

Branson[™]
MISSOURI
★
LAKES AREA



**THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS**





BOBBY ADAMSON
SR. MANAGER, PARTNERSHIP STRATEGY
KANSAS CITY CHIEFS

A MEMORABLE 2023 SEASON



GEHA Proud partner of the Kansas City Chiefs and federal employees everywhere

Branson Named the Official Vacation Destination of the Kansas City Chiefs

Aug 24, 2023 at 10:00 AM



On Thursday, the Kansas City Chiefs announced a multi-year partnership agreement with the City of Branson and the Branson/Lakes Area Tourism Community Enhancement District that makes the southwestern Missouri region the Official Vacation Destination of the Kansas City Chiefs.

As part of the partnership, Branson and the Lakes Area will receive a mix of experiential and digital activation assets, including an annual in-market season kickoff rally with Chiefs personalities. In addition, Branson will have a major presence around the club's NFL Draft coverage and fan events, including serving as the presenting partner of the annual Season Ticket Member Draft Fest at GEHA Field at Arrowhead Stadium.

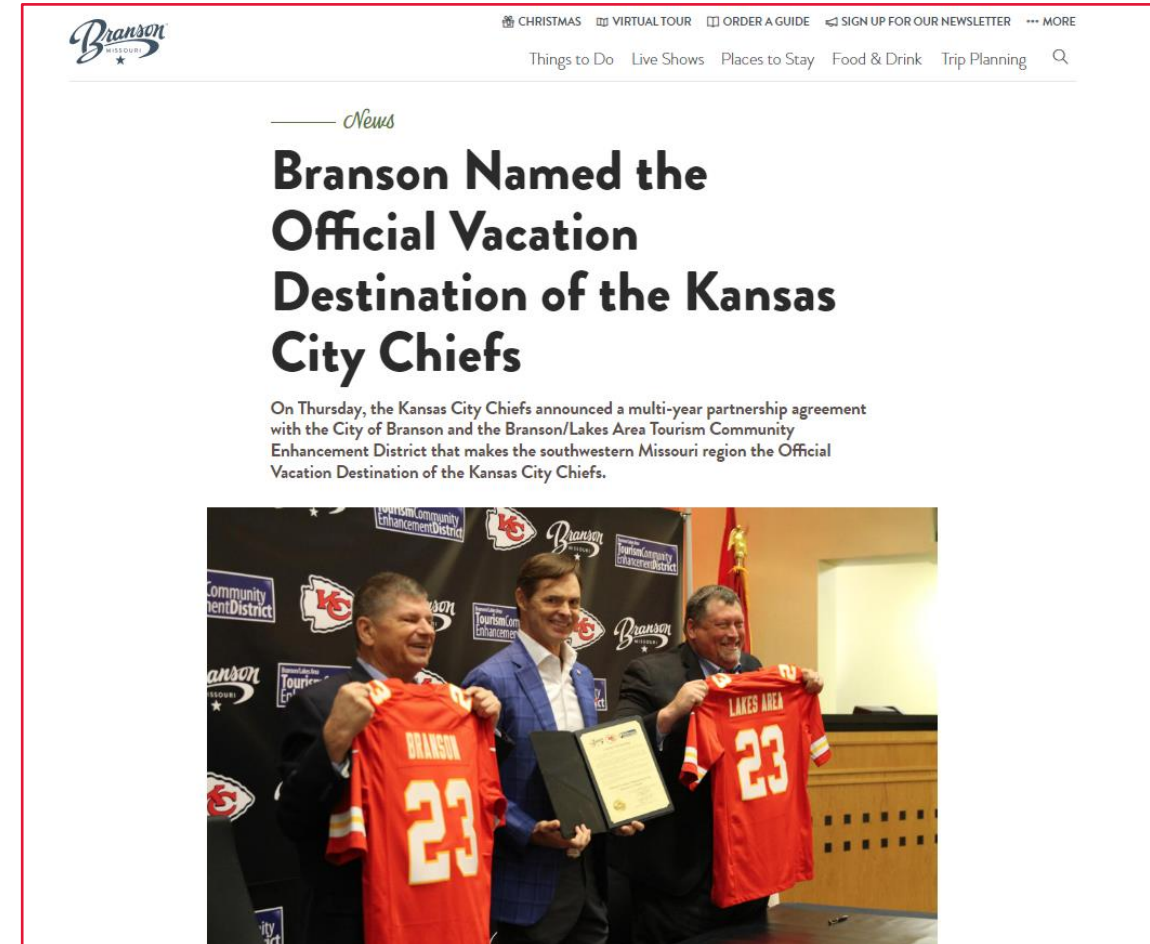
*We are excited and proud to partner with Branson and the Lakes Area to help elevate the



WHY BRANSON LAKES AREA AND THE CHIEFS?

WHY THE PARTNERSHIP?

- The Branson Lakes Area is the core of Chiefs Kingdom
- Shared Values
- Opportunity to align two iconic midwestern brands
- First of its kind partnership



The screenshot shows a news article on the Branson Missouri website. The article is titled "Branson Named the Official Vacation Destination of the Kansas City Chiefs" and is categorized under "News". The text of the article states: "On Thursday, the Kansas City Chiefs announced a multi-year partnership agreement with the City of Branson and the Branson/Lakes Area Tourism Community Enhancement District that makes the southwestern Missouri region the Official Vacation Destination of the Kansas City Chiefs." Below the text is a photograph of three men in suits standing in front of a backdrop. The man on the left is holding a red Kansas City Chiefs jersey with the number 23 and the word "BRANSON" on the back. The man in the middle is holding a framed certificate or agreement. The man on the right is holding another red Kansas City Chiefs jersey with the number 23 and the words "LAKES AREA" on the back. The backdrop features logos for Branson Missouri, Kansas City Chiefs, and the Tourism Community Enhancement District.

**WHAT ARE WE AIMING
TO ACCOMPLISH?**



INCREASE BRANSON
LAKES AREA TRAVEL
CONSIDERATION



SPOTLIGHT THE
BRANSON LAKES AREA TO
OUR MILLIONS OF FANS

91%

69%

65%

Fans who agree a partnership with the Chiefs...

is a good way to promote a brand's products / services

makes them feel more favorable toward a brand

indicates a brand is high quality

CHIEFS-BRANSON CROSSOVER



**CHIEFS FANS IN DMAS
0-300 MI FROM BRANSON**

0-100 MI (CORE MARKET)

- Joplin-Pittsburgh
- Springfield

100-300 MI (PRIMARY MARKET)

- Columbia-Jefferson City
- Ft. Smith-Fayetteville-Springdale-Rogers
- Jonesboro
- Kansas City
- Little Rock-Pine Bluff
- St. Joseph
- St. Louis
- Topeka
- Tulsa

**NEARLY 3 MILLION FANS LIVE WITHIN 300
MILES OF BRANSON**

66.7%

2022 Branson Visitors
from
0-300 mi away



4.6 MILLION

Fans in the 6-state Chiefs
Television Network

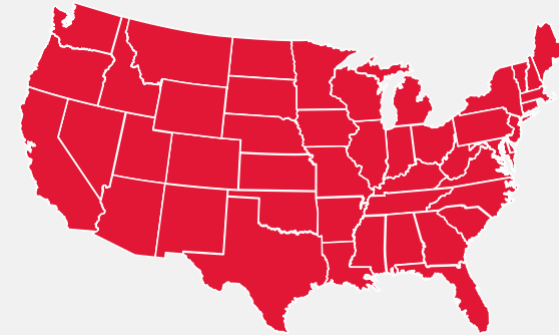
#1 AMONG ALL SPORTS TEAMS



3.36 MILLION

Fans in the 3-state Chiefs
Kingdom Footprint

1 AMONG ALL SPORTS TEAMS



24 MILLION

Fans Nationwide: #2 in the NFL

Top 5 States

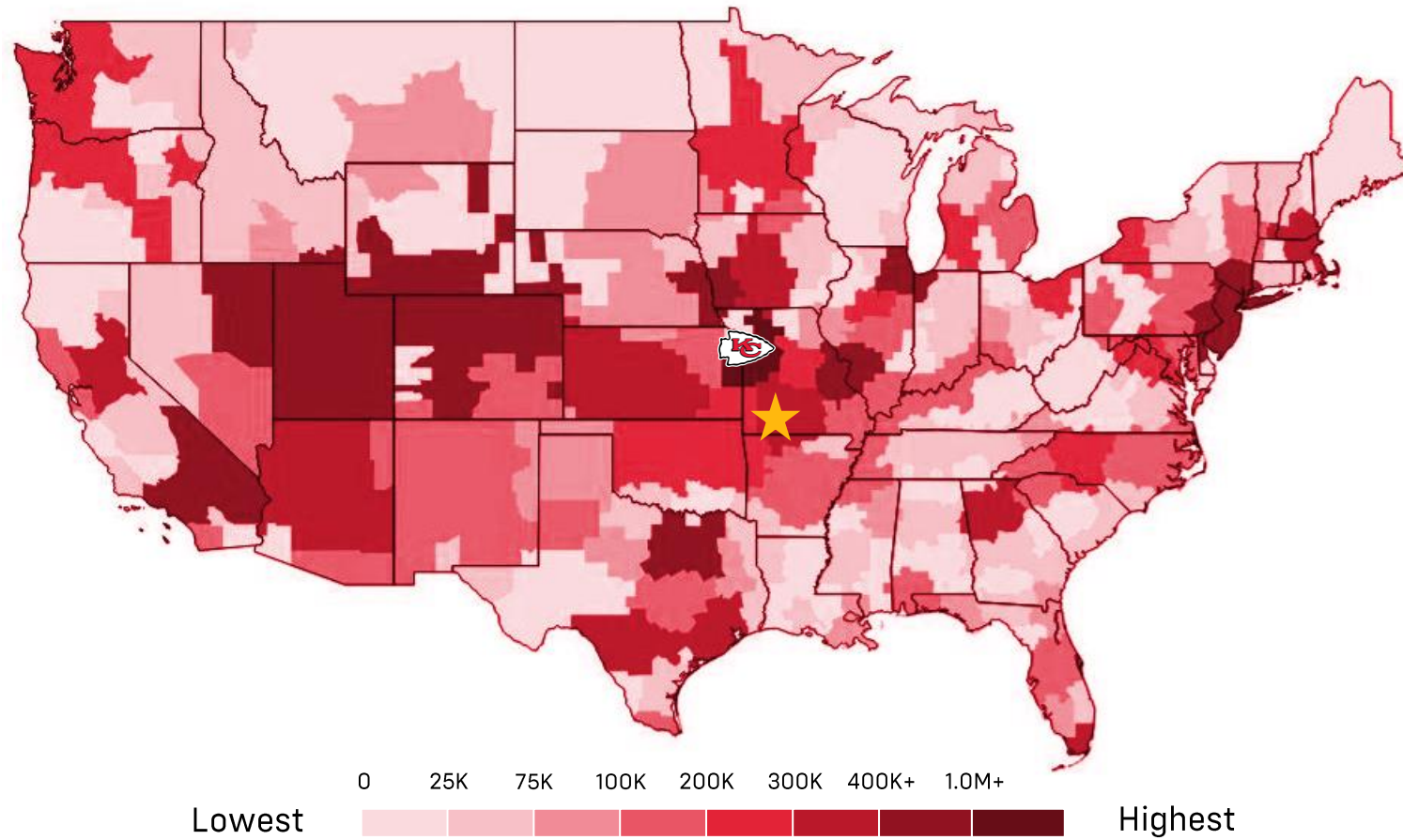
1. Texas - 2.24M
2. Missouri - 1.92M
3. California - 1.74M
4. Florida - 1.32M
5. New York - 1.27M

Top 5 DMAs

1. New York - 1.39M
2. Kansas City - 1.18M
3. Los Angeles - 920K
4. Dallas-Fort Worth - 724K
5. Chicago - 657K

CHIEFS FANS BY MARKET

in each DMA who say Chiefs are favorite or secondary NFL team



OUR KINGDOM OF FANS



2nd Largest

NFL fanbase | 24 Million



52/48 Split

Between female and male fans

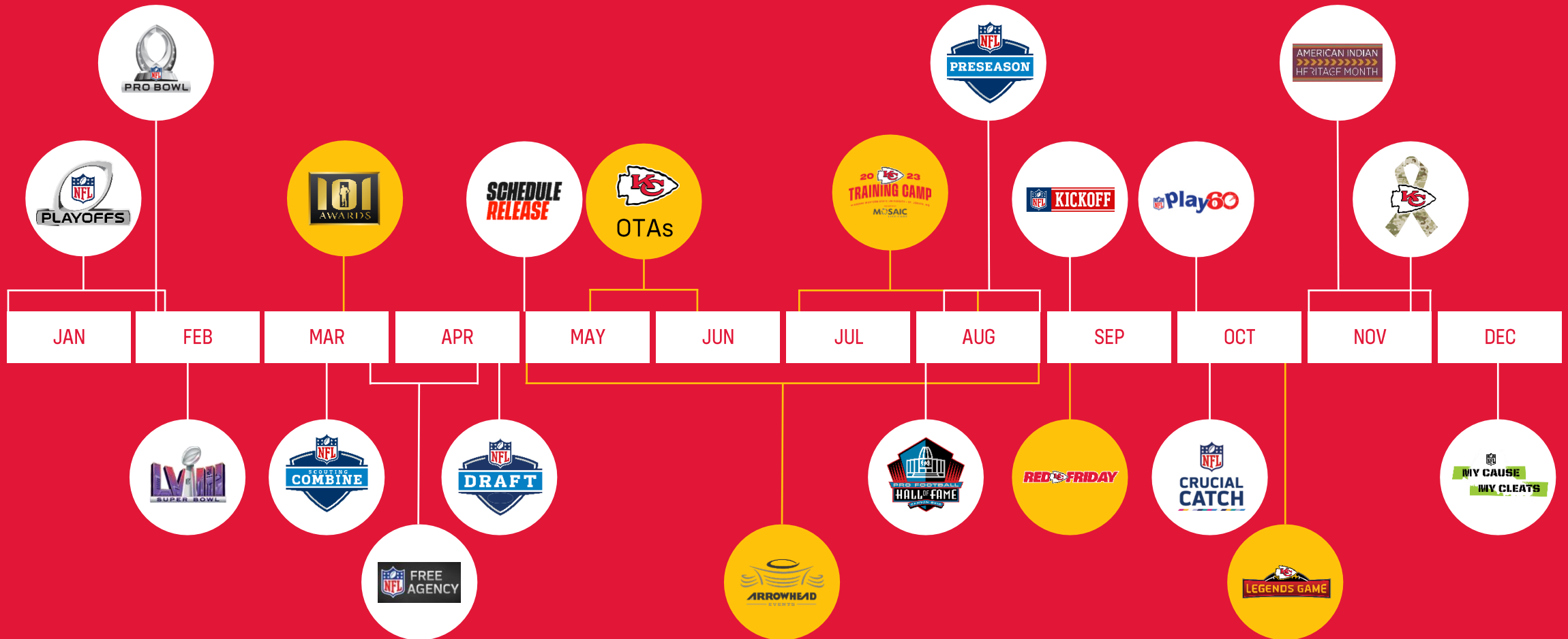


80% of fans

Located outside our DMA

WHAT DOES THE PARTNERSHIP INVOLVE?

THE NFL IS YEAR ROUND



BECOMING THE WORLD'S TEAM



54.4M

INDIVIDUAL VIEWERS
FOR 3-DAY EVENT



26.8M

SEASON KICKOFF VIEWERS
(UP 24% FROM PREVIOUS YEAR)



56M

PEAK DIVISIONAL
GAME VIEWERS
(NEW RECORD)



123M

PEAK SUPER BOWL
VIEWERS
(NEW RECORD)



5 of 10 TOP PRIMETIME TV
TELECASTS OF 2023

- Presenting Partner of Season Ticket Member Draft Fest
- Multiple Draft-related content and articles series featured on Chiefs social channels and Chiefs.com
- Prominent presence on Chiefs.com leading up to Draft



15.09M

TOTAL SOCIAL AUDIENCE



4.24M FOLLOWERS



2.71M FOLLOWERS



2.56M FOLLOWERS



4.54M FOLLOWERS

#1 team account in the NFL



442K FOLLOWERS



600K FOLLOWERS

#1 team account in the NFL

- Presenting Partner of the Hometown Hero Program
- Focused on highlighting Veterans, Current Military, and First Responders
- Honors individuals from across Chiefs Kingdom
- Authentic tie to Branson's strong focus and support of Veterans and Military Members



NOMINATION FORM

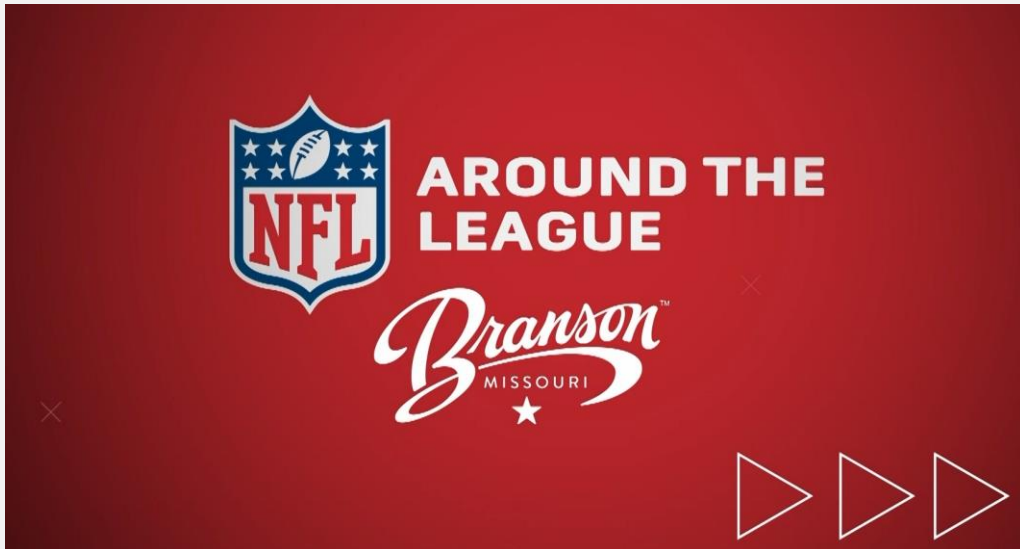
Chiefs Kingdom is full of extraordinary people who are finding meaningful ways to impact their community every day and this season, the Chiefs and the Branson Lakes Area want to give them the recognition they deserve. The Hometown Hero program, presented by the Branson Lakes Area, will bring some of our finest public servants and military members into the spotlight at GEHA Field at Arrowhead Stadium throughout the season. If you know a first responder or former or current military member who is making a difference in the lives of others, now is your chance to showcase them.

HOMETOWN HERO



IN-GAME FEATURE

Prominent in-game feature inclusive of Branson branding



SCORE BAR INCLUSION

Branson messaging on in-game score bar





CHIEFS PRESEASON TV
7 STATES

CHIEFS PRESEASON AFFILIATES

- KSHB – Kansas City
- KMOV – St. Louis
- KOZL – Springfield
- KQTV – St. Joseph
- KSNF – Joplin
- KNWA – Ft. Smith/Fayetteville/Rogers
- KDSM – Des Moines
- KMIZ – Columbia
- KMTV – Omaha
- KTUL – Tulsa
- KWCH – Wichita
- WIBW – Topeka
- KGMB - Honolulu

PRESEASON GAME BROADCASTS

67.1

Average
Share

36.7

Average
Rating

#1

Ranking amongst NFL
teams in local share

#3

Ranking amongst NFL
teams in local rating



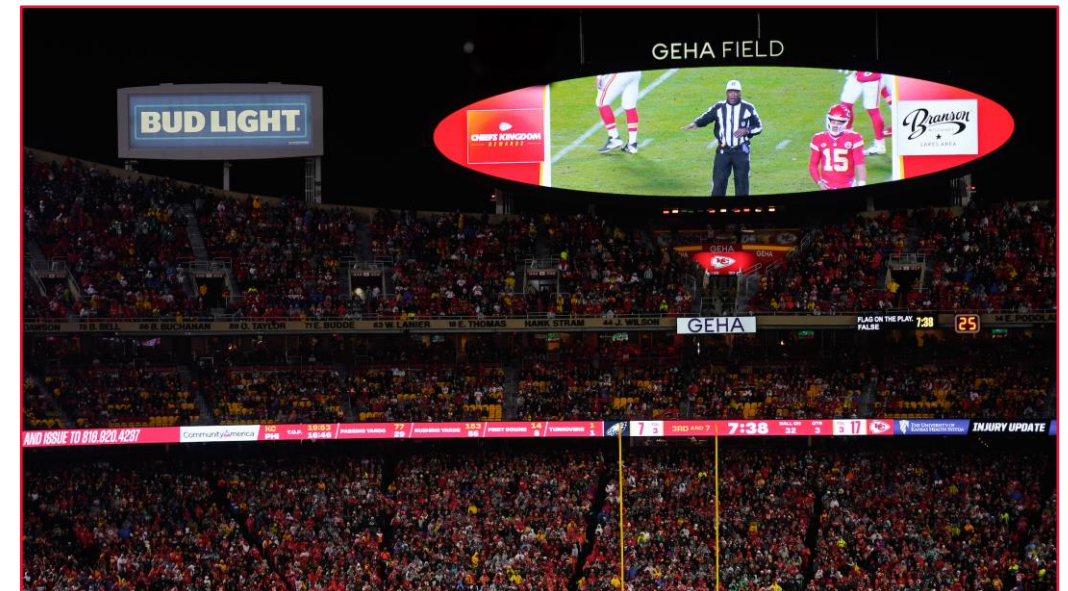
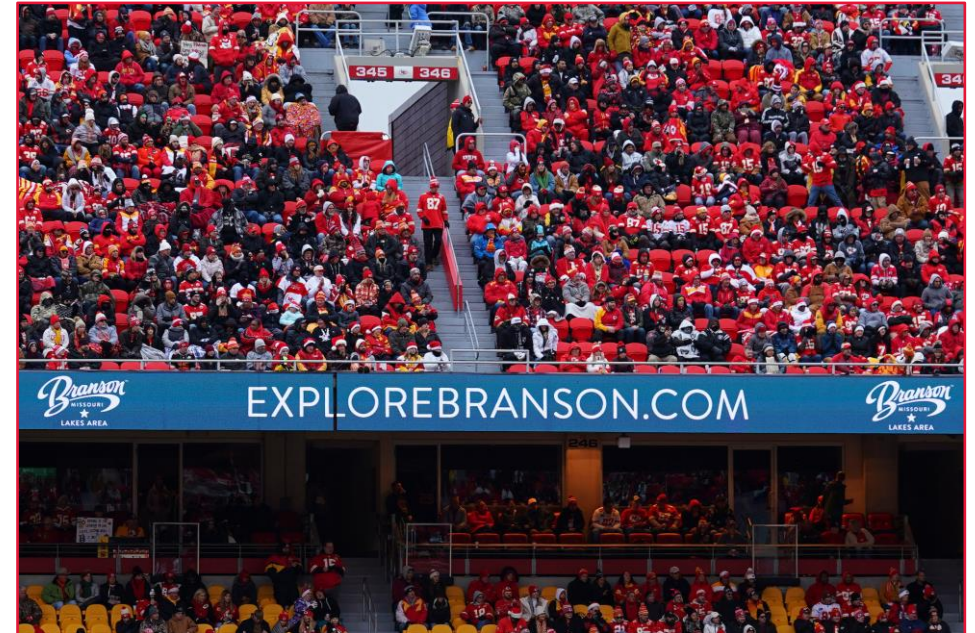
CHIEFS PRESEASON TV
7 STATES (MO, KS, NE, AR, OK, IA, HI)

IN-STADIUM MARKETING

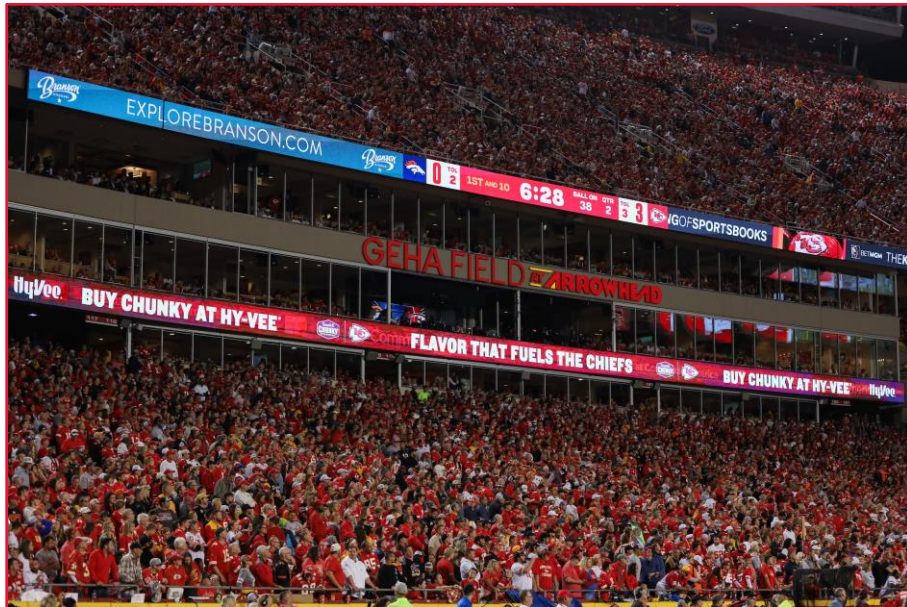
- Digital LED Boards (360 and Upper)
- Arrowvision Boards
- In-Stadium TVs
- Hometown Hero Program
- Ford Tailgate District Activation

733,700

Total Gameday
Attendance

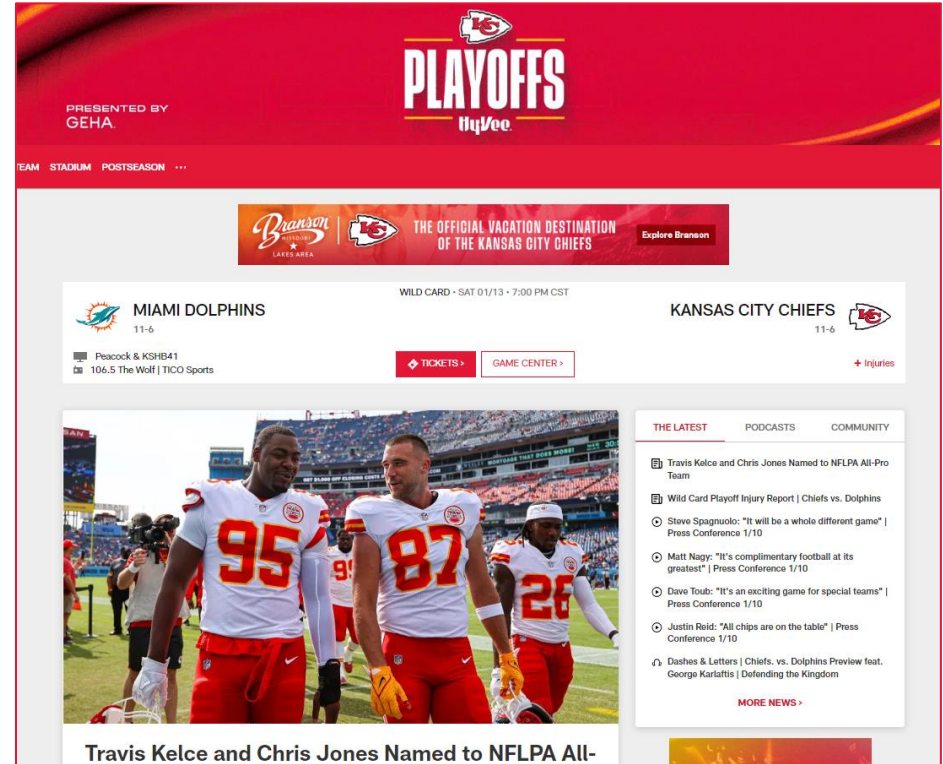


IN-STADIUM MARKETING



ADDITIONAL ASSETS

- Official Vacation Destination designation
- Banners ads on Chiefs.com
- Email communication
- Activation opportunities in Branson community
- Radio advertising on Chiefs Radio Network



The screenshot shows the Chiefs.com website during the playoffs. At the top, there is a red banner with the Chiefs logo and the word "PLAYOFFS" in large white letters, with "by/vee" underneath. Below this, it says "PRESENTED BY GEHA". A navigation bar includes "TEAM", "STADIUM", "POSTSEASON", and "...". A secondary banner features the Branson logo and the text "THE OFFICIAL VACATION DESTINATION OF THE KANSAS CITY CHIEFS" with an "Explore Branson" button. The main content area is for a Wild Card game between the Miami Dolphins (11-6) and the Kansas City Chiefs (11-6) on Saturday, 01/13, at 7:00 PM CST. It includes logos for both teams, broadcast partners (Peacock & KSHB41, 106.5 The Wolf | TICO Sports), and buttons for "TICKETS" and "GAME CENTER". A large photo shows Travis Kelce (95) and Chris Jones (87) on the field. To the right, a "THE LATEST" section lists several news items, including "Travis Kelce and Chris Jones Named to NFLPA All-Pro Team" and "Wild Card Playoff Injury Report | Chiefs vs. Dolphins". A "MORE NEWS" link is at the bottom of this section.

- Largest Radio Network in the NFL
- Affiliates in 14 States
- Iconic “Voice of the Chiefs” Mitch Holthus



CHIEFS RADIO

14 STATES

Largest Radio Network in the NFL



BY THE NUMBERS





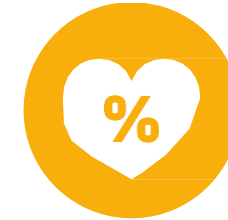
15M+

TOTAL SOCIAL FOLLOWERS



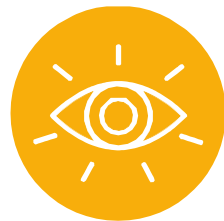
156M+

TOTAL ENGAGEMENTS YTD



+129% YOY

TOTAL ENGAGEMENT RATE



2B+

SOCIAL MEDIA IMPRESSIONS



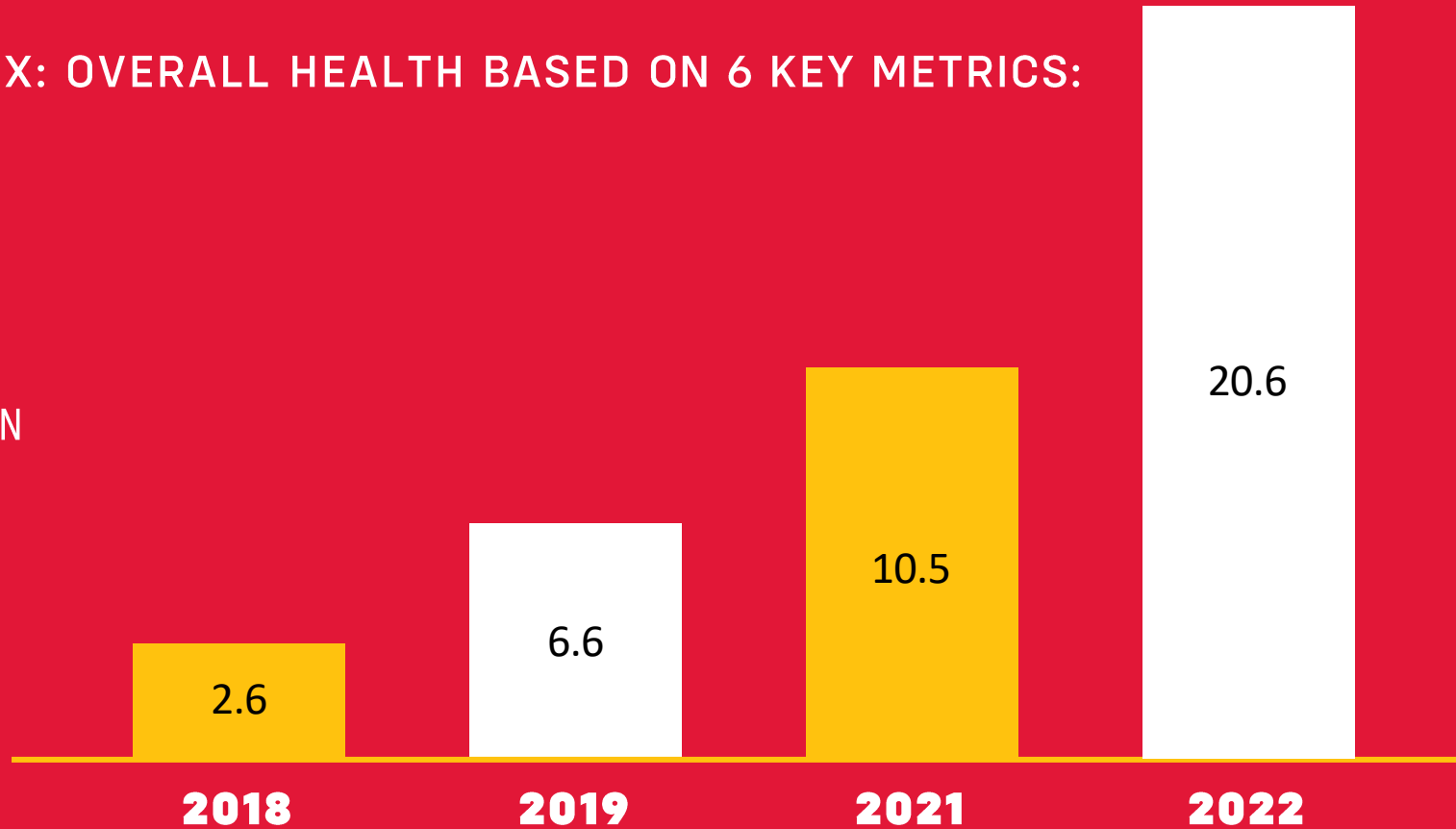
203K

EARNED MEDIA PIECES

THE CHIEFS INDEX AS THE #1 BRAND IN THE NFL AMONG ALL FANS

BRAND INDEX: OVERALL HEALTH BASED ON 6 KEY METRICS:

- IMPRESSION
- RECOMMEND
- QUALITY
- VALUE
- REPUTATION
- SATISFACTION



Average: 9.0



- Chiefs exclusive marketing territory: Missouri, Kansas, Nebraska

LARGEST NFL-DESIGNATED TERRITORY

CHIEFS IP MAY BE USED IN 3 STATES

LOOKING FORWARD





THANK YOU



BOBBY ADAMSON
Senior Manager,
Partnership Strategy