



PorchFestKC is a free community music celebration, turning dozens of Midtown Kansas City's historic front porches into concert stages, featuring the region's most diverse and talented musicians of all genres and ages.

## SPONSORSHIP OPPORTUNITIES



With a 5-year track record of successfully hosting 150+ porch-concerts in a single day, PorchFestKC returns for year 6 this October 14<sup>th</sup>. The festival showcases the best of Kansas City! Incredible music. Beautiful neighborhoods. And diverse community. Join us on the adventure!



# PorchFest By The Numbers

Attendance est.: 6,000-6,500



## Kansas City, MO Metro

- |              |               |                 |
|--------------|---------------|-----------------|
| Blue Springs | Lake Waukomis | Parkville       |
| Gladstone    | Lee's Summit  | Platte City     |
| Grandview    | Liberty       | Pleasant Hill   |
| Independence | North KC      | Pleasant Valley |
| Kansas City  | South KC      | Raymore         |
| Kearney      |               |                 |

## Kansas City, KS Metro

- |                |            |                 |
|----------------|------------|-----------------|
| Bonner Springs | Lawrence   | Overland Park   |
| Edwardsville   | Lenexa     | Prairie Village |
| Fairway        | Merriam    | Roeland Park    |
| Gardner        | Mission    | Shawnee         |
| Kansas City    | Olathe     | Westwood        |
| Leawood        | Osawatomie |                 |

## Beyond the Metro: Missouri

- |               |                    |             |
|---------------|--------------------|-------------|
| Albany        | Holt               | Peculiar    |
| Aurora        | Joplin             | Sedalia     |
| Belton        | Lake of the Ozarks | Springfield |
| Centerview    | Marshall           | St Louis    |
| Columbia      | St Joseph          | Trenton     |
| Fulton        | Cameron            | Warrensburg |
| Harrisonville | O'Fallon           |             |

## Beyond the Metro: Kansas

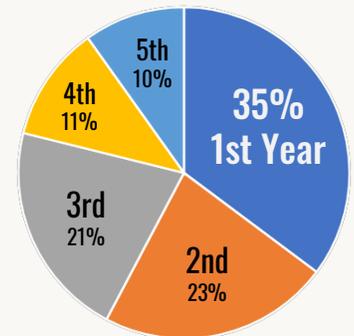
- |          |         |
|----------|---------|
| Oberline | Wichita |
| Topeka   | Wathena |

**17** states were represented at prior PorchFestKC events!\*

As a ticket-free event, it's difficult to have precise data about attendance and attendees. Yet this snapshot showcases the draw of this grassroots event.

\*Data collected from surveys posted to social media post-event in 2015, 2017 and 2019.

**65%** of attendees return annually, and **2/3** of attendees bring a group!



**33%**  
1-2 people

**44%**  
3-5 people

**13%**  
6-8 people

**10%**  
9+ people





## Why PorchFestKC

The goal is to build community through music: to get people out of their cars, and experiencing regional talent, while exploring Midtown's beautiful, historic neighborhoods. The event has always been all-ages, and alcohol-free. It's a chance for the old and young alike to explore the arts, known and new. And for musicians to expand their reach.

### HISTORY

Kansas City's PorchFestKC originated in the West Plaza neighborhood in 2014. At the time, it was the 22<sup>nd</sup> porchfest in North America, and only the second in the Midwest. The popular model has grown to 170 festivals, yet Kansas City remains one of the largest events held nationally.

The festival has been welcomed into the Valentine, Roanoke, Volker Union Hill and Longfellow neighborhoods, as well as Union Cemetery.

### STRUCTURE

Bands and homeowners apply to participate. Selected bands perform for one hour on one porch. Tubs for tips are at each porch, as that supports the bands. Porch hosts provide front porch space, and electricity for the band's use.

Festival attendance is free and family-friendly. Attendees watch from front yards, following their ears from porch-to-porch all afternoon, camp chair in hand.

### SO MUCH MUSIC

Its inaugural year featured 70 bands, on 24 porches, performing over five hours.

In recent years, the festival has featured 150+ bands performing over six hours.

Music is all genres, and participants are selected based on available space, and their ability to perform acoustic or near-acoustic sets.

**The tone of the event is one of a relaxed block party that the entire region has been invited to join.**





# Sponsorship Opportunities

	Mandolin Level \$5,000	Duet Level \$2,500	Ukulele Level \$1,000	Banjo Level \$500	Friends of PorchFestKC < \$500
Porch sponsorship: onsite branding at a select, high-traffic porch	✓				
Color logo on printed festival map*	✓	✓	✓		
Color logo on festival poster*	✓	✓			
Monochromatic logo on volunteer t-shirts*	✓	✓	✓		
Opportunity to provide your business cards to festival attendees	✓	✓	✓		
3 social media mentions in days leading up to festival using language you provide	✓	✓	✓	✓	
Graphic for your use in promoting your sponsorship of PorchFestKC	✓	✓	✓	✓	✓
Monochromatic logo or name on Sponsor signage in each festival neighborhood	✓	✓	✓		
Name listed on Sponsorship page of PorchFestKC.com	✓	✓	✓	✓	✓
Documentation to support 100% tax deductible status for your gift	✓	✓	✓	✓	✓
2 complimentary festival t-shirts	✓				
1 complimentary festival t-shirt		✓	✓	✓	

\*Deadline for inclusion is 9/1/2023

[PorchFestKC.com](http://PorchFestKC.com)

Sponsorship and Donations are tax-deductible via PorchFestKC's fiscal sponsor, Main Street Corridor Development (MidtownKC Now), a 501(c)3 non-profit organization.



This project is supported in part by the City of Kansas City, Missouri Neighborhood Tourist Development Fund.

To discuss sponsorship, please contact PorchFestKC organizer, Kathryn Golden, at [PorchFestKC@gmail.com](mailto:PorchFestKC@gmail.com), or 415.218.0773