



KC STREETCAR WRAP ADVERTISING MEDIA KIT 2025 - 2026

CONNECTING THE COMMUNITY

Advertising with the KC Streetcar puts your brand front and center in the heart of Kansas City. With thousands of daily riders and high visibility along the route, it's a dynamic way to connect with a diverse audience of locals and visitors alike.

WHY ADVERTISE WITH KC STREETCAR?



UNMATCHED VISIBILITY
Your message will be seen by thousands of daily riders, pedestrians, residents, tourists, employees, and drivers.



PRIME LOCATIONS
Ads are displayed in high-traffic areas, including the most vibrant neighborhoods in Kansas City.



COMMUNITY ENGAGEMENT
Align your brand with a beloved community asset.



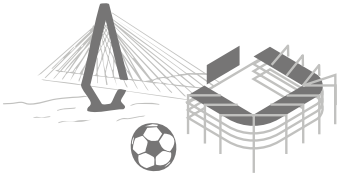
RIDERSHIP
Downtown streetcar ridership averages 6,000 passenger trips per day, with nearly 2 million passenger trips per year.



WITH AN AVERAGE OF 2 MILLION TRIPS ANNUALLY, KC STREETCAR IS THE PERFECT VEHICLE TO KEEP YOUR CAMPAIGN MOVING FORWARD

KNOW YOUR AUDIENCE

The KC Streetcar serves as the spine of Kansas City's public transportation system, connecting to the area's most vibrant and densely populated neighborhoods. It links major job centers, entertainment districts, housing, and cultural institutions along a walkable, transit-rich corridor—with free, frequent service. The new extensions to Berkley Riverfront and UMKC expand access to CPKC Stadium, home of the KC Current, amazing park & green space, the Country Club Plaza, and key educational and cultural destinations.



RIVERFRONT

- Riverfront Heritage Trail: 15-mile bicycle and pedestrian path, connecting the Riverfront to bi-state Kansas City
- CPKC stadium: The first purpose-built professional women's sports stadium in the world, home to the KC Current Women's Soccer team
- Mixed-use district with 48,000 sq. ft. of retail, over 2 acres of public space, two apartment buildings, and a focus on local chefs and restaurateurs



RIVER MARKET

- Established in 1821
- 3,870 residents
- 197 restaurants, 50 bars, 35 shops, and over 30 cafes
- Bordered by the Buck O'Neil Bridge on the west and the Heart of America Bridge on the east

CITY MARKET

- 600,000 visitors annually
- 35 permanent merchants
- Over 140 weekend market stalls
- Fresh produce, global cuisines and unique specialty goods

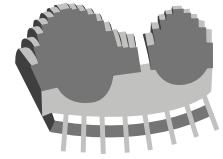


DOWNTOWN

- 5 million visitors annually
- 32,000 residents
- Over 122,000 employees
- 15 million sq. ft. of office space
- 3,000 hotel rooms
- Over 1,000 annual events

POWER & LIGHT DISTRICT

- 10 million visitors annually
- Gathering place for locals and tourists
- 150 free events annually
- T-Mobile Center and Midland Theater



CROSSROADS

- 140 art galleries and studios
- Over 650 businesses with a local focus
- Over 30 local restaurants, from casual to upscale
- Breweries, distilleries and bars
- Kauffman Center for the Performing Arts: World class non-profit center for music, opera, theater and dance
- First Fridays: Monthly art-focused community event that draws thousands of visitors to the area

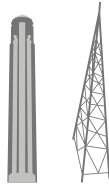


UNION STATION

- 2 million visitors annually
- Theaters and museum exhibits
- Science City: Museum with 100,000 sq. ft. of experiences and 300+ interactive exhibits

CROWN CENTER

- 5 million visitors annually
- 85-acre mixed-use development
- Shops, restaurants, residences and hospitals nearby



WORLD WAR I MUSEUM

- 2 million visitors since 2006
- The only U.S. museum dedicated solely to World War I
- Site of the FIFA 2026 World Cup Fan Fest

UNION HILL

- Established in 1857
- 16-block district featuring restaurants, shops and nightlife
- Over 2,000 residents



MIDTOWN

- Over 40,000 residents
- Comprises 12 distinct neighborhoods, including Southmoreland and Hyde Park
- Blends a young, progressive, educated urban population with a diverse racial background
- Shopping, restaurants, bars, live performance venues, historic sites and nightlife
- Over 10 K-12 schools



WESTPORT

- Established in 1833
- Over 1 million visitors annually
- Over 400,000 sq. ft. of commercial space, including over 50 restaurants, 30 bars, 20 patios, and 30 shops – many locally owned
- University of Kansas Medical Center
- Nightlife, events and dining
- Over 1,500 residential units



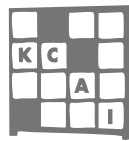
ART MUSEUMS

NELSON-ATKINS MUSEUM OF ART

- 500,000 annual visitors in 2024
- Global art collection
- Robust year-round calendar complete with cultural events

KANSAS CITY ART INSTITUTE

- Nationally accredited private institution founded in 1885
- Approximately 75 faculty members and 700 students



KEMPER MUSEUM OF CONTEMPORARY ART

- Missouri's first and largest contemporary museum
- 23,000 sq. ft.
- 75,000 visitors annually

- 16-acre campus
- BFA degrees in 13 studio majors
- 100% of faculty are practicing artists, designers and scholars



PLAZA

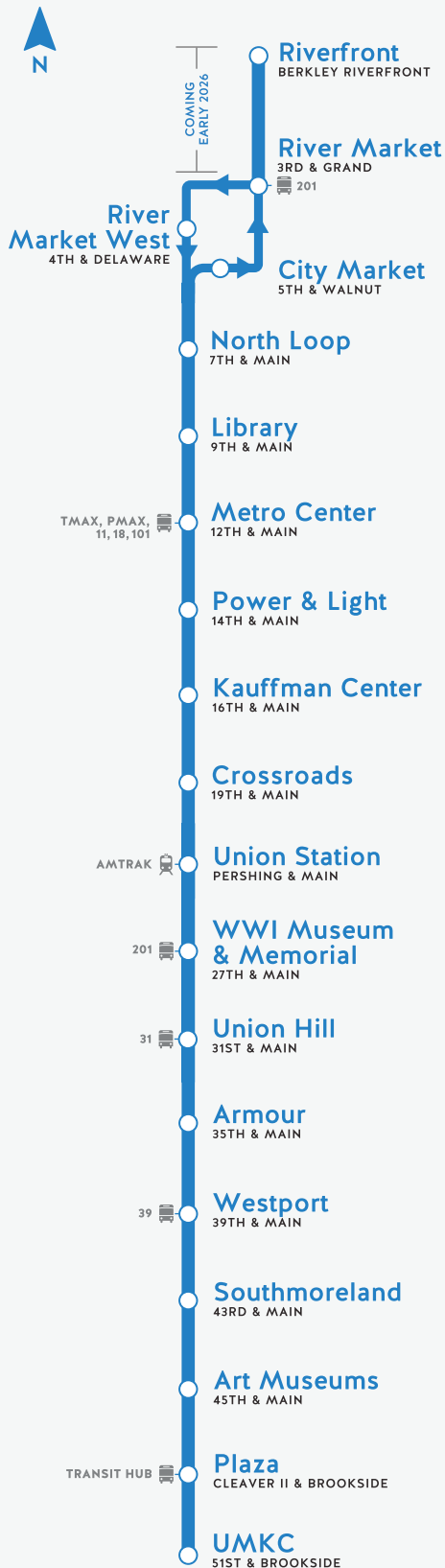
- Established in 1923
- 20 million visitors annually
- 15 blocks with 900,000 sq. ft. of retail, dining and offices
- 180 boutiques, shops, restaurants and galleries
- Luxury brands, local retailers fine dining and casual fare
- 15,000 employees
- 20,000 residents
- 14 hotels with a total of 2,462 rooms



UMKC

- UMKC: Third largest college in the Kansas City area with over 15,000 students
- Rockhurst University: Top-ranked private college with almost 3,500 undergraduate and graduate students
- Nearby parks and trails
- Southernmost stop for the 6.5-mile KC Streetcar line, offering access for students, faculty, and local residents

There are 36 sheltered streetcar stops on the expanded 6.5-mile streetcar line.



A variety of layouts are available to fit any advertising campaign and budget. Advertisements are printed on durable 3M vinyl, designed to adhere to the vehicle and withstand the full range of Midwest weather conditions.

The KC Streetcar Authority takes care of the entire printing process – from coordinating schedules and setting up artwork with the printer, to making sure the wrap is properly installed.

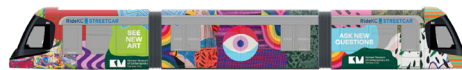
FULL WRAP

Partial to full perforated vinyl coverage on side windows.

Estimated Production Costs: \$13k-\$15k

Estimated Install Time: 2 days

Kemper Museum of Contemporary Art Wrap



THREE-QUARTER WRAP

50% perforated vinyl coverage on side windows.

Estimated Production Costs: \$10k-\$13k

Estimated Install Time: 2 days

2023 Art in the Loop Wrap



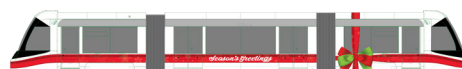
HALF WRAP

40% perforated vinyl coverage on side windows.

Estimated Production Costs: \$5k-\$7k

Estimated Install Time: 1 day

2021 Holiday Wrap



QUARTER WRAP

No perforated vinyl coverage on side windows.

Estimated Production Costs: \$3k-\$4k

Estimated Install Time: 1 day

KC Pride Wrap



COSTS AT-A-GLANCE

KC Streetcar wraps are available to qualifying Kansas City organizations. Corporate sponsorships are not eligible. Organizations must commit to at least 3 months. The charts below reflect monthly cumulative rates for one streetcar vehicle. [For specific guidelines, click here.](#)

FOR-PROFIT STATUS

Number of Months	Monthly Rate	Total Cost
3	\$30,000	\$30,000
4	\$10,000	\$40,000
5	\$10,000	\$50,000
6	\$10,000	\$60,000
7	\$8,000	\$68,000
8	\$8,000	\$76,000
9	\$8,000	\$84,000
10	\$8,000	\$92,000
11	\$8,000	\$100,000
12	-	\$100,000

NON-PROFIT STATUS

Number of Months	Monthly Rate	Total Cost
3	\$30,000	\$30,000
4	\$7,500	\$37,500
5	\$7,500	\$45,000
6	\$7,500	\$52,500
7	\$6,500	\$59,000
8	\$6,500	\$65,500
9	\$6,500	\$72,000
10	\$6,500	\$78,500
11	\$6,500	\$85,000
12	-	\$85,000

CONTACT US



READY TO BRING YOUR MESSAGE TO KANSAS CITY?

Click here for more information and to reach our advertising team.

INFO@KCSTREETCAR.ORG · 816 627 2526 · KCSTREETCAR.ORG/ADVERTISING