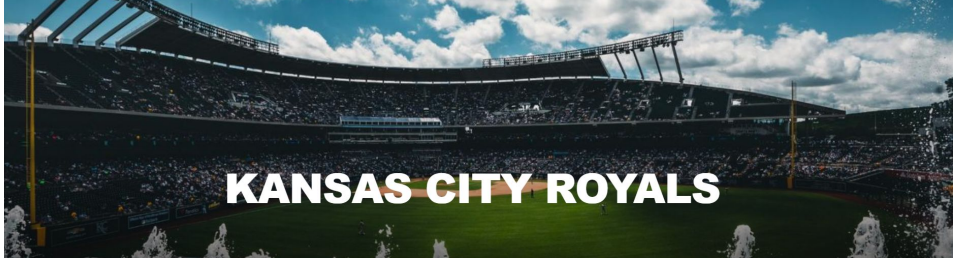
Contests, Virtual Food Tours, Media Partner Programs: 3 Timely Ideas for Any CrowdRiff User

Derek Byrne
Visit KC

@derekbyrne7 @derek_byrne

KANSAS CITY ZOO


KANSAS CITY ROYALS

COUNTRY CLUB PLAZA

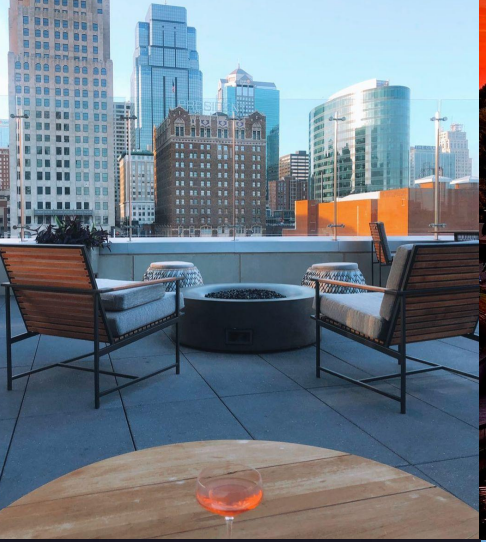
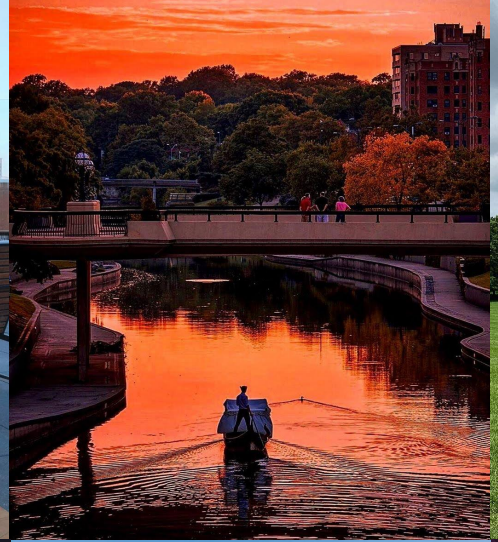
LOEWS KANSAS CITY HOTEL

TRUMAN LIBRARY INSTITUTE

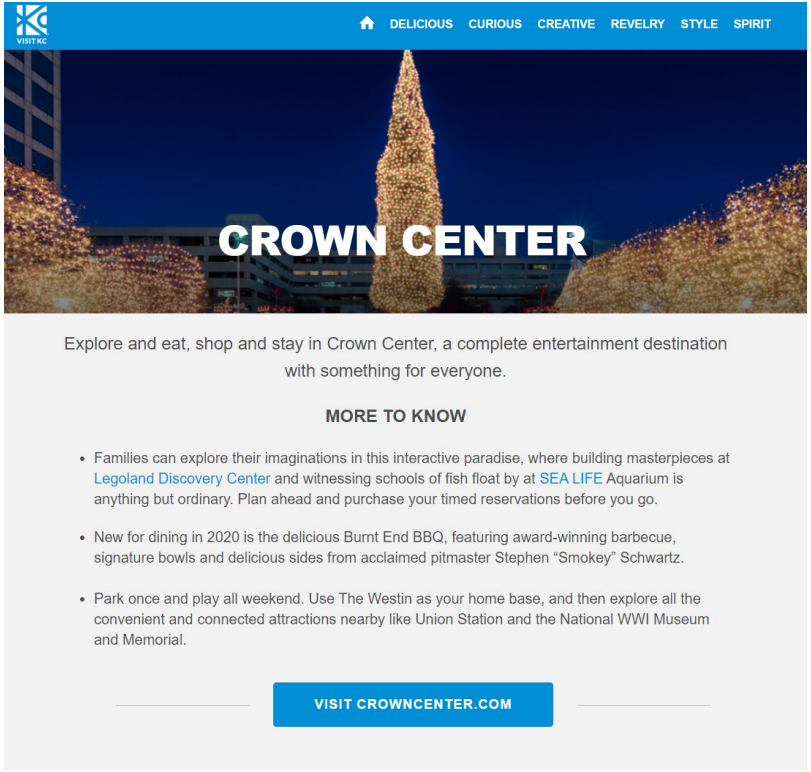
OVERLAND PARK

CROWN CENTER

WORLDS OF FUN

PARTNER CAMPAIGN



PARTNER CAMPAIGN GALLERY

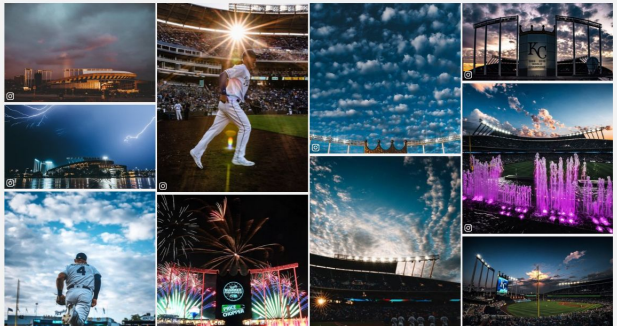
KANSAS CITY ROYALS

Always loyal, Always Royal. Cheer on the "boys in blue" as they return for a special 60-game season.

MORE TO KNOW

- Clutch hits, stolen bases and great defense define the rich history of Kansas City Royals baseball. The boys in blue return to the field this summer, starting with six road games and a home opener July 31 at Kauffman Stadium against the White Sox. See the full schedule at royals.com.
- Home of the 1985 and 2015 World Champions, Kauffman Stadium is known as one of the most beautiful ballparks in all of baseball. Go behind the scenes of "The K" with a panoramic virtual tour.
- Show your #AlwaysRoyal spirit with special on-demand experiences from the Royals. Little ones can join the roster of Sluggerrr's Blue Crew, granting them access to exclusive Royals apparel, members-only perks and two home-game vouchers for use during the 2021 season.

SLUGGERRR'S BLUE CREW | 2021 GROUP TICKETS



KANSAS CITY, KS

Best-known by locals as KCK, this region across the state line is home to a unique cultural heritage that's helping define its exciting next act.

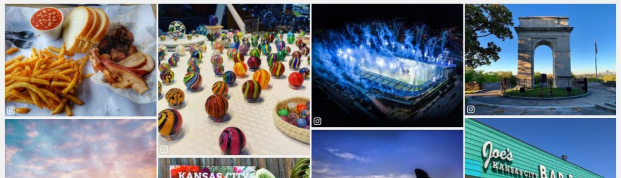
MORE TO KNOW

- Families can find fun with ready-made adventures in Kansas City, KS. Head to Village West for water park thrills at Great Wolf Lodge, an indoor splash paradise with enough family activities to keep you busy all weekend. Nearby is Legends Outlets Kansas City, where the entire crew can update their wardrobes without breaking the bank.
- Get back in touch with nature thanks to KCK's abundant green escapes, from kayaking at Wyandotte County Lake to lunch with a view at Rosedale Memorial Arch. Surprisingly lush nature scenes are everywhere you look.
- Marquee events are right at home in the Sunflower State. Electrifying Sporting Kansas City soccer and high-powered Kansas Speedway races are quintessential KC sports experiences. Then there's the American Royal World Series of Barbecue, an iconic fall tradition dating back decades.
- Urban explorers thrive in KCK's authentic and diverse neighborhoods. Between sips of craft beer brewed right in Strawberry Hill and bites of mouthwatering barbecue or scratch-made tortillas—plus great skyline views and moving murals—there's never a dull moment here.

VISITKANSASCITYKS.COM

SEE UPCOMING EVENTS IN KCK

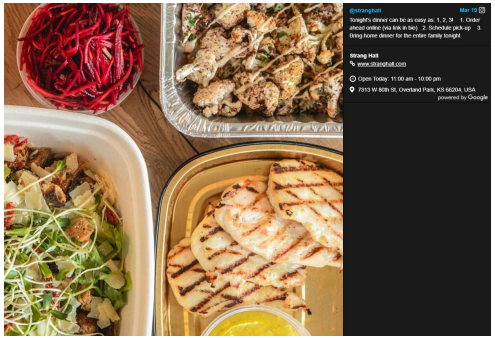
STAY UP TO DATE WITH BREWERY OPENINGS, NEW ATTRACTIONS AND MORE IN KCK

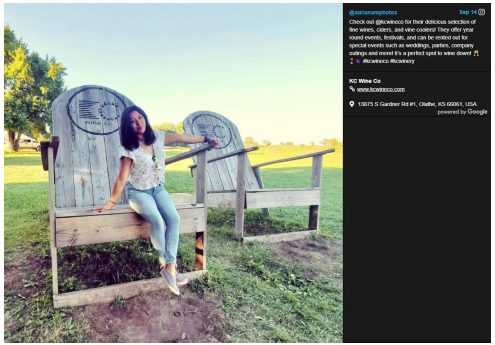


GALLERY BENEFITS

TIMELY

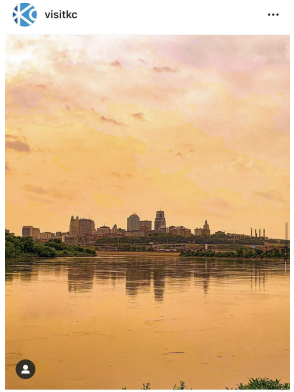
INTERACTIVE

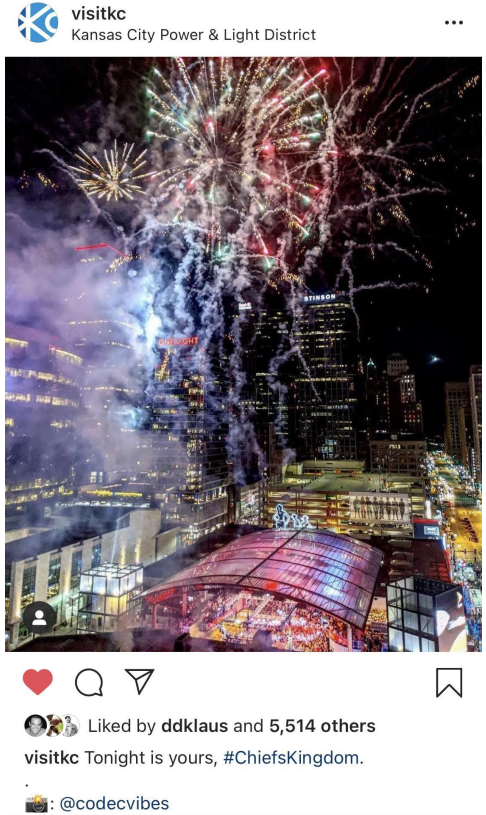




COMPREHENSIVE

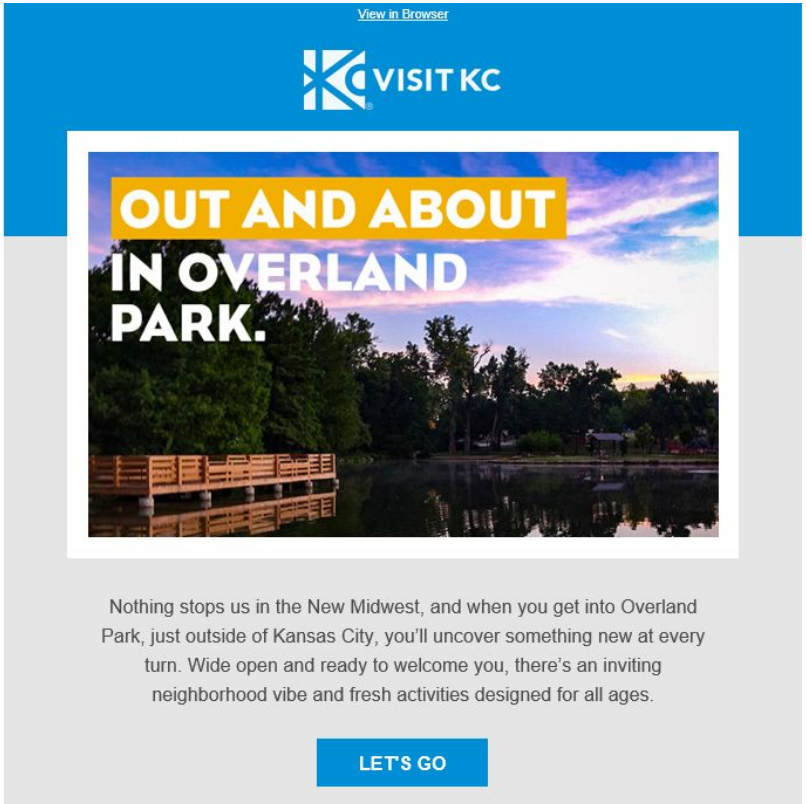
PARTNER SOCIAL CONTENT





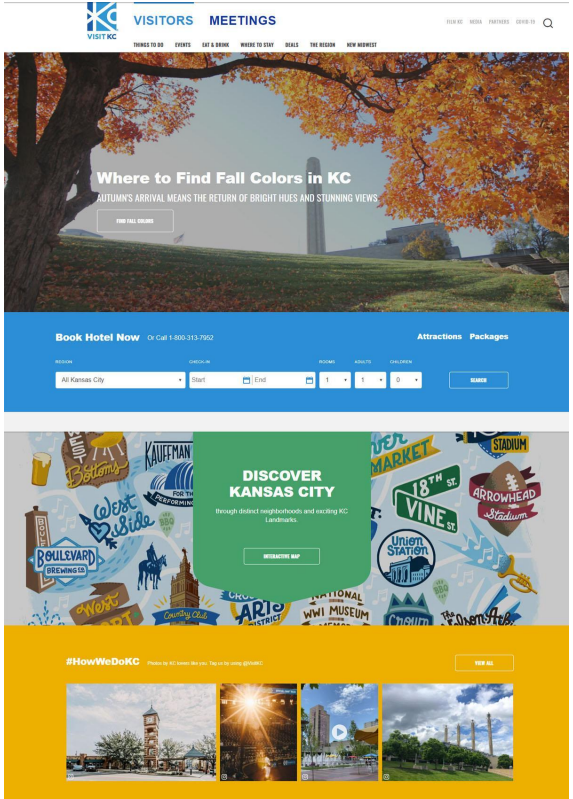
CROSS-CHANNEL PLACEMENTS

EMAIL



PAID SOCIAL

VISITKC.COM



USING CROWDRIFF'S TOOLS

HASHTAG TRACKING

#kansascityroyals	Active
#kczoo	Active
#KansasCityKS	Active
#unionstationkc	Active
#visitindependence	Active
#alwaysroyal	Active
#kansascityzoo	Active
#visitkck	Active

CONNECT

Active Business Accounts

Nelson-Atkins Museum @nelsonatkins

Posts Stories @mentions Tags

Country Club Plaza @countryclubplaza

Posts Stories @mentions Tags

ALBUMS

Media Partners

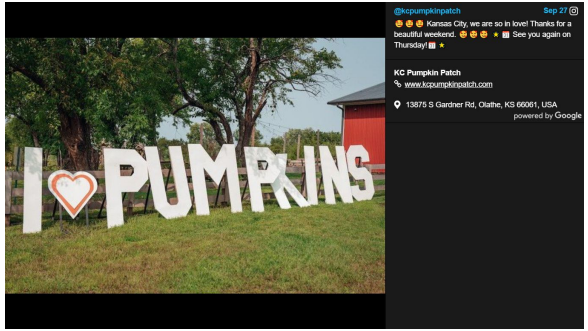
- Country Club Plaza
- Crown Center
- Independence

GALLERY TEMPLATES

Choose a template

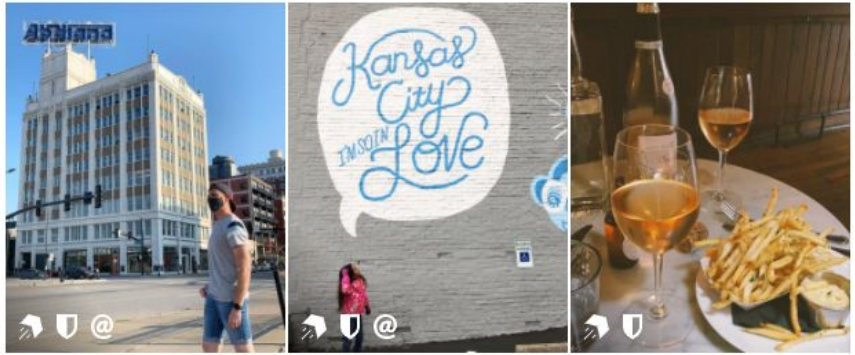
2020 Media Partners

GOOGLE LOCATIONS



REPORTING

Last 30 days: **15.1% Engagement rate** **834 Interactions** **5.5k Views**



Kansas City

THE NEW MIDWEST