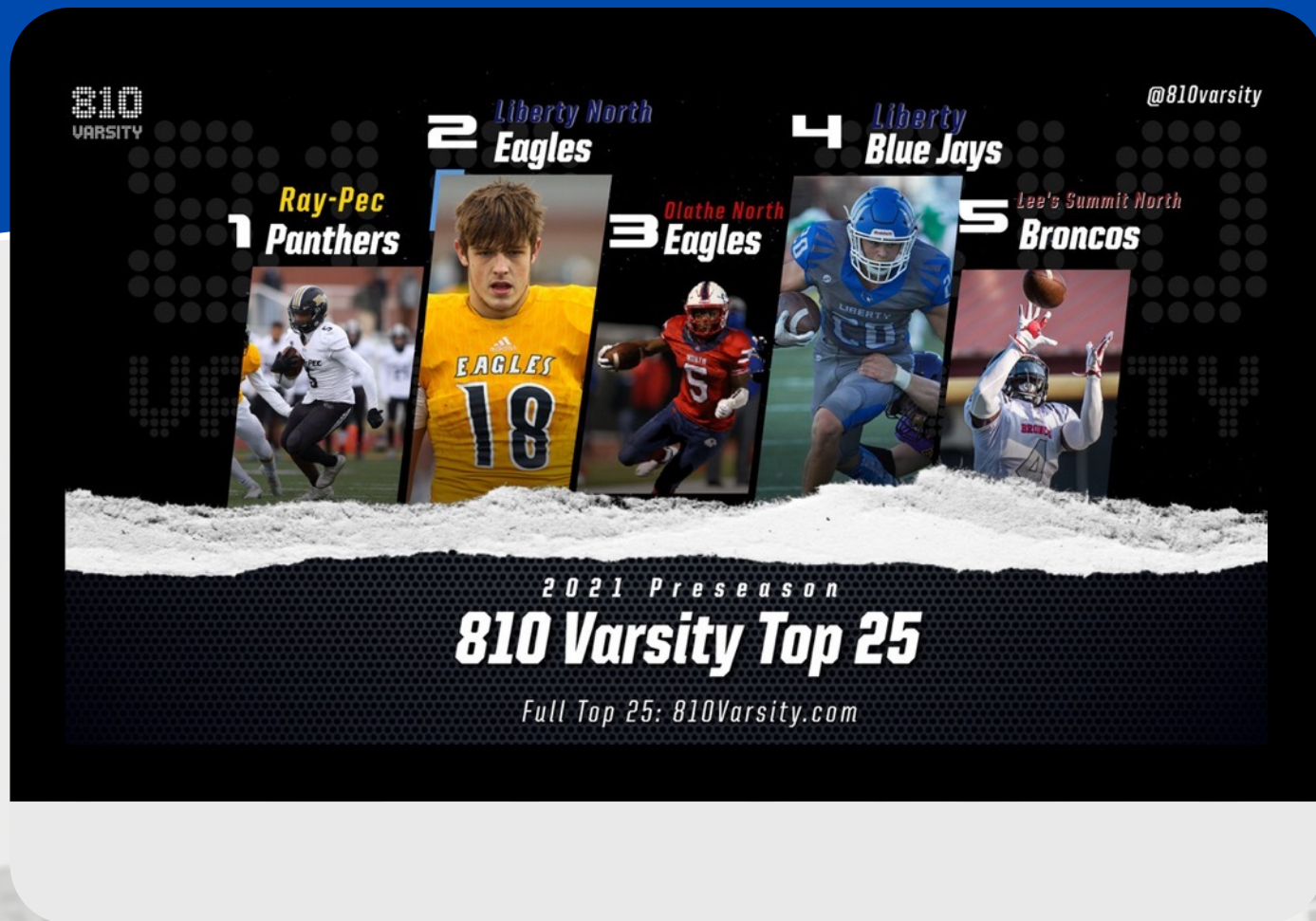




# TOP 25

(Exclusive)

Check out last year's football Top 25 week 1 release.  
36,000+ views and 30+ retweets!



810 Varsity provides the most accurate and reliable Top 25 rankings in Kansas City. Top 25 rankings featured weekly in season for football, volleyball, soccer and basketball.

As the official Top 25 Sponsor, you will receive:

- Referred to as (Sponsor) Top 25 all season long
- Custom sponsor branded artwork to be featured on Top 25 page
- Promoted on 810 Varsity, Sports Radio 810, and social media

Receive ALL Varsity package elements plus Top 25 official sponsor assets.  
**\$750 monthly/\$9,000 annually**





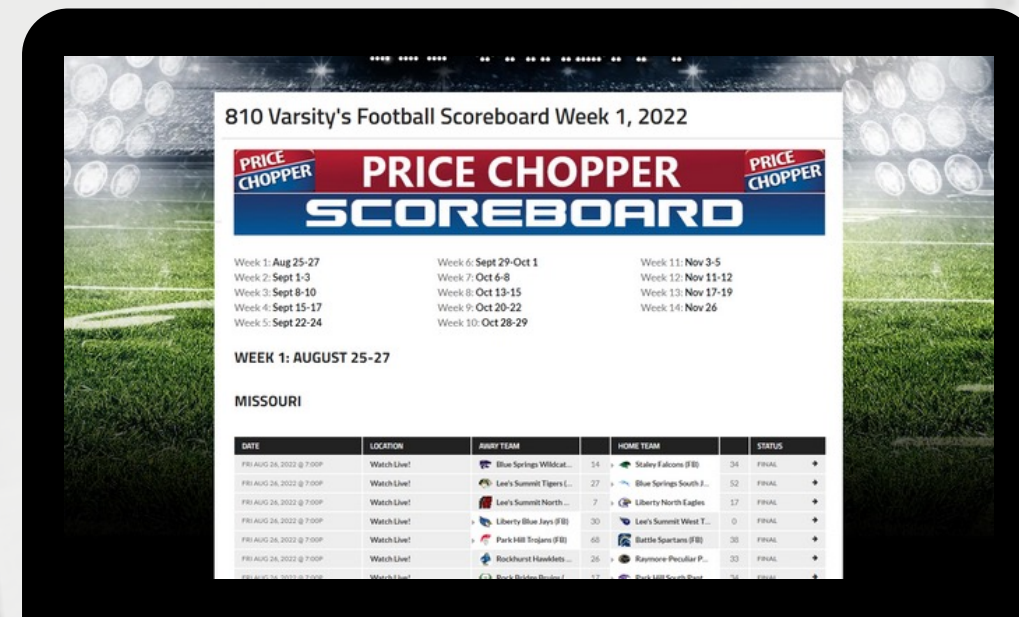
# SCOREBOARD

(Exclusive)

The 810 Varsity Scoreboard is the go to page to tune into your live local games every week.

As the official sponsor of the 810 Varsity Scoreboard, you will receive:

- Referred to as (Sponsor) Scoreboard all season long
- Custom sponsor branded artwork to be featured on Scoreboard page
- Promoted on 810 Varsity, Sports Radio 810, and social media



Receive ALL Varsity package elements plus Scoreboard official sponsor assets.  
**\$750 monthly/\$9,000 annually**





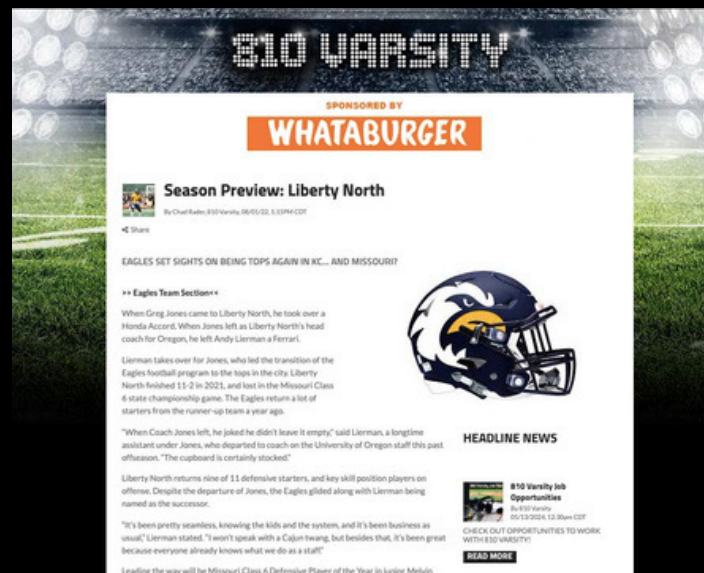
# CUSTOM Ideas

Creative ideas of your own? Let's do it!

## Team Previews



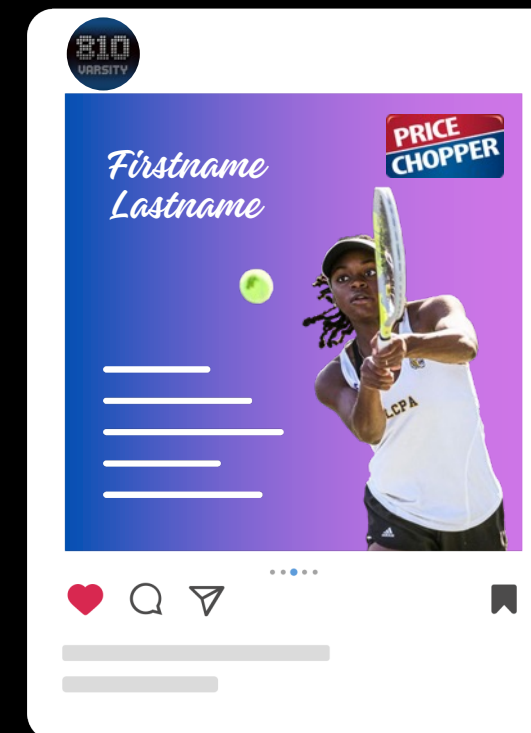
- Exclusive sponsor of local team's season preview stories
- Logo features on social posts, website and story article.
- Team previews/stories reach thousands across the Metro!



## Athlete & Coach Interviews



## Unique Sponsored Features



Women in Sports  
official sponsor



Smiles of the  
Week brought to  
you by...





# CURRENT PARTNERS



N O R T H L A N D  
I N J U R Y L A W

restore  
HYPER WELLNESS + CRYOTHERAPY



BAKER  
UNIVERSITY

Casey's





810

varsity

**LET'S CHAT!**

Keaton Day

GameDay Partnerships/810 Varsity

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816-508-9907