



2019 KCBG Wedding Expo & Scavenger Hunt

PARTNERSHIP OPPORTUNITY



Photo Credit: Simply Grace Photography

KC Bridal Group
Angela McCall
President
Angela@KCBridalGroup.com
816-813-2638

Background

At KC Bridal Group our mission is to support and grow businesses in our community that are in the wedding industry as well as those that help new couples combine their lives. There are over 17,000 weddings a year in the Greater Kansas City & surrounding area. We connect these brides to the vendors in our area with our bridal website www.KCBridalGroup.com, through our Wedding Planning Workbook, and with our yearly Wedding Expo; www.KCBridalExpo.com.

This year we expect 3000 - 5000+ people to attend our event. All VIP brides receive a free Wedding Planning Workbook and Swag Bag. The first 1000 guests that are not brides also receive a free Swag Bag. We will have demonstrations from vendors on our stage throughout the day and a fashion show in the afternoon. Both brides and their guests will be able to register for a door prize drawing and brides unable to attend will be able to register for a separate prize drawing. This information is shared with our vendors.

We have three main ways we give back to the community. The first is with our youth. One of the most important things to me is to support and promote entrepreneurship. Because of this, each year we sponsor a free booth to a local youth entrepreneur. In 2018, our youth business was Eden's Bow Ties. Eden enjoyed selling his bow ties at our booth and we were even able to get him a spot on Fox 4 news the day of the show. We believe this influence will help encourage more business owners in the future.

We also use our influence to support a local non-profit each year. Last year we supported a no-kill animal shelter, Midwest Animal ResQ. We gave them a free booth for them as well as provide a free gift for any guest that brings a pet item to donate to the shelter. We believe it is important to use our ability to reach large groups of people to make an impact on our community. This year we are sponsoring Mother's Refuge, a program that provide shelter for young moms and helps them get on their feet.

The third way we give back is by providing free runway time to local high school and college fashion designers. We want to encourage and promote the young people that will soon be influencing the wedding fashion world.

Whether you choose to be a sponsor or just choose a booth space, we welcome you and thank you for being part of our great event!



2019 KCBG Wedding Expo & Scavenger Hunt Vendor Invitation

This event will pair a classic bridal expo, complete with fashion show, an innovative scavenger hunt challenge, a VIP Experience, and a suit and gown sale to create an experience that engages couples to have unique interactions with vendors during their wedding planning process. Below are a few things that make our Expo a unique experience:

- **Offering 2 VIP ticket options.** **GOLD VIP** tickets include: 1 hour early entry, express VIP entrance (avoid the line!), 5 extra door prize entries, 100 extra points for your Scavenger Hunt team, 1 free drink ticket, a VIP book full of specials for our vendors, a special Swag Bag, and extra goodies in your Swag Bag! **DIAMOND VIP** tickets include: Special Diamond VIP lounge, 1 hour early entry, express VIP entrance (avoid the line!), 10 extra door prize entries, 500 extra points for your Scavenger Hunt team, a VIP book full of specials for our vendors, a special Swag Bag, extra goodies in your Swag Bag, and access to our Diamond VIP lounge with food, drinks, VR tours, mini makeovers, a mini photo shoot, and more! There are even activities just for men in the VIP lounge! As a vendor, you will know which brides are spending more money for a better experience at the show by the bags and t-shirts they have! - We do not yet have makeup artists for the VIP lounge by the way!

- **Scavenger Hunt.** We put together the prizes donated by all of the vendors into 4 large prize packages and host a week-long Scavenger Hunt to win them. Brides are encouraged to build a team with up to 5 other people. The teams work all week to earn points and the top 4 teams win the prize packages. Last year our Grand Prize package was worth over \$4,000. Teams earn points by doing things such as sharing you on social media, booking with you (including any of their friends that book you for other events), and other fun tasks. In fact, you can host a makeup tutorial the week after the show and we will give points for anyone that attends. It is fun to come up with unique ideas for each of the vendors. The goal is to get the brides back in front of you after the show and to encourage them to buy from you and promote you.

- **Fashion Show.** We host a fashion show towards the end of the Expo for brides and grooms to see the latest wedding styles. Throughout the day we will have vendors do demonstrations on stage. If you have a demonstration or fun event that you think would be good to do just let me know.

- **Wedding Planning Workbook.** All VIP brides that attend receive a free [KCBG Wedding Planning Workbook](#). In it, brides are able to plan their entire wedding and compare vendors. With all of their contact information in one place you can believe she will have it by her side all the way up until the big day! It also includes a vendor directory and [special offers from vendors](#). The workbook will be for sale to general admission brides and available on our website and in stores throughout the year.

I have included our vendor packet for your review. You can sign up using the enclosed registration form or through our online form available at www.KCBridalExpo.com/vendor-information. You are welcome to complete it and email it back to me or mail it with payment to the address on the form. Please do not hesitate to contact me at [816-813-2638](tel:816-813-2638) with any questions. I look forward to working with you further on this.

Sincerely,

Angela McCall
816-813-2638
Angela@KCBridalGroup.com

KCBG Wedding Expo & Scavenger Hunt Sponsorship Levels

Become a Sponsor and receive booth space in the main expo room, promote your business in the Diamond VIP lounge, advertising in the 2019 KCBG Summer/Fall Wedding Planning Workbook, and have additional advertising on our social media, website, and emails before and up to the event!

Platinum Sponsor Package: \$10,000

- TRIPLE BOOTH 30x10 + Diamond VIP Room Presence
- Carpeting, standard electrical service, table and chairs included in booth space
- Company name added as a presenting sponsor.
- Exclusive product sponsor of the event. We will not accept other product sponsors/vendors of the same category as yours.
- Social Media promotion of your company each week leading up to event
- Company logo on all print and online advertising - top location
- Company name in ALL media advertising
- Company logo in ALL email blasts
- Company logo on website with clickable link to your business website
- Company logo on guest swag bags
- Company logo on show program guide
- Company listing, special offer, banner ad, and THREE (3) page ad in KCBG Wedding Planning Workbook
- Company logo on welcome poster displayed at entrance to the venue & in VIP Room
- 3 Scavenger Hunt Promotions.
- Ability to put items in the swag bags. *You must provide the items.
- Bridal contact list from the expo.

Gold Sponsor Package: \$5,000

- DOUBLE BOOTH 20x10 in prime location + Diamond VIP Room Presence
- Carpeting, standard electrical service, table and chairs included in booth space
- Company logo on website with clickable link to your business website
- Company logo in ALL email blasts
- Company logo on ALL print & online advertising
- Company logo on show shopping bag
- Company logo on show program guide
- Company listing, special offer, banner ad, and FULL page ad in KCBG Wedding Planning Workbook
- Company logo on welcome poster displayed at entrance to the venue
- 3 Scavenger Hunt Promotions.
- Ability to put items in the swag bags. *You must provide the items.
- Bridal contact list from the expo.

Silver Sponsor: \$2,500

- 1 BOOTH 10x10 in prime location + Diamond VIP Room Presence
- Carpeting, standard electrical service, table and chairs included in booth space
- Company logo on website with clickable link to your business website.
- Company logo on ALL print advertising
- Company logo on show shopping bag
- Company logo on show program guide
- Company listing, special offer, banner ad, and 1/2 page ad in KCBG Wedding Planning Workbook
- Company logo on welcome poster displayed at entrance to the venue
- 3 Scavenger Hunt Promotions.
- Ability to put items in the swag bags. *You must provide the items.
- Bridal contact list from the expo.

Vendor Booth Space Options without Sponsorship Packages

Become a show vendor and receive booth space, 3 Scavenger Hunt promotions, bridal contact list from show, and ability to add items to swag bags. You must provide the items for the bags. You can add on any additional advertising options that you would like. You will also be able to participate in our Top Vendor Contest in which you have the ability to earn a refund of all of your booth fees! Check out our website for more information – www.KCBridalExpo.com/Top-Vendor-Contest.

- Triple Booth: 30' x 10' \$1500
- Double Booth: 20' x 10' \$1100
- Single Booth: 10' x 10' \$650

Add-On Options for Booth Spaces

- Category Exclusivity \$1,300
- Feature Items in the Fashion Show \$350
- Electricity \$100
- Demonstration Time on Stage \$100
- Corner Spot Booth Space \$75

Additional Advertising Options

You can add on any of the following advertising packages with your booth space. If you are unavailable to have a booth at this event you can still purchase an advertising package to promote your business at the Expo.

Starter Package 1: Value \$428-----**\$350.00**

- 2 Social Media promotions
- Marketing Info/Promo Item added to Swag Bags (2,000-3,000 Bags)
- Online Coupon /Listing in Wedding Directory
- 1 Email Blast

Enhanced Package 2: Value \$1317-----**\$995.00**

- 1 Scavenger Hunt Promotion
- Marketing Info/Promo Item added to Swag & VIP Bags
- 2 Email Blast
- 3 Social Media Promotions
- Online Coupon/Listing in Wedding Directory
- ½ Page Ad in Wedding Planner Workbook

Pro Package 3: Value \$3,548-----**\$2500.00**

- 1 Scavenger Hunt Promotion
- Marketing Info/Promo Item added to Swag & VIP Bags
- 3 Email Blast
- 5 Social Media Promotions
- Ad on Website
- TV AD in VIP Diamond Lounge
- 1 Online Coupon
- 1 Banner Ad in Wedding Planner Workbook
- 1 Full Page Ad in Wedding Planner Workbook
- Directory listing in Wedding Planner Workbook
- Contact List from Show

KCBG Wedding Fashion Show Designer Packages

Promote your fashion designs in the Fashion Show at our Expo! Packages include models provided with hair and makeup, a fashion stylist director expert, the ability to sell your designs in our unique fashion shopping center room at the expo, and more!

Platinum Package: \$1,500

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup
- Fashion Stylist Director Expert
- Designer Video Interview
- 1 Vendor Sponsor Table
- VIP Seating
- Added to Media & Press Releases
- HD Photos & Videos of Designs on Runway During Show
- 3 PAs Backstage
- 2 Page Spread in KCBG Wedding Planning Workbook
- 3 Months Featured Ad on KCBG website
- Up to 30 Looks
- 10 General Admission Tickets
- 6 Diamond VIP Tickets
- Ability to sell designs in our Fashion Shopping Center room at the Expo

Gold Package: \$850

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup
- Fashion Stylist Director Expert
- Designer Video Interview
- Style Shoot Added to Inspiration Page
- Photo & Video of Designs on Runway During Show
- 2 PAs Backstage
- 2 Page Spread in KCBG Wedding Planning Workbook
- Up to 14 looks
- 8 General Admission Tickets
- 4 Diamond VIP Tickets
- Ability to sell designs in our Fashion Shopping Center room at the Expo

Silver Package: \$550

- Venue, Staging & Lighting
- Models Provided
- Hair & Makeup
- Fashion Stylist Director Expert
- 1 PA Backstage
- 1 Page Spread in KCBG Wedding Planning Workbook
- Up to 8 looks
- 5 General Admission Tickets
- 2 VIP Diamond Tickets
- Ability to sell designs in our Fashion Shopping Center room at the Expo

2019 KCBG Summer/Fall Wedding Planning Workbook

The Wedding Planning Workbook is designed to be a resource the bride will want to carry with her through the entire wedding planning process. It includes tips to make sure they find the right vendors to help them with their special day, the ability to compare vendors, special offers, and a directory of local wedding vendors. We give this book out to all the VIP brides that attend, sell it at the Expo to general admission brides, sell it on our website, and sell it through local stores. This book will be available from July – December 2019, as we update it every 6 months. You can promote your business as well as your bridal events. Email your ads to admin@kcbridalgroup.com.

Platinum Advertising Package: \$750

(Save 20% - \$938 Value)

- Banner Ad
- ½ Page Ad
- Special Offer or Coupon
- Listing in the Directory

Gold Advertising Package: \$375

(Save 15% - \$443 Value)

- ½ Page Ad
- Special Offer or Coupon
- Listing in the Directory

Individual Ad Options


- 3 Page Spread Ad: \$995
- Banner Ad: \$495
- Full Page Ad: \$495
- ½ Page Ad: \$295
- ¼ Page Ad: \$195
- 1/8 Page Ad: \$99
- Special Offer or Coupon: \$99
- Listing in the Directory: \$49

New! Coupon Section

Get more couples to reach out to you by offering a coupon or special offer! Remember, it does not have to be a discount. You can always offer a free gift or upgrade for your special offer. This section will be separated into categories to make it easier for brides and grooms to find you. There is no limit to how many coupons you can order. Each coupon includes your

- ⇒ Business Name
- ⇒ Contact Info (email, website, &/or phone number)
- ⇒ Logo
- ⇒ & Your Offer

Suit Coupons (Sample)



Buy a Custom Suit and Shirt and Receive a FREE Tie!

Available only at Business Meets Style
913-938-3612
www.BusinessMeetsStyle.com
*Offer Expires 12.31.19

Advertising Options

1/4 Page Ad

Full Color

\$195

Full Page Ad - \$495

Full Color

3 Page Spread - \$995

Full Color

Great for Photo Shoot!

Advertising Options



Banner Ad - 1 Available per Page
\$495

Listing in Directory - \$49

Business Name
Phone Number
Website

1/8 Page Ad

Full Color

\$99



Coupon/Special Offer - \$99 each

Full Color

Includes Offer, Logo, Business Name & Contact Info

1/2 Page Ad

Full Color

\$295

**2019 PARTNERSHIP AGREEMENT
KCBG Wedding Expo**

Registration is also available online at www.KCBridalExpo.com/vendor-information

Sponsorship Options

- \$10,000 – Platinum Sponsor
- \$5,000 – Gold Sponsor
- \$2,500 – Silver Sponsor
- \$1,200 - Business to Business Sponsor

Total: \$ _____

Booth Space Only Options

- \$1,550 – Triple Booth (30' x 10')
- \$1,100 – Double Booth (20' x 10')
- \$650 – Single Booth (10' x 10')

Total: \$ _____

Booth Add-on Options

- \$1300 – Category Exclusivity
- \$100 – Electricity for Booth
- \$100 – Demonstration Time on Stage (15 min)
- \$75 – Corner Spot

Total: \$ _____

Advertising Package Options

- \$2500 – Pro Package
- \$995 – Enhanced Package
- \$350 – Starter Package

Total: \$ _____

Fashion Designer Package Options

- \$1500 – Platinum Package
- \$850 – Gold Package
- \$550 – Silver Package

Total: \$ _____

**2019 KCBG Summer/Fall Wedding
Planning Workbook**

- \$750 – Platinum Package
- \$375 – Gold Package

\$995 – 3 Page Spread Ad

\$495 – Banner Ad

\$495 – Full Page Ad

\$295 – ½ Page Ad

\$195 – ¼ Page Ad

\$99 – 1/8 Page Ad

\$99 – Special Offer/Coupon

\$49 – Listing in Directory

Total: \$ _____

Grand Total: \$ _____

Company Name: _____

Contact Name: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Please select a payment method:

Check #: _____ Make check out to: KC Bridal Group, Memo: 2019 Wedding Expo
Credit Card: _____ Visa _____ Mastercard _____ American Express _____ Discover

Credit Card Number: _____ Expiration Date: _____

CVVC: _____ Billing Zip Code: _____

Authorized Signature: _____ Date: _____

I have the authority to execute this sponsorship agreement on behalf of the above-named company.

Signature: _____

Title: _____ Date: _____

*Please send us your current logo in pdf or jpg format with a transparent background. You can email this with a contact name and number immediately to Angela Lukenbill at Angela@KCBridalGroup.com

Please return this contract to:

KC Bridal Group, Attn: Angela McCall, 4370 N Oak Trwy, #130, Kansas City, MO 64116

For questions, please contact Angela McCall, (816) 813-2638 or Angela@KCBridalGroup.com.

Your contract will not be accepted until payment is completed. You will receive a confirmation of your contract within 5 business days of us receiving it. If you have not heard from us within 5 business days of us receiving it, please contact us at admin@kcbbridalgroup.com.

You must provide a non-refundable deposit to reserve your booth. Cancellations less than 30 days from the show are subject to a 100% cancellation fee. If cancellation is more than 30 days, you may receive 50% of your deposit back or apply 100% towards a future show or advertising.

You and your booth are required to be available for guests throughout the entirety of the show - up until 5 pm. Leaving early will result in a fee of \$300 and you will not be allowed to sign up for the next show.

You must have your booth completely set up at least 45 minutes prior to the start of the show. Late vendors that arrive after 9 am will not be allowed to set up. Your deposit and fees will be forfeited.

You are not allowed to promote other companies at your booth, including, but not limited to signage, literature, business cards, brochures, publications, etc. Your booth is for your company's information only. Violation will result in a single booth fee of \$650 for each vendor you promote.

You are not allowed to share booths with other vendors. Violation will result in a fee of \$650 for a single booth for each additional vendor at your booth.

You will receive email updates about the show leading up to it. Please provide a working email or emails that will be checked on a regular basis to ensure all correspondence is received in regards to the show. KC Bridal Group is not responsible for any information about the show that was sent, but not received.

Vendor booth placements are done on a first come, first serve basis. KC Bridal Group reserves the right to alter booth placements the day of the show in case of an emergency.

You must provide all materials for your booth including tables, chairs, linens, advertising, etc.

There will be trash cans around the room, however, if you provide food samples or are doing beauty treatments, please provide your own trash can. Trash cans will not be available for private vendor use.

DJ's are permitted to bring equipment and sound systems, but any music or sound music be played at an acceptable volume level to respect other vendors. The extra sound can make it difficult for vendors to speak with the guests.

Food and Beverage vendors are allowed to provide samples of food and beverage products. Beverage products must be non-alcoholic. Alcoholic beverages must have special permission by KC Bridal Group. You may take food orders and tasting dates for guests' future events.

The BRIDAL LEAD LIST is for sole use of the vendors of the expo only. Any duplication, transfer or distribution of the lead lists and/or mailing labels is prohibited. The KC Bridal Group leads contain copy-righted information owned by KC Bridal Group, LLC. The use of bridal leads database is protected with passwords and other security to only allow authorized users. If any advertiser intentionally or unintentionally distributes or allows unauthorized persons to access the database, KC Bridal Group will pursue legal action in the amount of \$5,000 for each infraction.