



# 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

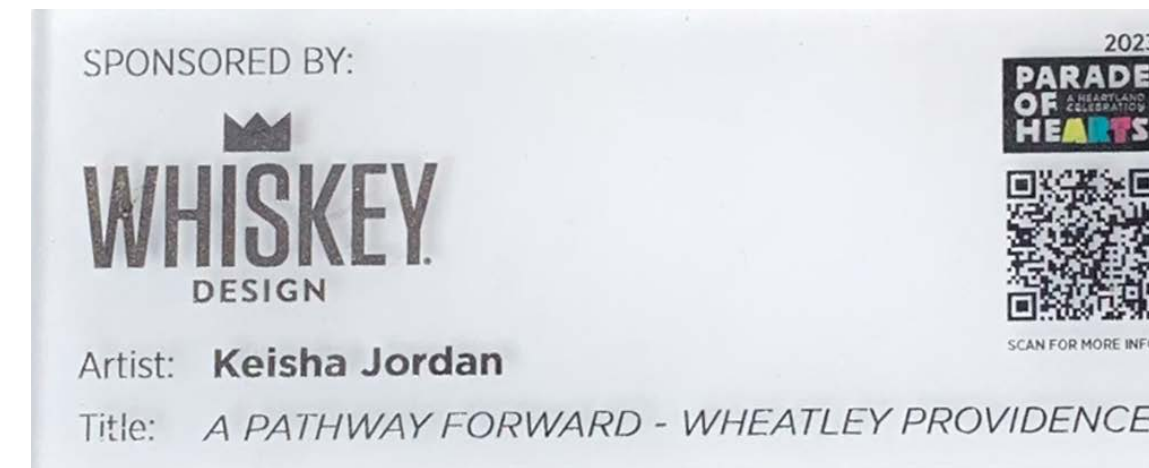
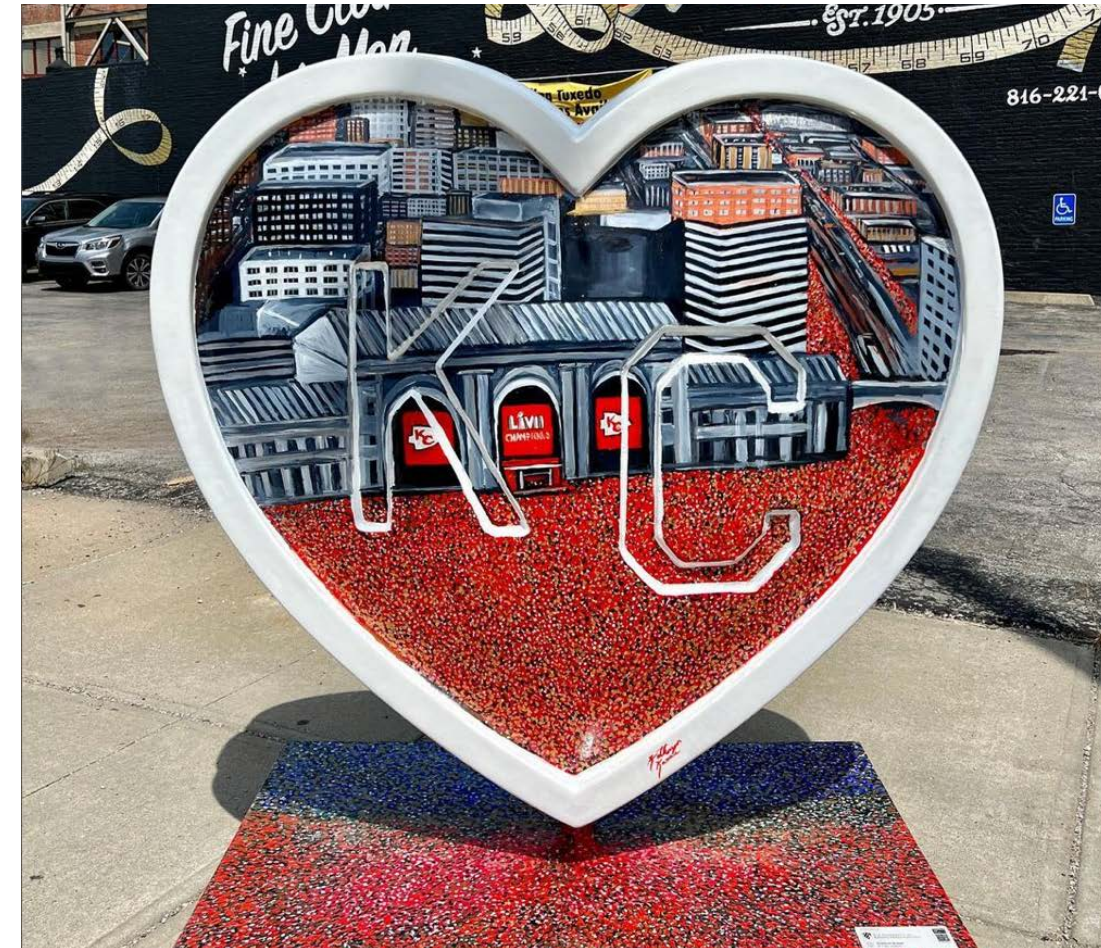




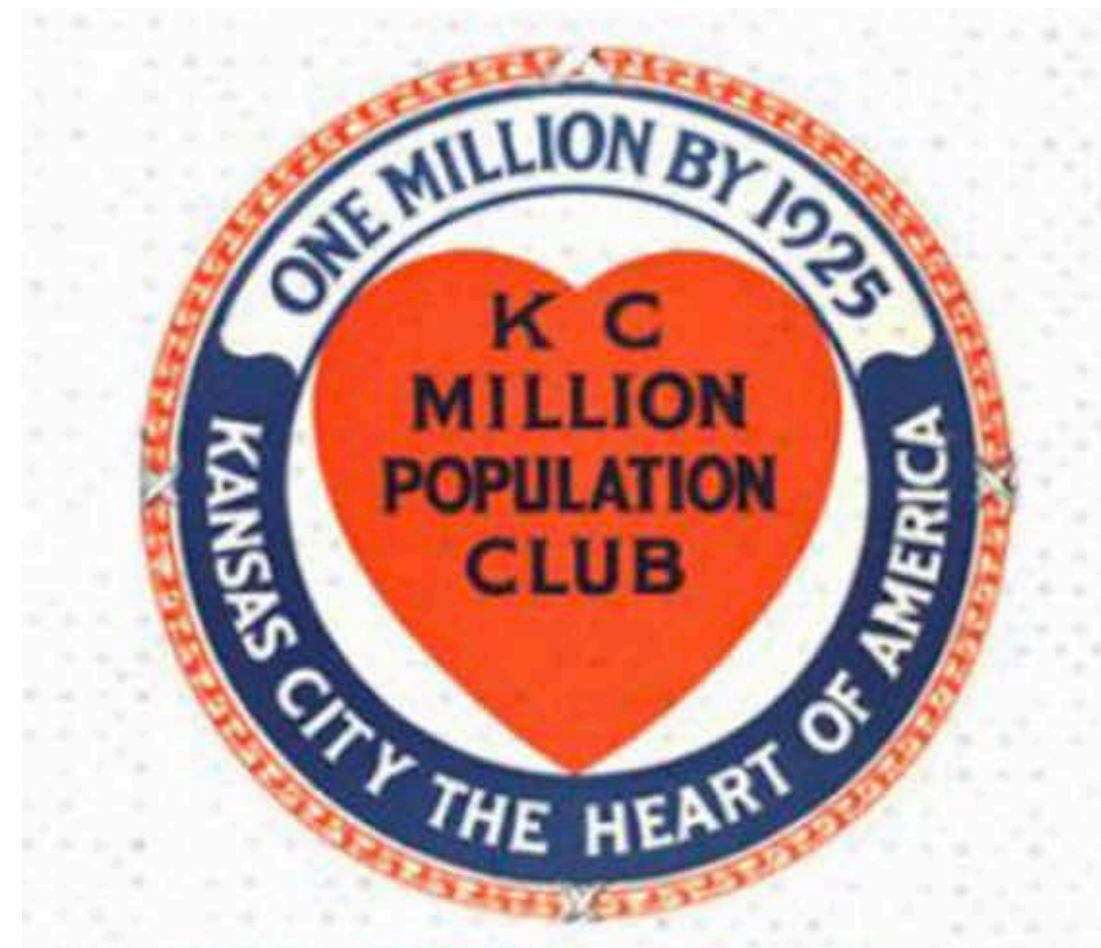
## A HEARTLAND CELEBRATION



# THE HEART OF KC



- 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

## 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

# 2023





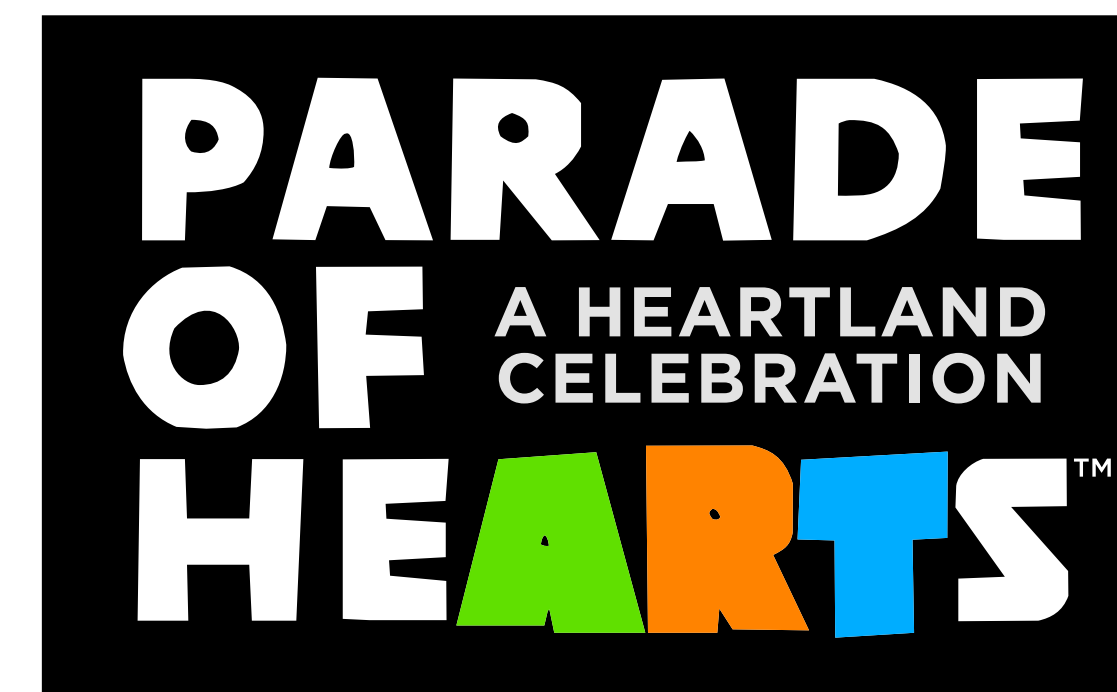
BRINGING BACK THE

# PARADE OF A HEARTLAND CELEBRATION HEARTS™

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







**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**  
CONSTRUCTION

**HONDA**  
Kansas City  
Honda Dealers

## GRAND MARSHAL SPONSORS

**WHISKEY**  
DESIGN

**Royals**<sup>TM</sup>

**Panasonic**  
ENERGY

**RE/MAX**

**Outrider**

## HEART OF GOLD SPONSORS

**HELZBERG**  
DIAMONDS<sup>®</sup>

**kazoo**  
MEDIA

**VELOCITI**

## HEARTWARMING SPONSORS

**GARMIN<sup>®</sup>**



# 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**