

KC RESTAURANT WEEK

Date

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To: *Potential Kansas City Restaurant Week charity partners*

Company:

Phone:

Fax:

From: Jenny Wilson, VP of Partnerships & Events

Company: Visit KC

Phone: **816-691-3832**

Subject: **2024, 2025 and 2026 Kansas City Restaurant Week Charity RFP**

Visit KC and the Greater Kansas City Restaurant Association (GKCRA) launched Kansas City Restaurant Week in January 2010 with the mission of showcasing Kansas City's restaurants to local residents and visitors during a 10-day period when restaurants typically welcome an opportunity to serve more customers. The promotion features special multi-course, price-fixed menus and showcases charities dedicated to improving our community with service or educational missions that enhance the quality of life for our greater metropolitan population.

Over the last 13 years more than \$3.3 million dollars has been raised for charity. In addition to the foundations of the founding partners, previous featured beneficiaries have included:

- 2010-2014 - Harvesters: The Community Food Network
- 2015 - BoysGrow
- 2016 - Children's Center for the Visually Impaired
- 2017- CultivateKC
- 2018 - Kansas City Community Gardens
- 2019 – Boys & Girls Clubs of Greater Kansas City
- 2020 & 2021 – The Don Bosco Centers
- 2022 – Guadalupe Center
- 2023 – Cornerstone of Cares

The selected KCRW charity will be eligible to receive 1/3 from the donations of participating restaurants in the given year. The featured charity partner will also receive exposure through KCRW's integrated marketing campaign, including logo placement and editorial features throughout the media promotions.

Interested organizations should submit a proposal outlining their qualifications to become a KCRW featured beneficiary for a one-year term. A single beneficiary will be selected for each of the years of 2024, 2025 and 2026.

APPLICATION REQUIREMENTS & PROCESS:

Qualified charity must be:

- A 501(c)3 registered charitable organization
- Offer goods and services to the entire Greater Kansas City metropolitan area (KS and MO)

- Have a mission or programming that is directly related to food/nutrition for KC's underprivileged populations – either through direct service or education in the Kansas City metro area (as defined by Cass, Clay, Clinton, Leavenworth, Jackson, Miami, Platte and Wyandotte counties)
- Cannot have served as the 2021, 2022 or 2023 featured Kansas City Restaurant Week Charity.

Applications should include the following:

- The mission of your charity/and or programming which meets the above criteria, along with a detailed description of the population you serve and the demonstrated historic impact of your organization.
- Explanation and outline of how the KCRW donation will be used including demonstration of the need for funding and the anticipated trajectory of your organization if funds were to be awarded.
- A detailed outline of how your organization will assist and support KCRW marketing, advertising and sponsorship solicitation.
- A description of any past event or festival affiliations of which your organization has been a beneficiary.
- A current form 990 and most recent annual report for the organization.

SELECTION PROCESS:

- May 1, 2023: Applications due by 5 p.m.
- June 21, 2023: Charity partners selected and notified
- Summer /Early fall 2023: 2024 charity partner announced publicly
- Jan. 2024: 2024 Kansas City Restaurant Week
- June 1, 2024: Majority of donations awarded to 2024 charitable partner

Please submit your proposal no later than May 1, 2023. Responses to this request, as well as any questions should be submitted in writing to: Jenny Wilson, Visit KC, 1475 Walnut Street, Suite 202, Kansas City, MO 64106 or to jwilson@visitkc.com.