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RideKC  STREETCAR™

KANSAS CITY STREETCAR AUTHORITY ANNOUNCES SPONSORSHIP PARTNERSHIP WITH SPRINT

As the city plans for the grand opening celebration on May 6, the Kansas City Streetcar Authority (KCSA) is pleased to announce its first sponsorship partnership with Sprint.

“We are excited to partner with Sprint and the City to support the implementation of free Wi-Fi along the KC Streetcar route and to help deploy the largest and most technologically advanced Smart City network in the county,” said Tom Gerend, executive director of the Kansas City Streetcar Authority.

The agreement between KCSA and Sprint includes sponsorship of all four streetcars for a four-month period starting May 1 and ending September 1, 2016. In return, the Sprint Wi-Fi brand and logo will be seen on all four streetcars as it rides along downtown. Sponsorship funding will be used to support ongoing streetcar operations and maintenance.

“This partnership aligns with our vision for a modern, cutting edge transit system and provides financial support for operations and maintenance of the system and for the benefit downtown TDD ratepayers,” said Gerend.

This sponsorship reinforces the commitment from the KCSA and the City to bring Wi-Fi along the streetcar route, which is being build and operated by Sprint. Sprint Wi-Fi is currently active along the streetcar route and the public can access it by searching for KCFreePublicWi-Fi on your phone or device. There are plans in the works to bring Wi-Fi onboard the streetcars as Phase II later this year.

More information on downtown Wi-Fi or the City of Kansas City, Missouri’s Smart City Initiative can be found online at www.kcmo.gov/smartcity.

For more information, contact Donna Mandelbaum with the KC Streetcar Authority at 816.627.2526 (office), 816.877.3219 (cell) or email at dmandelbaum@kcstreetcar.org. The KC Streetcar is also online at kcstreetcar.org and on Twitter (@kcstreetcar), Facebook (@kcstreetcar) and Instagram.

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