

CROSSROADS MUSIC FEST

OVERVIEW

The **KKFI Crossroads Music Fest** is placed in the heart of the KC arts community, the Historic West Bottoms in Kansas City, MO. It is a celebration of cultural diversity through music and art. Building on the success of the previous 19 years of hard work and joy, we at CMF have learned how to love this town. More importantly we have learned how to show it off! CMF 2024 is 20 years in the making and provides a lifetime of memories.

MISSION -- KKFI Crossroads Music Fest is a celebration of diversity. showcasing the best of local, regional, and national entertainment, this annual festival provides an opportunity for young and old alike to come together, enjoy a unique mix of entertainment, and be part of the vitality of our community.

FREE Musicians Health Care Clinic

Midwest Music Foundation along with The RockDocs, a collaboration of University of Kansas and the Community Health Council of Wyandotte County. Offering information, screenings, wellness programs, opportunities to discuss health conditions and concerns and arrange follow-up opportunities.

City of Drums

3 Drum lines. Each performing then Playing Together! There is a rich history of drum lines and drill teams in Kansas City and this event is the only time you will see the very best drum lines in the city drum lines performing together.

The Strawberry Swing

The Midwest's celebration of the handmade movement, striving to showcase the highest quality goods in an inclusive and accessible environment. Entrepreneurship and community thrive in our ecosystem. This partnership of for profit and nonprofit brings 40 of the best makers to the KKFI Crossroads Music Fest.

Free Day Party

From noon to 5pm the Strawberry swing and outdoor events on Union will be totally free and open to the public.



CROSSROADS MUSIC FEST

By The Numbers

Festival Overview

30+ Bands / Artists

6 - Stages / Venues

3 - Drumlins

40 - Local Makers/Vendors

Capacity for : 7000 Happy People

Admission

GA - \$30 Advance / \$35 at Gate

VIP - \$75 Advance / \$90 at Gate

Adv. Tix online at CMFKC.COM

Safety & Access

2 - EMT Staff on hand

2 - Off Duty Police Officers

\$2,000,000 insurance policy

100% ADA Compliant

1000's of Parking spaces

1 - Shuttle from parking areas

Demographics

Noon & 5pm - Family Friendly

- Ages - 12 to 55

5pm to Midnight - 18 and Up

- Ages - 21 to 65

Community Engagement History

Midwest Music Foundation's - Free Musicians Health Care Clinic

175+ Artists and other music industry workers have gotten free referrals for health issues

200+ pairs of personally fitted earplugs to Artists and other music industry workers

Community Impact

\$1.3+ Million in economic impact

\$135,000+ in funds raised to support community radio in Kansas City

3000+ Artists paid performance fees

160,000+ volunteer hours worked



Festival Director, Bill Sundahl | 816.365.3128 | billsundahl@kkfi.org

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Map & Stages

Main Stage - Union Ave (Outdoor)

All Else the Sea (Indoor)

The Ship (Indoor)

VIP Venue (Indoor)

Black Box Back Lot (Outdoor)

Black Box (Indoor)



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These are the most popular way to support KKFI 90.1FM Radio Powered by Diversity
 Ask about custom packages. We are happy to customize to meet your goals.

2023 Sponsorship Opportunities	Presenting & Strawberry Swing	Strawberry Swing	Stage Sponsor (6)	Health Clinic VIP Venue	Beverage Beer, Liquor, or Wine	Shuttle Sponsor (2)
Sponsorship	\$20,000	\$10,000	\$5,000	\$4,000	\$3,000	\$2,000
Festival Presented By:	X	SS Presented by:				Logo and Recognition on Shuttle
Free Health Clinic Presented by:				X		
Drink Specials each Venue/Stage					X	
Main Stage Banner	HUGE LOGO	Small Logo	Small Logo	Small Logo	Small Logo	Small Logo
All 6 stage/venues	Small Logo	Small Logo	HUGE LOGO	Small Logo	Featured Pricing	Small Logo
90.1FM Radio Promotion 30 sec. Spots	150 \$4,500 value	100 \$3,000 value	50 \$1,500 value	100 \$3,000 value		
Name/Logo on external radio Spots and Billboards (150K Impressions)	X					
Logo in all Print & Online Ads (100K impressions)	X	X				
Booth/Table Space (10x10)	X	X	X			
Live mentions on all stages	X	X	X	X		
Logo on digital & printed materials	X	X	X	X	X	
Newsletter/Email Blasts 10,000+	X	X	X	X	X	X
Social Media Posts 19,000+	3 \$1500 Value	2 \$1000 Value	1 \$500 Value	1 \$500 Value	1 \$500 Value	1 \$500 Value
VIP Venue Passes (Complimentary Food & Beverage)	20 \$1,500 value	15 \$1,125 value	10 \$750 value	8 \$600 value	6 \$450 value	4 \$300 value
General Admission Passes	30 \$900 value	20 \$600 value	15 \$450 value	12 \$360 value	8 \$240 value	4 \$120 value

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