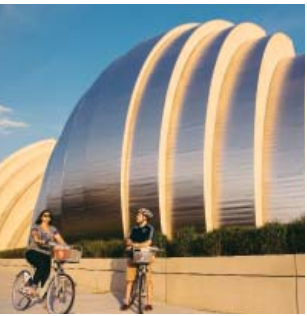


VISIT KC PARTNERSHIP PROGRAM





CLUB
KILL
DEVIL
CLUB
PURE GASTRO SPORTS

BRGR KITCHEN + BAR

BRGR

GET THE
BEST OF
BRGR ON

Partnering with Visit KC to support the travel and tourism economy in our community means making an investment in the future of Kansas City.

Cities with strong visitor economies grow faster than their peers. In fact, take a city with 10 percent more visitors than the U.S. average and you will find a 1.5 percent increase in overall employment in that community.

In 2015, Kansas City welcomed over **24 million visitors** who spent money at our attractions, hotels, retail stores and restaurants. The impact was felt city-wide:

- **\$5.1 billion** new dollars in our local economy
- Sustains more than **46,000 jobs** in the region
- **Saved each household \$525** in taxes annually
- Generates enough City tax revenue to support the Parks and Recreation department for a year, along with other amenities we enjoy as citizens

Your investment with Visit KC makes you a catalyst for more commerce in our region, meaning your investment will come right back to your business in terms of both direct and indirect spending.

More than **2,000 businesses** across the region partner with Visit KC to help spread the word nationally about our great City and promote travel and tourism to our region. Our program is the very definition of partnership: “working together and supporting one another to advance the industry and the community.”

Enclosed, you will find a robust new outline of partner benefits geared toward helping you drive traffic directly to your business and promote your services to our more than 24 million visitors. You have access to control your own information on VisitKC.com, including uploading photos, special offers and events, reaching the **more than 2.5 million site visitors** per year. For an investment beginning at \$650 for an entire year and VisitKC.com’s annual traffic of 2.6 million visits, you receive an incredible return for your investment. You will not be able to find a better investment for your marketing dollar.

VISIT KC PARTNERSHIP BENEFITS

	LISTING PARTNER	LEISURE PROMOTIONAL PARTNER	CONVENTION PROMOTIONAL PARTNER	CORPORATE PARTNER	COMMUNITY PARTNER	INVESTOR
LISTINGS						
Basic Listing on VisitKC.com (1 image)	✓					
KC Streetcar Kiosk Listing	✓	✓	✓	✓	✓	✓
Visit KC Mobile App Listing	✓	✓	✓	✓	✓	✓
Expanded Listing on VisitKC.com (multiple images)		✓	✓	✓	✓	✓
Listing in <i>Visit KC</i> Printed Visitors Guide		✓	✓	✓	✓	✓
PARTNER EVENTS						
Quarterly Partner Benefit Review Invitations	✓	✓	✓	✓	✓	✓
Partner Networking Event Invitations		✓	✓	✓	✓	✓
Partner Educational Events		✓	✓	✓	✓	✓
E-MAIL CORRESPONDENCE						
Monthly <i>Fast Five</i> Member Newsletter	✓	✓	✓	✓	✓	✓
Visit KC Destination Marketing E-mails	✓	✓	✓	✓	✓	✓
<i>Convention Alert</i> E-mails			✓	✓	✓	✓
PARTNER EXTRANET						
Access to Partner Extranet for Instant Listing Update	✓	✓	✓	✓	✓	✓
VisitKC.com Event Calendar Submission		✓	✓	✓	✓	✓
VisitKC.com Special Offers Submission		✓	✓	✓	✓	✓
ADVERTISING OPPORTUNITIES						
Customized Promotional Plan		✓	✓	✓	✓	✓
10% Discount on Visit KC Digital Advertising		✓	✓			
15% Discount on Visit KC Digital Advertising				✓	✓	✓





	LISTING PARTNER	LEISURE PROMOTIONAL PARTNER	CONVENTION PROMOTIONAL PARTNER	CORPORATE PARTNER	COMMUNITY PARTNER	INVESTOR
VISITOR CENTER MARKETING						
Referrals Through Visitor Information Centers		✓	✓	✓	✓	✓
Visit KC Visitor Center Brochure Placement		✓	✓	✓	✓	✓
Convention Center Brochure Distribution			✓	✓	✓	✓
VISIT KC MARKETING INTEGRATION						
Social Media Consideration (where appropriate)		✓	✓	✓	✓	✓
Visit KC Mobile App "Near Me" Special Offers		✓	✓	✓	✓	✓
Ability to Host Visit KC Clients and Travel Writers		✓	✓	✓	✓	✓
Access to Experienced Visit KC PR Staff for Promotion of Latest News and Events		✓	✓	✓	✓	✓
CONVENTION MARKETING ACCESS						
Convention Digest - With Meeting Planner Contact Information			✓	✓	✓	✓
Ability to Advertise Through Convention Housing Program			✓	✓	✓	✓
"We Love Conventions" Special Offers Inclusion			✓	✓	✓	✓
Sales Leads and Service Referrals			✓	✓	✓	✓
ADDITIONAL BENEFITS						
Access to Critical Reports - Stats & Travel Trends, Downtown Events, Convention Business Overview			✓	✓	✓	✓
Discounted Leisure Promotional Partnership for Subsidiary Business or Locations				✓		✓
Complimentary Leisure Promotional Partnership for City or County Owned/Operated Entities					✓	
10 Annual Meeting Tickets						✓
Co-Sponsorship of 1 Quarterly Networking Event						✓
Year-Long Recognition on VisitKC.com Partner Page and in Fast Five						✓
One Dedicated E-mail to Visit KC Partners						✓

VISIT KC PARTNERSHIPS

RETAIL & RESTAURANT LISTING PARTNER • \$150

Entry level membership with guaranteed placement across Visit KC digital outlets.

- Exclusive Partner Extranet access to control your listing on Visit KC mobile app and website with more than 2.5 million visitors per year.
- Receive a 25-character description and one image for a higher-tier listing.
- Visit KC serves as the visitor information portal for the KC Streetcar Kiosks throughout downtown and provides the content on the downtown Wi-Fi landing page, providing a wide-range of exposure.
- New partner orientation that provides an introduction to key Visit KC staff, outlining how to successfully leverage your partnership and maximize its benefits.
- Receive monthly *Fast Five* e-newsletter with the latest KC travel and tourism happenings and trends.



LEISURE PROMOTIONAL PARTNER • \$650

Standard membership that allows you to promote your business to the more than 24 million travelers coming to KC each year with digital, print and in-market promotions.

- All the benefits of a Listing Partner but also receive an expanded business listing with unlimited description and image upload capability.
- Inclusion in the official *Visit KC Visitors Guide*. More than 225,000 copies distributed in area hotels, attractions, visitor centers and to meeting planners and their attendees.
- Complimentary invitations to Visit KC quarterly networking events. Network with hospitality industry peers, learn about upcoming events and conventions and how to help drive visitors directly to your business.
- Submit special offers and events through the Partner Extranet, which feeds directly into the Visit KC Events Calendar, which receives more than 3.5 million page views per year.
- Promotion and referrals through our Visitor Information Centers located in the Visit KC offices, Kansas City Convention Center and Union Station.
- Ability to host Visit KC clients and travel writers as requested by clients.
- Access to experienced Visit KC PR team for promotion of your latest news and events.
- Personalized consulting benefits with a 10 percent discount on advertising designed to deliver a customized plug-in to meet your individual needs.
- One complimentary registration for Kansas City Restaurant Week.

CONVENTION PROMOTIONAL PARTNER • \$1,000

Upgraded membership that provides all the leisure promotional marketing benefits, but also gives direct access to incoming conventions for a higher ROI.

- All the benefits of a Leisure Promotional Partner.
- Easy access to critical information, including reports on hospitality industry statistics and travel trends, and access to the exclusive convention calendar, convention alerts and downtown events calendar
- *Convention Alert* e-mails to keep you on top of upcoming citywide conventions.
- Convention housing marketing opportunities. This three-pronged approach to convention attendees allows multiple touchpoints for visitors to hear about your business and special offers.
- Targeted promotions and discounts to convention attendees through our “We Love Conventions” discount program.
- Leads and direct service referrals accessible through the Partner Extranet.

CORPORATE PARTNER • \$1,500

Upgraded membership that provides the opportunity to bulk package membership for any subsidiaries or additional locations.

- All the benefits of a Convention Promotional Partner.
- Ability to add subsidiaries or additional locations for a discounted rate of \$150 annually (does not include registration for KC Restaurant Week).
- Access to control all subsidiary accounts and Visit KC content via the Partner Extranet.
- Personalized consulting benefits with a 15 percent discount on advertising designed to meet your individual needs.

COMMUNITY PARTNER • \$1,500

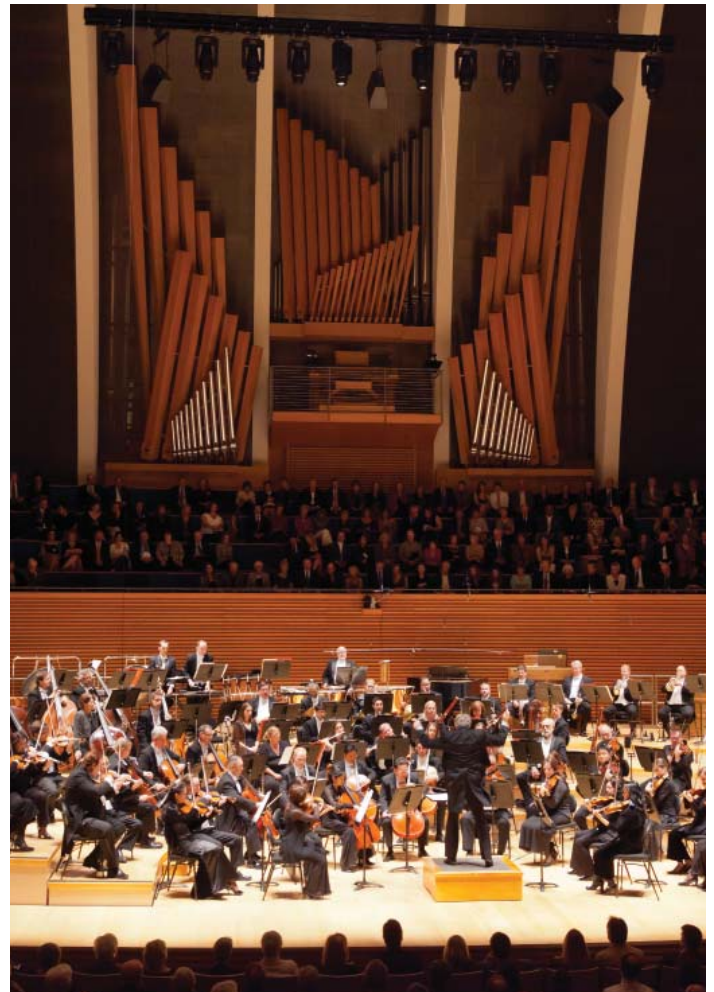
Upgraded membership that provides the opportunity to bulk package membership for any city, county or state owned entities.

- Functions identically to a Corporate Partner, however child Promotional accounts are limited to city, county or state owned/operated entities and are complimentary.

VISIT KC INVESTOR • \$5,000

Top tier membership that shows recognition for investment into Visit KC’s mission of increasing visitation and allows the opportunity to market to Visit KC’s partnership base.

- All the benefits of a Corporate Partner.
- Tickets for 10 at Visit KC’s Annual Meeting.
- Promotion as a co-sponsor of one of Visit KC’s quarterly partnership networking events: receive recognition on the e-mail invitations, logo signage at the event and collateral placement, verbal recognition and speaking time during the program. Customized programs will be offered based on value to partnership.
- Year-long recognition as a Visit KC investor on Visit KC partner page and in the partner *Fast Five* e-newsletter.
- Dedicated e-mail to our partner database promoting your services that would be of value to our partners—must be approved and sent by Visit KC.





1321 BALTIMORE AVENUE, KANSAS CITY, MO 64105

VISITKC.COM • 816-691-3800 • 