



# 2023 AMERICAN ROYAL UPTOWN HOEDOWN

## ABOUT THE EVENT

Pull on your boots, round up your posse and join us for a good old-fashioned party in the dirt at Hale Arena. Dance to live music, enjoy delicious barbecue and drink up! All proceeds directly support the American Royal's purpose to champion food and agriculture.

**DATE/TIME:** Saturday, December 2, 2023 | 7 p.m. - 11 p.m.

**LOCATION:** Hale Arena, 1701 American Royal Ct, Kansas City, MO 64102

Hosted by the American Royal Chairman's Club & Event Chairman Gordon Lansford, JE Dunn Construction

## WHERE CHAMPIONS ARE CROWNED

A Kansas City tradition since 1899, the American Royal is a 501(c)(3) not-for-profit organization whose mission is to be the nation's leader for food and agriculture education, events, and engagement. The American Royal provides opportunities for nearly half a million youth and adults from around the world to engage in high-quality events and experiences. Support our vision of a world where food and agriculture are celebrated and all generations are committed to its future.

## PARTNERSHIP OPPORTUNITIES

### Platinum Sponsor: \$15,000

- Presenting Sponsor of the event with premier logo placement on all marketing materials and event collateral
- 20 tickets to Uptown Hoedown
- Two social media mentions through the American Royal social media channels
- Announcer recognition during the event
- 20 VIP Meet-and-Greet with performing artist

### Gold Sponsor: \$10,000

- Sponsor of one of the following event assets:
  - VIP Meet-and-Greet with Artist
  - Silent Auction
  - Dinner
  - Dirt (Dance Floor)
  - Opening Act - Brothers Theresa
- Logo placement on sponsored asset signage/collateral
- Logo placement on select marketing materials
- 20 tickets to Uptown Hoedown
- One social media mention through the American Royal social media channels
- Announcer recognition during the event
- 10 VIP Meet-and-Greet with performing artist

### Silver Sponsor: \$5,000

- Sponsor of one of the following event assets:
  - Valet Parking
  - Marketplace
  - Event Check In
  - Selfie Station
- Logo placement on sponsored asset signage/collateral
- Recognition on select marketing materials
- 10 tickets to Uptown Hoedown
- Announcer recognition during the event

### Bronze Sponsor: \$2,500

- Recognition on select marketing materials
- 10 tickets to Uptown Hoedown

### Crown Sponsor: \$1,000

- Recognition on select marketing materials
- 4 tickets to Uptown Hoedown

### Individual Ticket: \$125

- One ticket to Uptown Hoedown

**Questions? Contact Macy Evans, Partnership Coordinator, at [macye@americanroyal.com](mailto:macye@americanroyal.com) or 816-569-4012**