

UNIVERSITY OF MISSOURI
**KANSAS
CITY**



2025-26

SPONSORSHIPS

IN PARTNERSHIP WITH
GAMEDAY

ABOUT KANSAS CITY ATHLETICS



UMKC is the largest University in the Kansas City Metropolitan Area, offering over 125 degree programs

Total Enrollment: 15,300

- 54% undergrad
- 31% graduate
- 14% professional

Students from all 50 states and 82 countries



118,000 active alumni
Almost half of UMKC alumni live and work in KC

Kansas City's only NCAA Division I University

63% female & 37% male



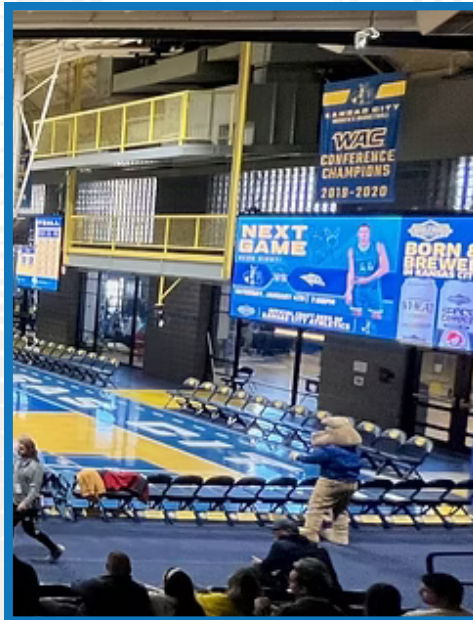
SPONSORSHIP OPPORTUNITIES



STATIC EXPOSURE



STADIUM SIGNAGE

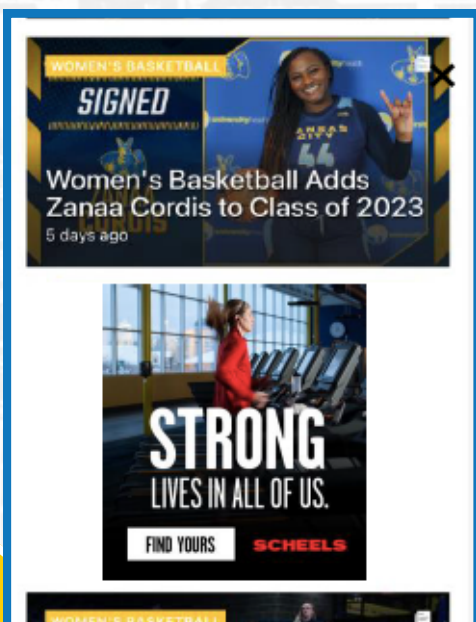


VIDEOBOARDS



YOUTH CAMPS

DIGITAL EXPOSURE



WEBSITE/APP



GAMEDAY POSTS



SOCIAL MEDIA

ADDITIONAL ASSETS



IN-GAME PROMOS



**ATHLETES OF THE WEEK
SPONSOR**



**SPONSOR GAMEDAY
GIVEAWAYS**



SOUVENIR CUPS



EMAIL NEWSLETTER



CUSTOM IDEAS!

GOLD PACKAGE



\$10,000 annually

ASSETS:

- 3'x5' static sponsor branded logo fixed to Swinney Center mezzanine, facing court all year long
- Sponsor signage banner displayed at Durwood Stadium (soccer)
- Sponsor logo featured on all four Swinney Arena videoboards daily during school, recreation, and youth camp hours
- Sponsor rotating logo featured on all four Swinney Arena videoboards during home basketball and volleyball games
- Sponsor rotating logo on sideline LED board during all home basketball and volleyball games
- Exclusive sponsor of ONE basketball, volleyball or soccer game of choice annually. Designation includes:
 - Sponsor logo featured on Gameday posts on social media platforms
 - Sponsor logo featured on videoboard and sideline LED board
 - In-game arena PA announcing game sponsorship
 - Sponsor (provided) giveaway opportunity at select game
 - Sponsor presence and on-site activation during game
 - 50 tickets for staff/customers

ADDITIONAL

- New sponsor/partner announcement on UMKC Athletics social media sites
- Sponsor branded content on TWO weekly athletic newsletters annually
- Sponsor logo and link included on Kansas City Athletics website
- (*If restaurant) you will be added to exclusive restaurant partner list (more info on later page)

BLUE PACKAGE



\$5,000 annually

ASSETS:

- Sponsor logo featured on all four Swinney Arena videoboards daily during school, recreation, and youth camp hours
- Sponsor rotating logo featured on all four Swinney Arena videoboards during home basketball and volleyball games
- During a volleyball, basketball or soccer game, you will be the exclusive sponsor of ONE game annually. Designation includes:
 - Sponsor logo featured on Gameday posts on social media platforms
 - Sponsor logo featured on videoboard and sideline LED board
 - In-game arena PA announcing game sponsorship
 - Sponsor (provided) giveaway opportunity at select game
 - Sponsor presence and on-site activation during game
- New sponsor/partner announcement on UMKC Athletics social media sites
- Sponsor branded content on ONE weekly athletic newsletters annually
- Sponsor logo and link included on Kansas City Athletics website

RESTAURANT PARTNER PACKAGE



\$7,500 annually

- **Restaurant added into OFFICIAL KANSAS CITY ATHLETICS RESTAURANT PARTNER GROUP. This designation:**
 - Puts your restaurant into an exclusive category of Kansas City Athletics restaurant partners that the athletic teams are required to use throughout the season
 - We will also give your restaurant the contact name and numbers of incoming teams in which you can reach out for their food needs.
 - Official Kansas City Athletics Restaurant list sent to visiting teams as part of visitors guide
- **During a volleyball, basketball, or soccer game, your restaurant will be the exclusive sponsor of ONE game annually. Designation includes:**
 - Sponsor logo featured on Gameday posts on social media platforms
 - Sponsor logo featured on videoboard and sideline LED board
 - In-game arena PA announcing game sponsorship
 - Sponsor (provided) giveaway opportunity at select game
 - Sponsor presence and on-site activation during game
 - Sponsor provided meal for team pre or post-game

ADDITIONAL

- Sponsor logo featured on all four Swinney Center Arena digital videoboards daily during operating, recreation, and youth camp hours
- New sponsor/partner announcement on Kansas City Athletics social media sites
- Sponsor logo and link on Kansas City Athletics Website “Restaurant Partners” section

THANK YOU



Keaton Day - GameDay Partnerships



GAMEDAY



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