



HY-VEE ARENA

SPONSORSHIPS

HY-VEE ARENA

In the heart of the West Bottoms in downtown Kansas City, Hy-Vee Arena has been an iconic local venue for 50+ years.

Serving today as a KC metro wide community and events hub, Hy-Vee Arena hosts youth sporting events, local high school and college graduations, local school district convocations, business retreats, community events, career fairs and countless other events!

>>> Arena hosts 1 MILLION+ visitors annually via weekend events, daily memberships, weekday practices/events and more

>>> Area wide West Bottoms developments include new apartments, Rock Island Bridge, Sumera Road Project initiatives and more - increasing the West Bottoms vibrancy and attraction



FAN DEMOGRAPHICS



GENDER

Hy-Vee Arena's wide range of events offer ample opportunities to connect with both male and females- whether through family events or gender specific exposure and activations

LOCATION

80% of arena events are local to the KC metro area

Remaining 20% of events are region and country wide visitors and reach

AGES

- 10&U-** Arena features appeal to young kids visiting with families
- 12-18-** Youth ages 12-18 are the heaviest participant demographics
- 18-28-** Daily memberships and events/KC Crew events attract many of KC's young adults
- 30-60+-** Parents make up a majority of guests visiting with their children and families

Female specific events: Girls on the Run, Girls HS Volleyball Invitational, Redline Cheer, Nexstar Dance, HOA Volleyball

Male specific events: NIKE EYBL, Boys HS Volleyball Invitational, NKC Schools Basketball Jamboree





HY-VEE ARENA FOOD TENANTS

There are seven different food options in Hy-Vee Arena for guests to choose from, plus a full service bar.



CLICK HERE
FOR FULL
EVENTS LIST

LOOKING AHEAD TO
>>> 2027

- >>> Missouri AND Kansas Boys & Girls High School Volleyball Invitionals - March & September**
- >>> 5+ Redline Cheer, Nexstar and KC Cheer/Dance events**
- >>> 5+ local high school and college graduations**
- >>> 5+ local and regional volleyball events**
- >>> 5+ Pink Ribbon, Pinnacle and other gymnastics events**



JOIN US FOR A
SPOOKTACULAR
NIGHT OF FAMILY FUN!

THURSDAY
OCTOBER 29TH
5PM - 9PM
FREE

A NIGHT FULL OF HALLOWEEN FUN!


100+
LOCAL BUSINESS/
VENDOR TABLES
HALLOWEEN GAMES,
GIVEAWAYS, CANDY
AND MORE!


**FACE
PAINTERS**


**KID'S
COSTUME
CONTEST**


**FOOD &
BEVERAGE**
OPTIONS
AVAILABLE


**PLAY
AREAS**

BE PART OF THE FUN!



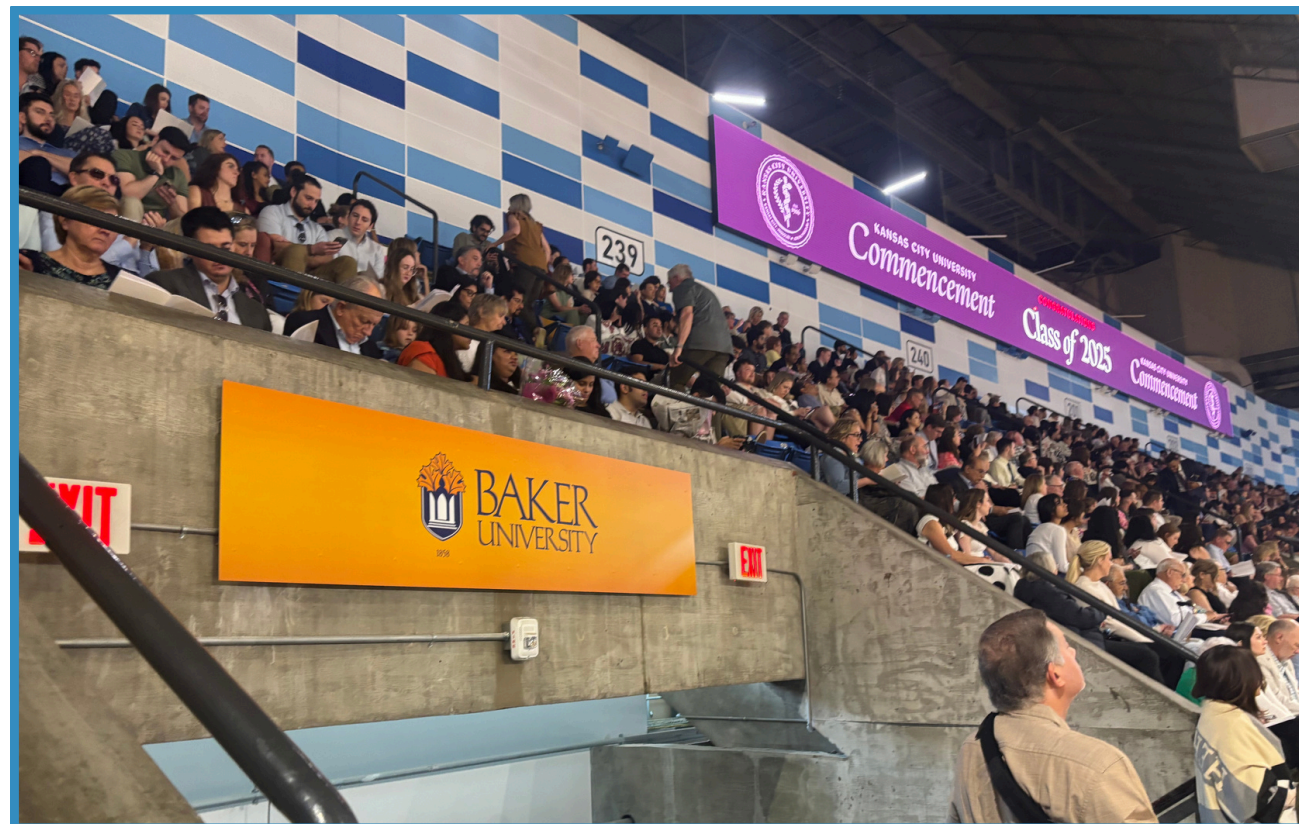
 **\$300**
Receive a 10 x 10 foot space to set
up a branded spooky table, hand
out candy and interact with guests!

THURSDAY
OCTOBER 29TH
5PM - 9PM

RESERVE YOUR SPOT TODAY!

 **CONTACT**
Keaton@gamedaypartnerships.com |  **816-508-9907**

SPONSORSHIP OPPORTUNITIES



EVENTS

Hy-Vee Arena hosts 60+ events annually from youth sporting events, graduations, cheer, dance and anything else you can think of.

Showcase your brand every day of the year in front of rotating and captivated audiences.

Take advantage of the opportunity as an arena partner to come on site for select events and interact with guests and gain additional exposure and connection.

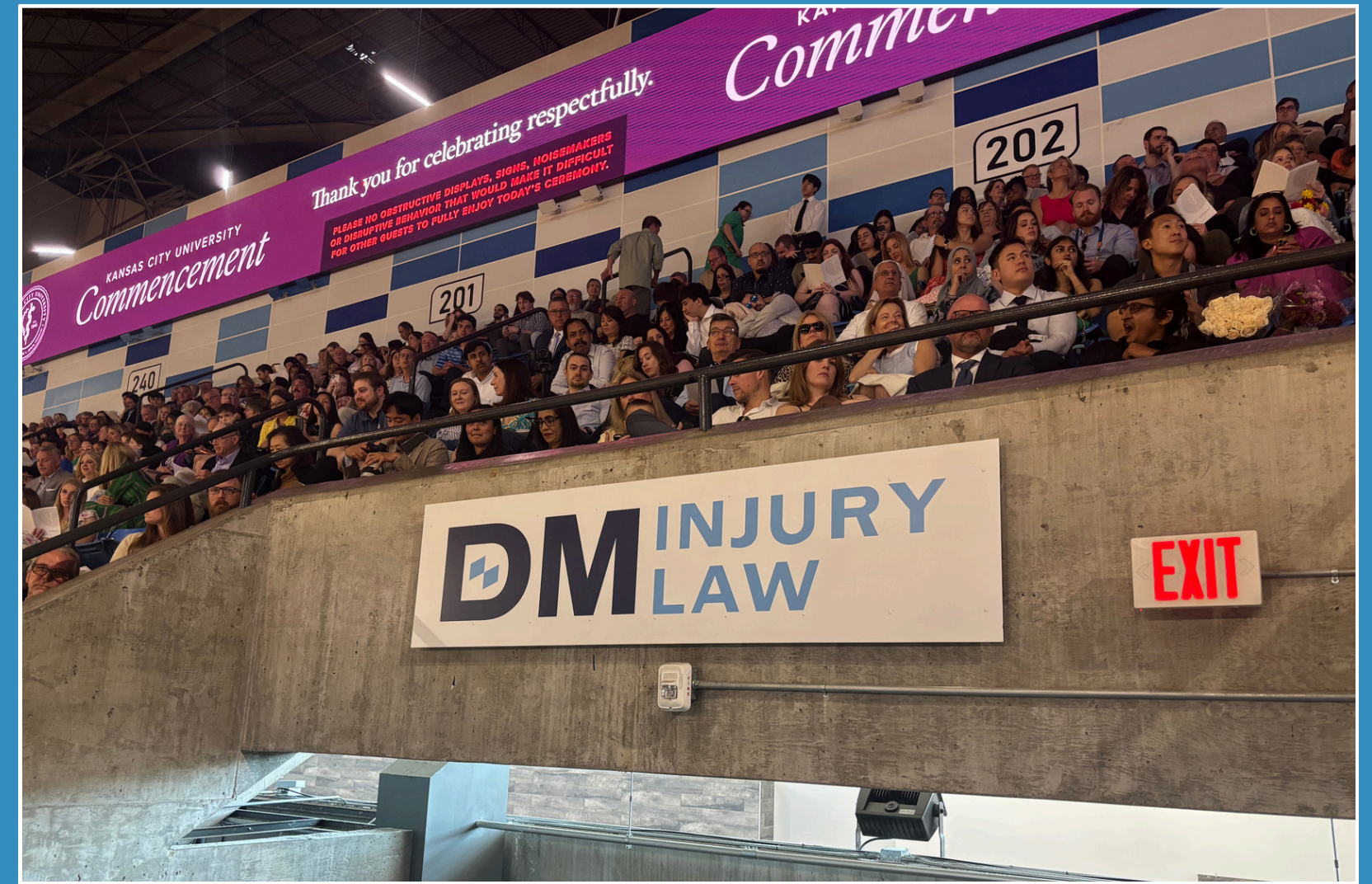


ARENA SIGNAGE

Have your brand presence stand out strong and be seen every day through fixed advertising pieces.

Inside the arena, all creative signage ideas are on the table - we love to showcase our KC partners in fun ways!

Court signage, lobby sponsor wall, pillar wraps, stair signage, atrium signage and more are ways to have your brand stick out further.

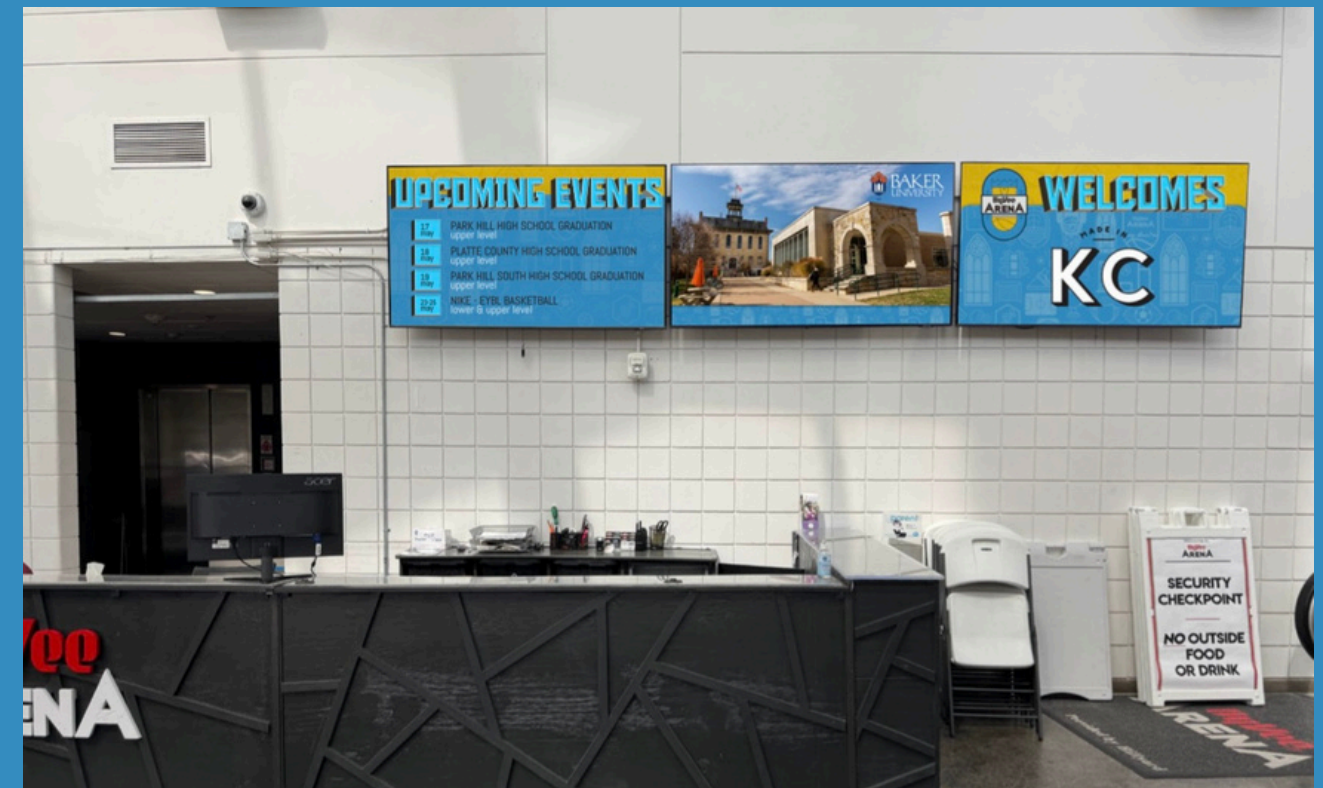


DIGITAL

Arena digital monitors throughout the building offer a range of ways to showcase your brand.

Entrance monitors, lobby monitors, walking loop monitors, bar tv's and more catch visitors eyeballs at every turn.

Share a specific message to guests throughout the week and change your message to fit different weekend events that come through the arena to congratulate graduates, showcase your supports for a local event, etc.



SOCIAL MEDIA

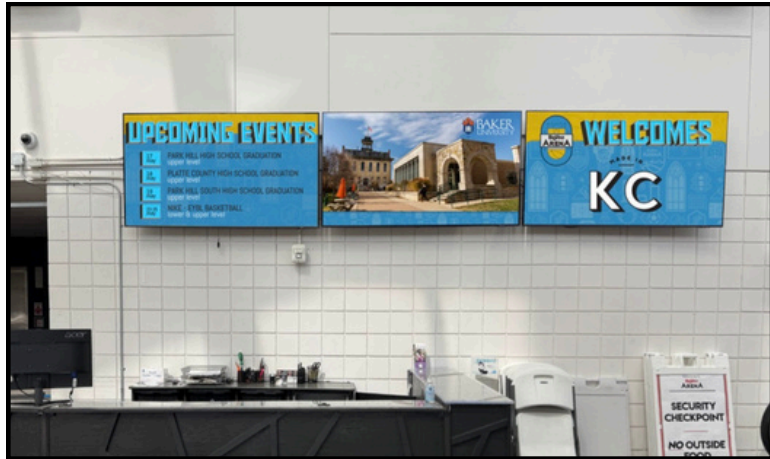
The arena's social media provides a fun way to interact with guests, the city and new potential visitors.

Sponsors can get involved on social media with sponsor specific messaging and posts and sponsor exposure during arena events.



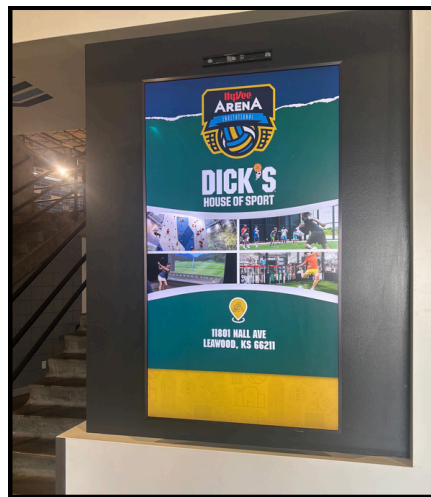
DIGITAL PACKAGE

\$3,000 annually



Digital Entrance Monitors

Concourse Monitors



Digital Ribbon Board

- Sponsor rotating logo/ad on ENTRANCE monitors daily and during arena events.

- Sponsor rotating logo/ad on LOBBY & CONCOURSE monitors daily and during arena events.

- Sponsor rotating logo/ad on ARENA BOWL & BAR monitors daily and during arena events.



TWO event sponsorships:

1. Girls OR Boys High School Volleyball Invitational (Boys-March/Girls-December)
2. Twelve Courts of Christmas

Includes:

- Sponsor on-site activation opportunity during event (table, giveaways, guest interaction)
- Sponsor digital logo included on entrance monitors, lobby/concourse monitors, and digital ribbon board on playing court
- Sponsor provided signage pieces to be placed throughout arena on event day
- Sponsor logo included on all event marketing and promotional materials
- Sponsor social media shoutout on event day on Hy-Vee Arena social media platforms

PACKAGE 1

\$5,500 annually



Lobby Sponsor Wall

- Sponsor rotating logo/ad on ENTRANCE monitors daily and during arena events.
- Sponsor rotating logo/ad on LOBBY & CONCOURSE monitors daily and during arena events.
- Sponsor rotating logo/ad on ARENA BOWL & BAR monitors daily and during arena events.
- Half-page sponsor ad in printed arena program booklet passed out at arena events
- Sponsor printed logo on Hy-Vee Arena sponsor wall in main lobby
- Sponsor logo included on Hy-Vee Arena website

FOUR event sponsorships:

1. Girls High School Volleyball Invitational (March)
2. Boys High School Volleyball Invitational (September)
3. Twelve Courts of Christmas (December)
4. KC Crew Volleyball Tournament

PACKAGE 2

\$7,500 annually



Fixed Signage Piece

- Sponsor rotating logo/ad on ENTRANCE monitors daily and during arena events.
- Sponsor rotating logo/ad on LOBBY & CONCOURSE monitors daily and during arena events.
- Sponsor rotating logo/ad on ARENA BOWL & BAR monitors daily and during arena events.
- Full-page sponsor ad in printed arena program booklet passed out at arena events
- Sponsor printed logo on Hy-Vee Arena sponsor wall in main lobby
- Sponsor branded fixed signage piece above entry tunnel in main court area
- Sponsor logo included on Hy-Vee Arena website
- Sponsor branded social media post on Hy-Vee Arena social media platforms

FIVE event sponsorships:

1. Girls High School Volleyball Invitational (March)
2. Boys High School Volleyball Invitational (September)
3. Twelve Courts of Christmas (December)
4. KC Crew Volleyball Tournament
5. High school and college graduations



There are endless ways to partner with Hy-Vee Arena and take part in a community hub supporting Kansas City and guests all around the Midwest.

If you are interested in learning more or chatting, reach out today!

Keaton Day
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Keaton@gamedaypartnerships.com