



UNION STATION KANSAS CITY CENTENNIAL CELEBRATION LEADERSHIP

Centennial Celebration Event Chairs:

Michael R. Haverty
Donald J. Hall, Jr.
Thomas A. McDonnell

Chairman, Union Station Board of Directors:

Robert D. Regnier

Centennial Celebration Events Committee Co-Chairs:

Georgia Lynch & Angela Browne

Centennial Gala Honorary Chairs:

Michael & Marlys Haverty

Centennial Gala Planning Committee Co-Chairs:

Mary McPherson & Mary Lockton

Centennial Gala Sponsorship Co-Chairs

Mary Bloch and Michael Brown

Centennial Weekend Open House Planning Committee Co-Chairs:

Lynn Devins & Patty Kincaid

Union Station Kansas City, Inc. Board of Directors

Robert Regnier, Chairman; Michael Copeland, Lee Derrough, Peggy Dunn, David Gentile,
Greg Graves, Michael Haverty, Katrina Henke, R. Crosby Kemper III, Dan Lowe, Leo Morton,
Ramon Murguia, Brenda Tinnen, Sly James



CENTENNIAL CELEBRATION

When the doors to Union Station first opened in 1914, it was heralded as one of the most beautiful train stations in the country. One hundred years later, thanks to the commitment of the Kansas City community to its most treasured and identifiable landmark, it can still make that claim. Union Station will mark its Centennial through a series of special events, exhibits and celebrations in 2014 that will culminate the weekend of October 30 - November 1-2, 2014.

HISTORY: In 1914, Union Station opened as the second largest operating train station in the United States. Throughout the first half of the 20th Century, Union Station became the region's transportation hub, serving as the gateway to the West for travelers and those moving across the country. During World Wars I & II a majority of the soldiers in the U.S. Army passed through the bustling halls of Union Station. During the 1960s and 1970s, train travel declined and the Station deteriorated. Citizens from across the region, dedicated to preserving history and the memories of generations, banded together to devise a plan to save and restore this historic monument. In 1996, funds from a short-term bi-state tax – the first of its kind - along with federal dollars and private donations, fully funded its restoration. On November 10, 1999, Union Station opened its doors once again to reveal a return to its original glory.

THE STATION TODAY: Union Station is a thriving civic center and an engaged nonprofit organization that is as diverse as it is grand. It is home to Kansas City's Science Center: Science City, the largest movie screen in the region, restaurants, shops, businesses and much more. Union Station is the preferred site for large community events, festivals, business/educational forums and world-class traveling exhibitions. As a favorite year-round destination for locals and visitors alike, Union Station is the place where Kansas City connects, creates, discovers and celebrates!

PLANNED CENTENNIAL CELEBRATION EVENT SCHEDULE

- **Visit the Building a Monument Exhibit** On Display on First Floor Walkway to Crown Center
A photogenic exhibit that chronicles the construction of Union Station
- **Opening of the New Model Rail Train Exhibit, Summer 2014**
An exhibit of railroad history and model of Union Station with model trains moving through it
- **Celebration at the Station with the Kansas City Symphony, May 25**
A free concert by the Kansas City Symphony, with a special tribute for the Centennial year
- **Maker Faire: Kansas City 2014, June 28-29**
A favorite summer festival featuring the Kansas City Museum Patent Exhibit, sharing 100 years of making and inventing history in Kansas City
- **Centennial Celebration Kickoff, September 5 – A Kansas City Celebration**
A technological, digitally mapped show with projected historical images, punctuated by music, shown on the exterior of building that shares the Station's history; show followed by fireworks
- **Centennial Gala, Thursday, October 30th**
A one-time exclusive dinner event, celebrating the Station's history in grand style with world-class entertainment
- **Opening of the Union Station 100-year Historical Exhibition, October 31st**
Union Station will unveil its permanent exhibit that shares Union Station's 100-year history
- **Open House & Re-dedication of Union Station, November 1-2**
Free event featuring history tours, sneak peeks to attractions, and entertainment from past and present, and historical trains on display



CENTENNIAL CELEBRATION SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORS: \$100,000

RECOGNITION BENEFITS:

- Company/donor recognized during all Centennial Celebration events
- Company logo/donor name featured on permanent sponsorship plaque of the 100-Year History Exhibition; company/donor name also included on the permanent commemorative Re-Dedication plaque that recognizes all Centennial Celebration supporters
- Projection of company logo/donor name on digitally mapped images shown on exterior of Station during Centennial Celebration Kickoff–Sept. 5
- Company logo on street pole banners outside the Station; company/donor name included on event signage, print ads and marketing materials. Company name also included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

EVENT BENEFITS:

- **Centennial Gala** Exclusive front-row table for 10 guests and special recognition at the event
- **Patrons' Party** Invitation for 2 to attend an exclusive reception at the home of Michael and Marlys Haverty
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 30 guests to attend exclusive event in the exhibit during summer 2014
- **Celebration at the Station Symphony Concert** VIP Seating for two and complimentary parking
- **Private Railcar Reception** Invitation for 2 to attend during summer of 2014
- **History Tour of Union Station** Private event for up to 20 guests
- **Use of Union Station Facility for a One-Time Private Event** Host a private event for up to 400 guests in Sprint Festival Plaza or Bank of America Grand Exhibit Gallery during 2014 (food, beverage, a/v and setup costs not included; date to be mutually agreed upon)

DIAMOND SPONSORS: \$50,000

RECOGNITION BENEFITS:

- Company/donor recognized during all Centennial Celebration events
- Company logo/donor name featured on permanent sponsorship plaque of the 100-Year History Exhibition; company/donor name also included on the permanent commemorative Re-Dedication plaque that recognizes all Centennial Celebration supporters
- Company name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

EVENT BENEFITS:

- **Centennial Gala** Premier table location for 10 guests and special recognition at the event
- **Patrons' Party** Invitation for 2 to attend an exclusive reception at the home of Michael and Marlys Haverty
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 20 guests to attend exclusive event in the exhibit during summer 2014
- **Celebration at the Station Symphony Concert** VIP Seating for two and complimentary parking
- **Private Railcar Reception** Invitation for 2 to attend during summer of 2014
- **History Tour of Union Station** Private event for up to 10 guests
- **Use of Union Station Facility for a One-Time Private Event** Host a private event for up to 200 guests in City Stage or Bank of America Grand Exhibit Gallery during 2014 (food, beverage, a/v and setup costs not included; date to be mutually agreed upon)

GOLD SPONSORS: \$25,000

RECOGNITION BENEFITS:

- Company/donor recognized during all Centennial Celebration events
- Company logo/donor name included on the permanent commemorative Re-Dedication plaque that recognizes all Centennial Celebration supporters
- Company name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

EVENT BENEFITS:

- **Centennial Gala** Premier table location for 10 guests and recognition at the event
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 10 guests to attend exclusive event in the exhibit during summer 2014
- **History Tour of Union Station** Private event for up to 8 guests
- **Use of Union Station Facility for a One-Time Private Event** Host a private event for up to 100 guests in the Arthur Stillwell Room, City Stage or Bank of America Grand Exhibit Gallery during 2014 (food, beverage, a/v and setup costs not included; date to be mutually agreed upon)

SILVER SPONSORS: \$10,000

RECOGNITION BENEFITS

- Company/donor recognized during all Centennial Celebration events
- Company logo/donor name included on the permanent commemorative Re-Dedication plaque that recognizes all Centennial Celebration supporters
- Company/donor name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

EVENT BENEFITS

- **Centennial Gala** Featured table location for 10 guests
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 6 guests to attend exclusive event in the exhibit during summer 2014
- **History Tour of Union Station** Private event for up to 6 guests

BRONZE SPONSORS: \$5,000

RECOGNITION BENEFITS:

- Company/donor recognized during all Centennial Celebration events
- Company/donor name included on the permanent commemorative Re-Dedication plaque that recognizes all Centennial Celebration supporters
- Company/donor name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

EVENT BENEFITS:

- **Centennial Gala** Featured table location for 10 guests
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 4 guests to attend exclusive event in the exhibit during summer 2014
- **History Tour of Union Station** Private event for up to 4 guests

UNDERWRITERS: \$2,000

- **Priority seating for two guests at Centennial Gala**
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 2 guests to attend exclusive event in the exhibit during summer 2014
- Donor name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

BENEFACTORS: \$1,000

- **Priority seating for one guest at Centennial Gala**
- **Sponsors-Only Event for "The Discovery of King Tut"** Invitation for 2 guests to attend exclusive event in the exhibit during summer 2014
- Donor name included in the Gala event program; Centennial Celebration Weekend program; in the Fall 2014 edition of *On Track* magazine; and on 100th Anniversary website

For more information or to reserve your sponsorship, contact Jenn Nussbeck, Union Station Development; 816-460-2016 or jnussbeck@unionstation.org. Sponsorship payment deadline is Aug. 1, 2014. Payment must be made by Aug. 1 for company/donor name to be included in Centennial materials.