

# EVENERGY

## NEWS BLAST

CREATIVITY, COLLABORATION, CONSISTENCY



'Tis the season for holiday merriment and Evenergy wants to help.

Creativity is our specialty and making your event easy for you is our mastery.

Over 40 years of collective event experience has given Evenergy the foundation to create magnificent events for the same budget as an event you plan "in-house." Do you want a real life Santa, without a fake beard? We have him. How about Dickens Carolers or a team of real life reindeer? We have those too. If holiday gimmicks aren't your cup of cocoa, we can work with your group to create an event specific to your very own theme.

We would like to help your company have a more unique holiday event with less stress, more fun, for the same amount of money. Ask us how!

Java  
PORT



And since we are talking about Holiday events, Evenergy might have the perfect place to host your company holiday party. JavaPort is located at the eclectic Crossroads District and offers a very affordable price, superb location, security, ample parking, and great preferred caterers. We are sure you will love it! Call Marisa Ferrara for more details at 816-421-2341 ext. 105

### CONTACT US

208 W. 19th Street,  
Suite 201  
Kansas City, MO 64108  
(816) 421-2341

[www.evenergy.com](http://www.evenergy.com)

### 2010 Approach to Corporate Sponsorship



We are getting close to wrapping up this crazy 2009 and there are signs that we all can start coming out of the cave. Many companies are beginning to take a look at sponsorship opportunities for 2010 to re-engage potential customers and to build brand awareness.

The most important step a company must take is to clearly identify the objectives for entering in to any sponsorship. Our team has put together a simple document that

sponsors use to look at the assets available to a company to meet objectives.

We have been contacted by several companies who are interested in sponsoring **The Plaza Art Fair**. The Art Fair is the best event in Kansas City but the question still remains, "How do we use a Plaza Art Fair sponsorship to achieve objectives?" Evenergy can help clients determine the best strategy to maximize sponsor's investments. Another example of a sponsorship opportunity on a national level is our work with **Nicholson Racing** and **JR Motorsports**. While there are a significant number of traditional racing sponsorship benefits, there are also ways to tap into licensing and business to business opportunities that will move the bottom line.

Let us help you determine the best way to accomplish your sponsorship objectives in 2010!

### Smooth Sailing On Brush Creek!



Third time is a charm for **WaterFire**. Like in previous years, this event was amazing from start to finish. Through perseverance and a willingness to succeed this event has carried on despite some major obstacles. Luck and experience were on our side; sponsors came through, the installation of braziers (the floating fire-pits) was smooth and the weather was perfect!

October 24th was a perfect fall evening on Brush Creek in Kansas City's Country Club Plaza filled with wonderful entertainment from 3 amazing vocalists, a nationally recognized guitarist, 10 tango dancing couples, Quixotic; Kansas City's premier performance art troupe, and Vesuvius Fire Tribe. The event began as smooth as the sunset and ended the same way, not to mention, the media loved every minute of it! As event producers we can't ask for more than that!

The one thing about WaterFire is the event challenges Evenergy to be logistically savvy and resourceful which is what drives us to produce high quality events. We like our ability to overcome and succeed the most challenging obstacles which could be out of our control. For some people WaterFire might seem like a logistical challenge but through our experience it all seemed to fall into place, with the help of some wonderful partners like the **Kansas City Convention and Visitors Association**, our planning committee, volunteers, sponsors and media.

### Kids' Time at The Power & Light District!



Evenergy was given the task of creating a series of children's events at the **Power and Light District** called "**The Sprint Family Fun Series**." Each third Saturday of the last 7 months was a different event with its own unique concept that

provided entertainment for elementary aged children and their families. The best part of all was that each event was free!

This year's attendance blew last year's out of the water. Planning these events was a real treat not only because we got to be kids again, but because there is an amazing pool of resources in this city for educational entertainment for children. It was a joy to work with all of the amazing organizations and partners. A special thanks to The Power and Light District and Sprint for the opportunity, we certainly look forward to doing it again in the future.