





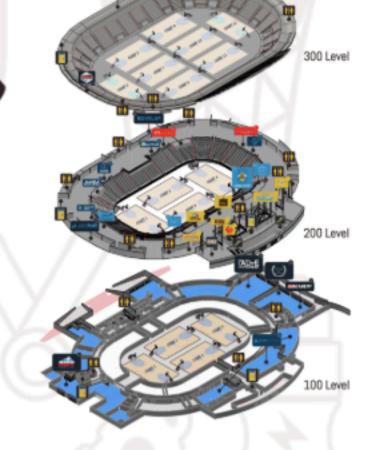


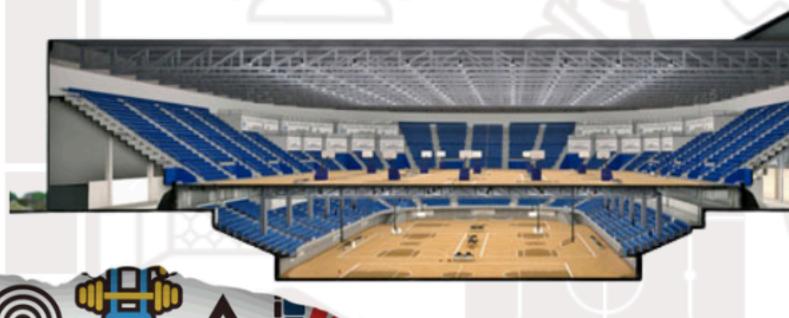


### **Arena includes:**

- Split-level structure
  - upstairs/downstairs two court floors
  - 12 hardwood maple courts
- Workout & Fitness
  - Weight room, full size indoor track
- Weekly & year-round local, regional and nationwide events
- Dining, business, and retail space
- Daily/nightly recreation use from KC residents, nearby workers, apartment residents, etc.
- Daily/nightly adult basketball, volleyball, pickleball leagues & pick-up games
- Local youth practices
- KC Crew headquarters
- MIAA Conference HQ
- More!















- Nike EYBL
- Star Dance Alliance
- Nike Volleyball Camp
- International Brazilian Jujitsu Federation
- Premiere National League Wrestling
- World Wide Spirit of Dance
- USA Dodgeball Championship
- Rock Star Cheer Competition
- Intensity Dance Competition
- Pinnacle Gymnastics Competition
- US Junior Nationals Basketball
- Exact Sports Camp
- American Spirit Cheer Championships

- MSHSAA Boy's & Girls Volleyball Tournaments
- MOKAN Hardwood Events
- 12 Courts of Christmas
- Heart of America Volleyball
- Pinnacle Gymnastics Competition
- Prep Hoops Basketball
- 1 Movement Hoops
- NKC High School Graduations (Staley, NKC, Oak Park, Winnetonka)
- Park Hill & Park Hill South Graduations
- Platte County High School Graduation
- Micro Brew Festival
- Tacos and Tequila Festival
- National Association of College Admission Counseling



In March 2025, 24+ local high school boys volleyball teams square off in the inaugural Hy-Vee Arena Boys Invitational

In September 2025, 36+ girls high school volleyball teams compete in the 2nd annual Hy-Vee Arena Girls Invitational

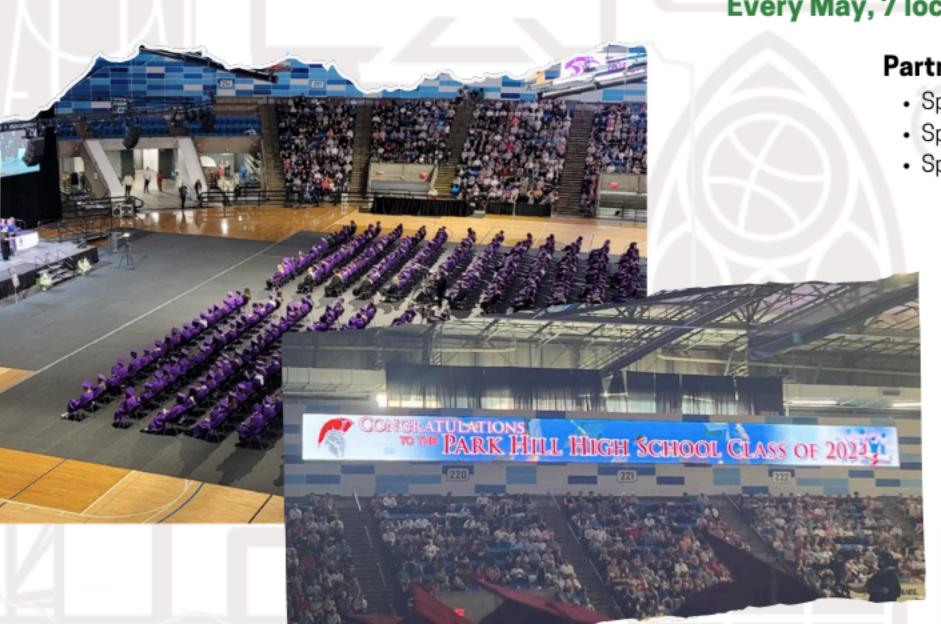


- Sponsor logo on tournament promotional items distributed
- Sponsor logo on concourse monitors and digital ribbon board during event
- · Social media partnership post and event day social posts
- · Sponsor signage displayed in arena concourse and court boundary
- On-site activation and more!









### Partnership assets at event include:

- Sponsorship post on arena social platforms congratulating graduates
- · Sponsor logo on entrance monitors during event
- · Sponsor logo on concourse monitors during event









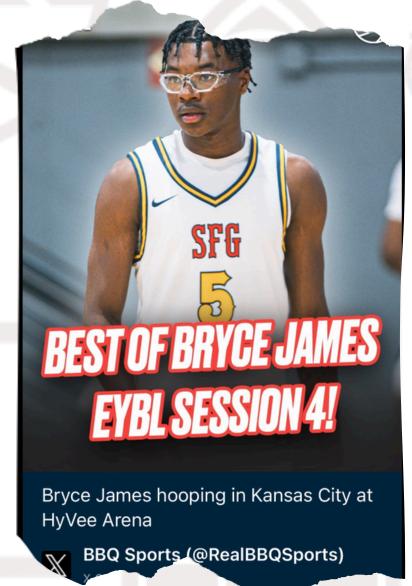


Every summer, the nation's top AAU squads compete at Hy-Vee Arena during their annual EYBL circuit visit. This event is elite youth basketball at it's finest, with past spectators such as LeBron James, Carmelo Anthony and more!





- · Sponsor logo on tournament promotional items distributed
- Sponsor logo on concourse monitors and digital ribbon board during event
- · Sponsor logo on entrance monitors during event
- · Social media partnership post and event day social posts
- Sponsor signage displayed in arena concourse and court boundary
- · On-site activation and more!







July is a great month for basketball at Hy-Vee Arena. Awesome having Nike EYBL in the building to kick off the month last week. So many talented young players and all level of coaches coming in to check out 15-17 years old kids playing! Three more weeks of basketball ahead with MOKAN Hardwood Sessions and the National Granny Basketball Championships coming at the end of the month. Check out some of the highlights from Nike EYBL.

+ Follow









Every year, Rockstar Cheer visits Kansas City and Hy-Vee Arena to perform

One of the biggest youth cheer organizations in the country, this event brings in thousands of athletes, parents and fans through the doors every year



- · Sponsor logo on tournament promotional items distributed
- · Sponsor logo on concourse monitors during event
- · Sponsor logo on entrance monitors during event
- Social media partnership post and event day social posts
- · Sponsor signage displayed in arena concourse
- · On-site activation and more!















This month long event is a great way to support high school basketball and gain brand exposure!





#### Partnership assets at event include:

- · Sponsor logo on tournament promotional items distributed
- Sponsor logo on concourse monitors and digital ribbon board during event
- Social media partnership post and event day social posts
- Sponsor signage displayed in arena concourse and court boundary
- Sponsored email blast to incoming teams
- · Sponsor logo on tournament t-shirts given to players
- Sponsor page ad in tournament program
- · Sponsor logo on live stream of games
- · On-site activation and more!







Pilm Partner - In months - Es. In Event Partner - Single day/weekend event - \$500-\$1,000

\*sponsorship payments may be split into installments depending on your budget timing

Additional Partnership Upportunities: Business Meeting/Convention Space Food Tenant Space Retail Business Space Office Space for Rent ... ask for more info!



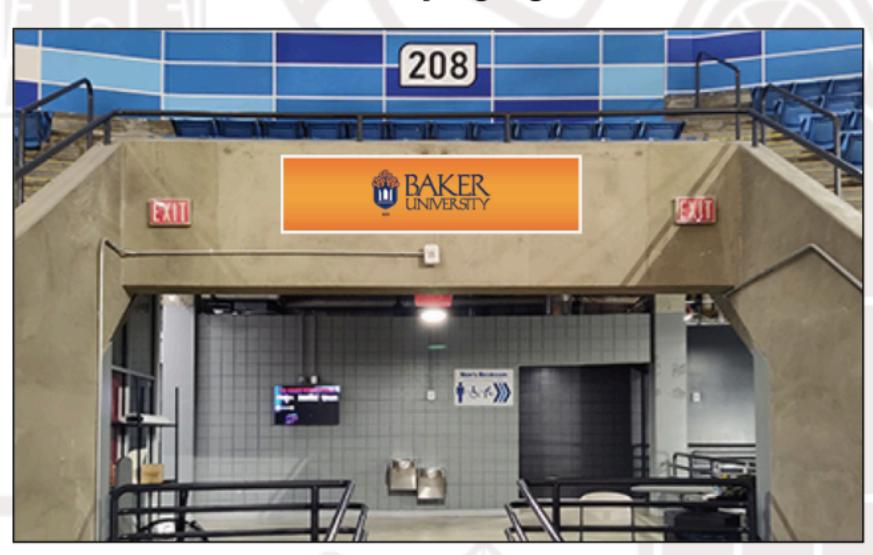
HyVee ARENA

- Arena vomitory signage (permanent 8 foot long, framed panel piece) Ex. shown on next page
- Concourse signage (2 ft. partner logo) included on Hy-Vee Arena sponsors wall (permanent) Ex. shown on next page
- Sponsor rotating logo/branded display on concourse monitors daily and during arena events
- Sponsor rotating logo/branded display on main entrance monitors daily and during arena events
- Partner logo included on Hy-Vee Arena website partners section
- Social media post announcing partnership
- Additional sponsor social media post during partnership timeline with mutually agreed upon content
- Multi-event **bonus** exposure and activation at **FIVE** select annual events, including:
  - Hy-Vee Arena Volleyball Invitationals (March & September)
  - Graduations (local high schools in May)
  - Hardwood Events (Summer)
  - 12 Courts of Christmas (December)

Additional sponsorship assets at these annual events include handouts to incoming teams, on-site activation opportunities to interact with fans, sponsor branded signage in concourse and/or arena competition area, special sponsor branded messaging on arena monitors and more!

# Pillar Partner Assets:

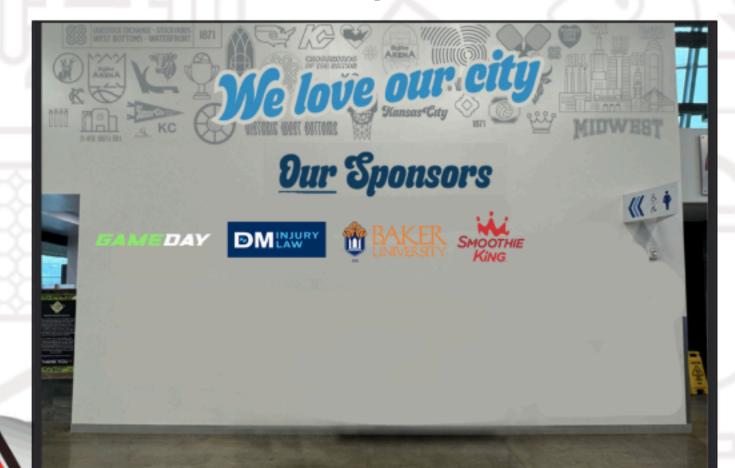
# Vomitory Signage



Event Exposure & Activations



# **Concourse Sponsor Wall**

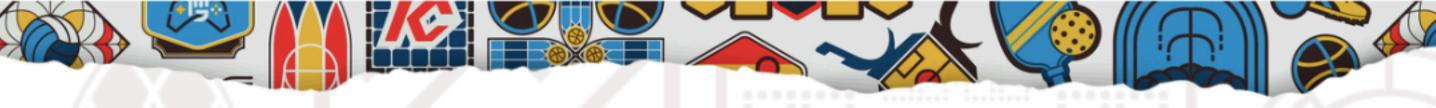




- Arena vomitory signage (permanent 8 foot long, framed panel piece)
- Concourse signage (partner logo) included on Hy-Vee Arena sponsors wall (permanent)
- Sponsor rotating logo/branded display on concourse monitors daily and during arena events
- Sponsor rotating logo/branded display on main entrance monitors daily and during arena events
- · Partner logo included on Hy-Vee Arena website partners section
- Social media post announcing partnership
- Additional sponsor social media post during partnership timeline with mutually agreed upon content
- Multi-event bonus exposure and activation at FIVE THREE select annual events, including:
  - Hy-Vee Arena Volleyball Invitationals (March & September)
  - Graduations (local high schools-May)
  - Hardwood Events (Summer)
  - 12 Courts of Christmas (December)

Other events may be chosen to fulfill your package





# 

# SINGLE EVENT sponsorship examples include:

#### **BOYS & GIRLS HY-VEE ARENA VOLLEYBALL INVITATIONALS**

- Sponsor logo on tournament promotional items distributed prior to event
- Sponsor logo on concourse monitors and digital ribbon board during event
- Social media partnership post and event day social posts
- Sponsor signage displayed in arena concourse and court boundary
- On-site activation and more!

#### HARDWOOD EVENTS

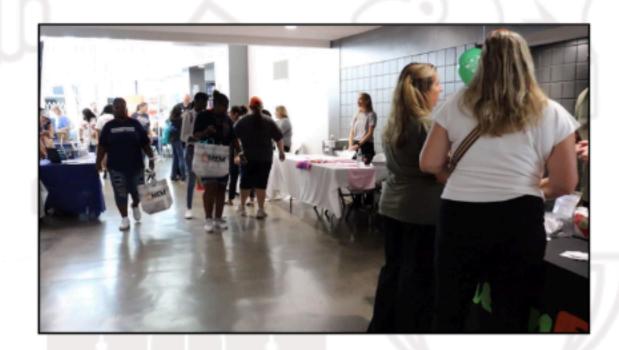
- Sponsor logo on concourse monitors and digital ribbon board during event
- Social media partnership post and event day social post
- Sponsor signage displayed in arena concourse and court boundary
- o On-site activation and more!

#### 12 COURTS OF CHRISTMAS

- Assets outlined above plus...
- Sponsor logo on tournament t-shirt distributed to all teams/players
- Sponsor logo and ad page in tournament program booklet
- Sponsor logo displayed on live broadcast stream online
- On-site activation and more!













- Bar sponsorships
  - o signage, alcohol tap availability, tabletop branding, branded pole wraps, bar tv ads
- Sponsored atrium wraps
  - Visit KCK and Kemper Memory photo shown on right
- Sponsor branded courts
- Track naming rights
- Bank sponsored and supplied ATM's
- Stair wrap signage
- Hospitality room naming rights
- Sponsor branded creative space on concourse wall
- Terrace/viewing deck panel signage
- Outdoor official gate sponsor
  - o entryway, stairs, overhang
- Lower level wall advertising space
- Individual court scoreboard advertising
- Arena website sponsorships
- Arena social media sponsorships





