

THE AMAZING RACE

Saturday, November 7, 2026 • Union Station + KC Streetcar

A SIGNATURE COMMUNITY EVENT WITH HIGH VISIBILITY CORPORATE ENGAGEMENT

Get ready for the Amazing Race—**back and bigger than ever**. This high-energy, digital scavenger hunt begins at 10am, bringing Girl Scouts of all program levels together to race against the clock. Through age-appropriate challenges, Girl Scouts engage in teamwork, problem-solving, and adventure – celebrating their success at an Awards Ceremony at 3pm.

Beginning and ending at **Science City at Union Station**, the Amazing Race spans iconic Kansas City destinations—including the River Market and The Plaza—utilizing the KC Streetcar to create a highly visible, citywide experience.



NEW IN 2026: ADULT AMAZING RACE & CORPORATE ENGAGEMENT

For the first time, the Amazing Race introduces a **standalone adult race** designed to engage any adult interested in learning more about the Amazing Race experience, including **corporate teams and Girl Scout alumnae**. This experience reflects Girl Scout values of teamwork, leadership, and community impact, while offering a dynamic setting for connection and collaboration. This adult event begins in the afternoon and concludes with a **networking focused after-party**, bringing together professionals, community leaders, and supporters in a mission driven, highly visible environment.



WHY PARTNER WITH US?

With **1,000+ participants and spectators expected**, the event offers corporate partners a strong opportunity to align with **leadership, teamwork, and community impact**. We invite you to explore the sponsorship opportunities on the following pages and join us as a sponsor in this signature Girl Scouts event—supporting girl leadership while engaging employees, customers, and the broader Kansas City community.

- **Engage a Valuable Community Audience:** Reach Girl Scout families, volunteers, local professionals, corporate teams and Girl Scout alumnae.
- **Elevate Brand Visibility:** High brand visibility before, during, and after race day through onsite activation, citywide movement, and strategic recognition opportunities.
- **Build Employee Engagement:** Team-based challenges promote collaboration, problem solving, and shared achievement.
- **Demonstrate Mission Alignment:** Showcase your company's commitment to youth leadership, equity, and community investment.

ABOUT GIRL SCOUTS

Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place.

Girl Scouts is the preeminent leadership development program for girls. Through hands-on learning, supportive adult mentorship, and a proven curriculum, girls discover who they are, what they care about, and how they can make meaningful change.

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AMAZING RACE SPONSORSHIP LEVELS

SPONSORSHIP DEADLINE: SEPTEMBER 15*

BENEFITS	\$10,000 ULTIMATE EXPLORER (LIMIT 4, FMV \$675)	\$5,000 ADVENTURE ARCHITECT (FMV \$350)	\$2,500 EXPEDITION ENTHUSIAST (FMV \$250)	\$1,000 TRAILBLAZER (FMV \$175)	\$500 CHALLENGE HOST
TEAMS INCLUDED	2 teams (16 participants)	1 team (8 participants)	1 team (6 participants)	1 team (4 participants)	—
EVENT ACCESS	Race + After-Party Access	Race + After-Party Access	Race + After-Party Access	Race + After-Party Access	—
FOOD & DRINK VOUCHERS	16 food/32 drink	8 food/8 drink	6 food/6 drink	4 food/4 drink	—
PARKING	All participants	All participants	All participants	All participants	—
EVENTZEE APP RECOGNITION	Premium logo placement + push notifications	Challenge logo placement	—	—	Name listed within challenge description
MARKETING RECOGNITION	High-visibility logo on all pre- & post-event marketing + tagged social media	Standard logo on all pre- & post-event marketing + tagged social media	Name inclusion on select pre- and post-event marketing	Name inclusion on select pre- and post-event marketing	—
EVENT SIGNAGE (UNION STATION)	Premium logo placement on sponsor & directional signage	Standard logo placement on sponsor and on directional signage	Name inclusion on sponsor signage	Name inclusion on select signage	—
RACE SHIRT RECOGNITION	Premium logo placement	Standard logo placement	Name inclusion	—	—
CHALLENGE OPPORTUNITY*	Sponsor and/or host two premium challenges (higher point value)	Sponsor and/or host one branded challenge (moderate point value)	—	—	Host one challenge (lower point value)
PARTICIPANT SWAG	Co-branded drawstring bag + additional branded item	Opportunity to contribute branded item	—	—	—
ON-STAGE RECOGNITION	Verbal recognition during Girl Award Ceremony & After Party	—	—	—	—

*CHALLENGE OPPORTUNITY - DEADLINE SEPT. 1

Sponsor a Challenge: Support one of the Amazing Race challenges to gain high visibility brand recognition and deeper participant engagement. Sponsored challenges receive enhanced point value, driving increased traffic and interaction with your brand throughout the race.

Host a Challenge: Take engagement a step further by designing and hosting a custom challenge with guidance from our team. Host sponsors provide and manage the challenge experience, creating a hands-on brand connection. Hosted challenges earn slightly higher point values, incentivizing participation and maximizing exposure.

QUICK HIT DETAILS

Union Station + KC Streetcar

Saturday, Nov. 7, 2026

1,000+ Attendees

Citywide Scavenger Hunt

QUESTIONS?

For more information, please contact
Juliana Tran-Castillo at
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SECURE YOUR SPONSORSHIP



ADDITIONAL SPONSORSHIP OPPORTUNITIES

À la carte sponsorships opportunities for flexible, high-visibility touchpoints beyond standard levels.

\$5,000 - AWARD CEREMONY AND STAGE SPONSOR (*EXCLUSIVE*)

Sponsor the Awards Ceremony, where 1,000+ Girl Scouts celebrate the culmination of Amazing Race.



- **Stage Sponsor Recognition:** Prominent logo recognition as the official Awards Stage Sponsor on all event materials.
- **Stage Signage:** Prominent logo placement featured on the Awards Stage.
- **On-Stage Role and Recognition:** Verbal recognition during the awards presentation and opportunity to present awards during the ceremony.
- **Prize Contribution:** Opportunity to contribute prizes to Girl award winners.
- **Marketing Recognition:** Name inclusion on select pre- and post-event marketing.
- **Event Signage:** Name inclusion on sponsor signage at Union Station.
- **Race Shirt Recognition:** Name inclusion listed on official race shirts.

\$3,000 AFTER-PARTY SPONSOR (*LIMIT 3*)

Sponsor the After-Party, the celebratory finale for adult participants featuring food trucks and drinks.

- **After-Party Sponsor Recognition:** Logo recognition as the official After-Party Sponsor on all event materials.
- **Prominent Event Signage:** Logo recognition on After-Party signage.
- **Branded Experience:** Opportunity to feature a branded After-Party item (e.g., napkins, koozies, coasters, cocktail signage).
- **Verbal Recognition and Speaking Opportunity:** Verbal acknowledgment and opportunity to speak during the After-Party program.
- **Marketing Recognition:** Name inclusion on select pre- and post-event marketing.
- **Event Signage:** Name inclusion on sponsor signage at Union Station.
- **Race Shirt Recognition:** Name inclusion listed on official race shirts.

**QUESTIONS? FOR MORE INFORMATION, PLEASE CONTACT
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