



The KC Streetcar Vehicle Wrap Sponsorship Program

As approved by the KC Streetcar Authority Board of Directors on May 25, 2023

A. KC Streetcar Wrap Eligibility

The KC Streetcar Authority partners with community organizations to “wrap” a streetcar. The KC Streetcar Vehicle Wrap Sponsorship Program serves as a partnership between the Kansas City Streetcar Authority (KCSA) and a Kansas City community asset such as an area sports team, landmark, or organization. These streetcar wraps are generally paid for by the community organization and not by the KC Streetcar Authority.

There are FOUR categories of eligible KC Streetcar wrap sponsors, which may be comprised of for-profit or non-profit organizations. KC Streetcar wraps are **not open** to corporate sponsorships at this time.

Below are descriptions of eligible sponsorship proposals.

- Promotion of significant Kansas City arts, landmarks, museums, sports, and entertainment.
 - Examples: KC Ballet; 18th & Vine District; Kansas City Chiefs.
- Events or organizational milestones that have significant cultural, community or economic impact.
 - Examples: The Negro Leagues Baseball Museum to support and honor the 100-year anniversary of the Negro Leagues; Worlds of Fun 50 Year Anniversary.
- Events and celebrations that have a proven history of attracting visitors to Kansas City and our streetcar alignment (tourism, local and out-of-town).
 - Examples: Annual Comic-Con convention; (but not a corporate convention); Big XII basketball tournament (but not a brand-named sponsor of the tournament); Boulevardia (not Boulevard Beer).
- Public entities and public attractions on the KC Streetcar line and within the KC Streetcar Corridor Transportation Development District (TDD).
 - Examples: University of Missouri-Kansas City; Nelson-Atkins Museum of Art; Kansas City Public Library; Union Station; Kauffman Center for the Performing Arts.

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All KC Streetcar sponsorships are subject to review and approval by KCSA and KCSA fully reserves the right to deny sponsorship requests at their sole discretion.

B. KC Streetcar Vehicle Design Tips

Designing for the streetcar is not like designing for a billboard. The streetcar is sleek, angular, smooth and evokes the idea of motion. And it's fun! Check the end of this document for illustrations of sample streetcar wraps and more information about creating a successful streetcar design.

- Do not design for a billboard. Design for the space and the streetcar vehicle.
- The KC Streetcar is 77 feet long, 12 feet tall and 8 feet wide, and moves, sometimes 25-30 miles an hour.
- Design around the four speakers and speaker holes on the upper portion of the streetcar (we do not want to cover the speaker holes with vinyl).
- Be mindful of corners, doors, natural breaks when designing your wrap as these will interrupt and affect your imagery.
- If using photos of people, do not cut off faces in your artwork. Be intentional in your art placement.
- Do not impede on the top silver brand bar (that is reserved for the KC Streetcar brand).
- The streetcar cab side black areas must remain clear of artwork and vinyl (cabs are the ends of the streetcar where the Operator sits).
- Only the lower part of the cab nose can be covered – do not wrap the black area where headlights rest.
- Operator windshield and side windows must remain clear of artwork and vinyl.
- All 4 Front door windows near operator cab needs must contain minimal artwork and vinyl, 30% or less coverage.
- Digital display should remain artwork and vinyl free.
- Visibility is a key component to the streetcar experience for aesthetics and safety reasons.
- Goal of 30% of streetcar vehicle glass/windows on either side should be vinyl free
- Remember to design for the front and back (both sides) of the streetcar.
- Design should incorporate streetcar number in its design (i.e. 801, 802). KC Streetcar will coordinate with you to let you know which streetcar will be wrapped.



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