

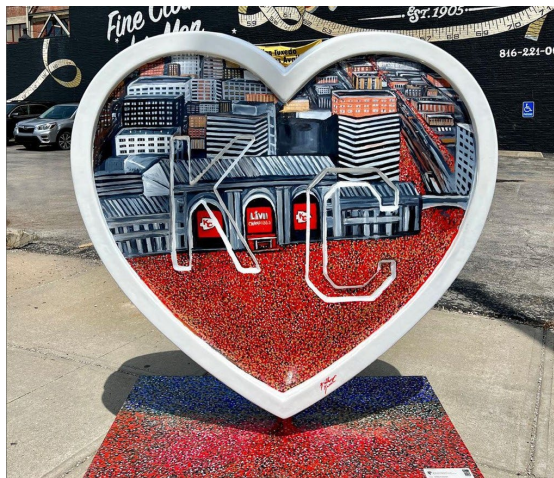


**PARADE  
OF  
HEARTS**

**A HEARTLAND  
CELEBRATION**

PARADE OF HEARTS IS A **PUBLIC ART**  
**EXPERIENCE** THAT **CELEBRATES** OUR **DIVERSITY**,  
**UNITES COMMUNITIES** AND **SUPPORTS**  
**NONPROFITS** BY PLACING BEAUTIFULLY  
**DESIGNED HEARTS** BY **LOCAL ARTISTS**  
THROUGHOUT THE **KANSAS CITY** REGION

# THE HEART OF KC




SPONSORED BY:

**WHISKEY.**  
DESIGN

Artist: **Keisha Jordan**  
Title: *A PATHWAY FORWARD - WHEATLEY PROVIDENCE*

2023  
**PARADE OF HEARTS**  
SCAN FOR MORE INFO



- MONARCHS WORE ON 1942 JERSEY SLEEVE
- PLAZA LIGHT POLES
- MID-'90S THEN- MAYOR CLEAVER INTRODUCED A VARIATION AS CITY'S LOGO
- CHARLIE HUSTLE REVIVES HEART IN 2010S



# 2022 BY THE NUMBERS

## EVENT DETAILS

- 700 design submissions.
- 150+ artists participated in designing 156 hearts that went on display spanning two states, 31 cities, 7 counties.
- 7,064 bids were placed on 144 hearts during the online auction.
- 1,749 people made at least one bid on a heart during online and live heart auction.
- 78 Corporate Sponsors & Private Donors committed to \$1.7m of the \$2.56m raised.

## SOCIAL MEDIA

- 3,400,000 impressions from social media.
- 57,000 comments/shares/reactions from social media.
- 18,524 bids followers.
- 400,000 profiles reached.

## P.R.

- 26,722,161 total national TV audience.
- \$2,909,603 total national TV publicity.
- 4,395,719 total radio audience.
- \$9,679 total publicity value.
- 206,558,799 total online + print audience.
- \$25,634,473 total online + print publicity.

## MERCH SALES

- 4,343 Parade of Hearts T-shirts sold.
- \$21,412.63 net revenue for Official POH merch.
- 1,284 cup sold at Chicken N Pickle through their Cup Program

## WEBSITE

- 233,124 visits from March - October 2022

## APP

- 1,238,706 QR code heart check-ins.

## TOTAL RAISED

**\$2.56  
MILLION**

## 2023 BY THE NUMBERS

# 2023



### SOCIAL MEDIA

- 236,440 impressions from social media with a 60.1% increase
- 12,034 comments/shares/reactions from social media
- 18,931 followers with a 10% increase on Instagram
- 294% increase in Facebook page reach
- 132.6% increase in Instagram account engagement
- 152% increase in Facebook post interactions
- 31.3% increase in Facebook post reactions/comments/shares

### P.R.

- 2,282,230 total national TV audience
- \$269,361 total national TV publicity
- 309,997 total radio audience
- \$723 total publicity value
- 70,145,425 total online + print audience
- \$2,063,713 total online + print publicity

### APP

- 7.1k total downloads in 2023
- 20,241 total checkins in 2023

### WEBSITE

- 124,000 visits from January 1 - May 15

# PARADE OF A HEARTLAND CELEBRATION HEARTS™

IN SPRING 2024, OVERSIZED HEART  
SCULPTURES WILL BE PLACED AROUND  
OUR REGION





**PARADE  
OF** A HEARTLAND  
CELEBRATION  
**HEARTS™**

**2024**

**SPRING -  
SUMMER 2024**

# BENEFICIARIES FOR 2023-2024 PARADE OF HEARTS



ARTS + CULTURE



# SPONSORSHIP BENEFITS INCLUDE



OPPORTUNITY TO UTILIZE PARADE OF HEARTS BRAND FOR A CUSTOMIZED SOLUTION BASED UPON YOUR BUSINESS NEEDS



PARTICIPATING IN THE GOODWILL CREATED IN THE REGION THAT PARADE OF HEARTS DELIVERS



DELIVER FINANCIAL GOOD TO THE PARADE OF HEARTS BENEFICIARIES



# COMMUNITY PARTNERS

	PRESENTING SPONSOR \$100,000	GRAND MARSHAL \$50,000	HEART OF GOLD \$25,000	HEARTWARMING \$10,000
NUMBER OF HEARTS SPONSORED	6	4	2	1
SPONSOR LOGO AT BASE OF HEART	X	X	X	X
PRIORITY IN "HEART ART" SELECTION	1st PRIORITY BY COMMITMENT DATE	2nd PRIORITY BY COMMITMENT DATE	3rd PRIORITY BY COMMITMENT DATE	4th PRIORITY BY COMMITMENT DATE
HEARTS OWNED	2	1	0	0
PRIVATE KICKOFF EVENT INVITES	10 PEOPLE	6 PEOPLE	4 PEOPLE	2 PEOPLE
LOGO WITHIN MOBILE APP	X	X		
PUBLIC RELATIONS OPPORTUNITY	X			
DIGITAL CONTENT, SOCIAL MEDIA, PRESENTATION DECKS	FEATURED POSITION	SECONDARY POSITION	WHEN APPLICABLE	WHEN APPLICABLE
CUSTOMIZED LICENSING & MERCHANDISE OPPORTUNITIES	X	X	X	X
RIGHTS TO PARADE OF HEARTS MARKS FOR PRE APPROVED MARKETING USE	X	X		



PRESENTING SPONSORS

**Dimensional  
Innovations**



# COMMUNITY PARTNERS

## PRESENTING SPONSORS

**Dimensional  
Innovations**

**PRICE  
CHOPPER**

**JEDUNN<sup>®</sup>**  
CONSTRUCTION

**HONDA**  
Kansas City  
Honda Dealers

## GRAND MARSHAL SPONSORS

**WHISKEY  
DESIGN**

**Royals<sup>™</sup>**

**Panasonic  
ENERGY**

**RE/MAX<sup>™</sup>**

**Outrider**

**THE LEIGH & TYLER  
NOTTBERG FAMILY  
FOUNDATION**

## HEART OF GOLD SPONSORS

**HELZBERG  
DIAMONDS.**

**VELOCITI**

## HEARTWARMING SPONSORS

**GARMIN<sup>®</sup>**

## HONORABLE MENTIONS



# LICENSING OPPORTUNITIES



# LICENSING OPPORTUNITIES



# ACTIVATION OPPORTUNITIES





**THANK  
YOU**

**MARCH ALONG AT [THEPARADEOFHEARTS.COM](http://THEPARADEOFHEARTS.COM)**

**PARADE OF HEARTS IS PRESENTED BY**

**DIMENSIONAL INNOVATIONS | PRICE CHOPPER | JE DUNN CONSTRUCTION | KANSAS CITY HONDA DEALERS**