SHELTER GLASS
SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters has several options.

Coverage can be up to 75% but there must be transparency in the graphics/material. For anything more than 50% coverage of the back panel glass, there must be at least 70% transparency in the graphics/material.

That transparency can include a combination of opaque and clear vinyl, or include a clear six inch band around the entire graphic.

The printed graphic may take an organic shape, or fit within the standard dimensions.

The advertising is not to encroach on the blue frame. In addition, it is not to encroach into the area that includes city ordinance information, which must remain transparent for safety purposes.

The KC Streetcar Authority reserves the right to approve all final art before production and installation. A sponsor has exclusive rights to the streetcar shelter glass for the duration of their term.
SHELTER GLASS
SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters has several options.

Coverage can be up to 75% but there must be transparency in the graphic/material. For anything more than 50% coverage of the back panel glass, there must be at least 70% transparency in the graphics/material.

That transparency can include a combination of opaque and clear vinyl, or include a clear six inch band around the entire graphic.

The printed graphic may take an organic shape, or fit within the standard dimensions.

The KC Streetcar Authority reserves the right to approve all final art before production and installation. A sponsor has exclusive rights to the streetcar shelter glass for the duration of their term.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample with limited coverage but a full band with 100% opacity.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of 100% coverage with 70% transparency in the graphics/vinyl material.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of 75% coverage and 70% transparency in the vinyl material.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 50% coverage, 100% opacity in the graphics/vinyl material, and the creative use of an organic shape. This graphic/vinyl is double-sided.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 75% coverage, with varied transparency in the graphics/vinyl material as well as the use of blank/clear space. This is also a sample of the creative use of an organic shape.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of 50% coverage with a combination of 100% opacity and less than 30% opacity on the graphics/vinyl material. The graphic is solid in the middle with transparency in the border of the main graphic. This graphic is double-sided.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.
SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of more than 50% coverage with a combination of opaque text and graphics and negative, or clear, space. The graphic is centered on the glass panel and extends the length of the glass panel.

The graphic is one-sided and legible only from one side.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.*
SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass is available for sponsorship opportunities. All graphics need to remain on the glass window sections UNLESS special permission is granted by the KC Streetcar.

The KC Streetcar Authority reserves the right to approve all final art before production and installation.
EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

Sponsorships will need to be confined to the middle car of the vehicle and will need to remain inside the live area.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.*
EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample where sponsorship is confined to the middle car of the vehicle and inside the live area showed.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.*
If you have any questions, comments or need the KC Streetcar resources featured herein, please contact Donna Mandelbaum with the Kansas City Streetcar Authority.

KC Streetcar Authority
600 East 3rd Street
Kansas City, Missouri 64106
816-627-2526
dmandelbaum@kcstreetcar.org