



**FARFALLA**  
EVENTS

**FARFALLA EVENTS WAS CREATED TO  
BRING CHANGE, TRANSFORMATION AND  
OPPORTUNITIES TO THE COMMUNITY BY  
PRODUCING KANSAS CITY SHOPPING  
EVENTS TO SUPPORT LOCAL  
BUSINESSES, HARD-WORKING  
COMPANIES AND CREATIVE MAKERS.**

Sponsorship with Farfalla Events is more than a logo and a handshake. We work with each sponsor to provide brand recognition that will drive business and create customers for each event. Every sponsorship is different because every brand has unique goals. We invite you to think creatively about ways to engage event attendees and brainstorm with us. We are always looking to evolve our sponsorship options in order to make the best of our partnerships!

### JUST FOR HER EVENT

June 21-23, 2024  
OP Convention Center

Experience the largest Kansas City Shopping Event of the Summer! This event has everything women want and need, but all in a fun and exciting atmosphere at the Overland Park Convention Center! Shop the latest in fashion, beauty, wellness, pampering, food, treats & more! To sum it up – enjoy the latest summer trends all in one location!

JUST FOR  
**HER**  
EVENT

### CHICK EVENT

Town Center Plaza

Chick Events focuses on what buying, eating and sipping locally really means. We hope to inspire a passion in our community to shop locally and to purchase quality products made by our talented and creative vendors! This beautiful outdoor, tented event is full of makers, shop owners and supportive Kansas City shoppers!

CHICK  
EVENTS 

### KC LOVE EVENT

February 24-25, 2024  
Union Station

The KC Love Event celebrates our love for the Kansas City community and supports our desire to grow and encourage small, local businesses with big dreams! This indoor event is full of hand-picked vendors and is fun for the whole family. Plus, it all happens within the heart of Kansas City at the beautiful and historical Union Station!

**KC LOVE**

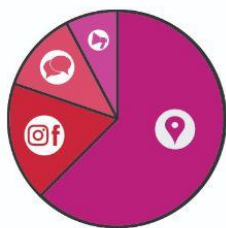


## WHAT IS THE KC LOVE EVENT?

This event includes over 100 vendor booths to shop in the historical & beautiful Union Station! Experience Kansas City to the fullest through our local partnerships with homegrown brands, and best of all- fabulous items from the BEST makers in KC! The KC Love Event is a shopping event at its core, but is more than that- it's a community-driven experience worth exploring with those who know and love this amazing city of ours!

## 2023 VENDOR FEEDBACK

### How did you hear about the KC Love Event?



Previous Farfalla Vendor 66%  
Instagram/Facebook 14%  
Vendor or Friend 11%  
Other 7%

### Number of attendees

7,000

Pre-event communication

100%  
SATISFACTION

### Were you satisfied with the number of guests?

10% No



90% Yes

### What was your overall satisfaction with the event?

It was great! 95% 3% It wasn't for me.

### Overall event profits

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I didn't cover my booth cost: 0%  
I covered my booth cost: 3%  
Under \$1000: 11%  
\$1000-\$3000: 55%  
\$3000-\$5000: 11%  
Over \$5000: 11%  
Prefer not to share: 7%

We had an amazing event. We used the front corner of our booth for a major clearance sale, but sold almost equal parts sale & non sale product. Great caliber of vendors & attendees!

We loved the location of the event. It is so beautiful there and naturally attracts people so a bonus to have the event there.

I loved the amount of people that showed up to this event! We got lots of exposure & good advertising for our business. Overall we are pleased with the results & will most likely be signing up for this event in the future!



2023 KC Love Attendance  
7,000



2023 Vendor Quantity  
100



Instagram.com/farfallaeventskc  
12.3K Followers



Text Message Contacts  
10,600



Facebook.com/farfallaeventskc  
2.4K followers



Email Contacts  
39,000

# 2024 KC Love Event

February 24-25, 2024, Union Station Kansas City

*\*All sponsorships are limited to 1 per category*

## **PRESENTING SPONSOR - \$8,000**

- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Logo featured on event tickets
- Logo on event signage
- Included in press releases
- Min. 2 recognition posts on Facebook and Instagram (combined)
- Feature in eblast
- Inclusion on Featured Vendor page on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- 50 Free tickets to the event
- Maximum exposure at the live event (10x10 premium location at event)
- Inclusion of marketing materials in guest bags (if applicable)
- Sponsor will receive all email addresses and phone numbers of those who enter to win at-event contest
- Inclusion in Scavenger Hunt prize giveaway at event. \*Attendees participate in the Scavenger Hunt giveaway by stopping at all Category Sponsor booths in order to get their Scavenger Hunt card stamped. All cards with all boxes stamped are entered to win a prize valued at \$250.

## **KC "LOVE BUCKS" SPONSOR \$6,000**

All event participants who have entered their text/email information will have the chance to win "LOVE Bucks" to spend at the event. "LOVE Bucks" will be given away each hour. "LOVE Bucks" may be used as cash to purchase items from a vendor booth.

- Logo will be promoted front and center on the "LOVE Bucks"
- Logo and marketing cards (provided by sponsor) at table used to collect entries and distribute "LOVE Bucks"
- 30 Free tickets to the event
- Maximum exposure at the live event (10x10 premium location at event)
- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Logo on event signage
- Feature in eblast - "LOVE Bucks" will be featured several times in eblasts and on social media
- Inclusion in Scavenger Hunt prize giveaway at event. \*Attendees participate in the Scavenger Hunt giveaway by stopping at all Category Sponsor booths in order to get their Scavenger Hunt card stamped. All cards with all boxes stamped are entered to win a prize valued at \$250.

## **ACTIVATION SPONSOR - \$4,500**

- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Logo on event signage
- Min 1. recognition posts on Facebook and Instagram (combined)
- Feature in eblast
- Inclusion on Featured Vendor page on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Maximum exposure at the live event (min. 10x10 booth space)
- 20 Free tickets to the event
- Inclusion in Passport prize giveaway at event. \*Attendees participate in the Passport giveaway by stopping at all Category Sponsor booths to get their Passport stamped. Passports with all boxes stamped are entered to win a prize valued at \$250.
- Brand and Logo will be showcased at every photo op spot and activation location at event
- Sponsor will receive all email addresses and phone numbers of those who enter to win



## ENTRANCE & EXIT SPONSOR - \$3,500

Want to get your product or information in the hands of everyone? The Farfalla Events team will hand out your marketing card at the main entry/exit point at the event. \*Sponsor must provide marketing material up to 3,000 pieces.

- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- 25 Free tickets to the event
- Logo on event signage
- Feature in eblast
- Feature on social media
- 10x10 inline booth at event

## ATTENDEE BAG SPONSOR - \$3,500

Send KC Love Event attendees' home with a reusable shopping tote! Each attendee will receive a branded bag upon entry to the event with sponsor promo/contact info included in the bag (recommended) \***Sponsor must provide bags, up to 5,000 qty.**

- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Logo on event signage
- Feature in eblast
- 20 Free tickets to the event
- Feature on social media
- 10x10 inline booth at event

## BAR SPONSOR - \$3,500

- Logo featured on event homepage of [www.farfallaeventco.com](http://www.farfallaeventco.com)
- (1) featured post on social media outlet (Facebook & Instagram)
- Logo featured on all print advertising
- Logo printed on cocktail bar napkins
- Onsite sponsorship recognition at bars
- 20 Free tickets to event
- 10x10 inline booth

## CATEGORY SPONSOR - \$3,000

- Brand/logo included on all marketing material
- Logo/link included on [www.farfallaeventco.com](http://www.farfallaeventco.com)
- Logo on event signage
- Feature in eblast
- 10 Free tickets to the event
- Feature on social media
- 10x10 inline booth at event

