

**Marketing Budget:** Large Community marketing budget (over \$100,000)

**Submission Category:** Community Awareness

**Organization:** Visit Kansas City Kansas

**Who worked on this Project:** Steve Walls, Visit Kansas City Kansas, REACTOR Design, etc.

**Was it handled internally or externally:** Both

**Integrated Components or Type:**

**Project Description:** With sports betting legal in Kansas but not Missouri, Visit KCK positioned Kansas City Kansas as the place for sports betting in the KC area. The "Bet in KCK" campaign highlights sports betting sites, sports bars & restaurants where gamblers can place their bets in person or via apps. The ad campaign targeted Missouri via billboards, print, radio & digital. The initiative generated buzz, news stories and strong traffic to a landing page that positioned KCK as the place for sports betting in KC.

**Project Results:** The campaign was successful in generating attention. Paid advertising delivered more than 10 million ad impressions via billboards, digital ads, sports radio and print. One billboard near KCI airport resulted in KCMO asking for its removal as it directed visitors to Kansas. The landing page, betinkck.com, attracted 113,168 visitors from digital ad clicks as well as 12,000 direct visitors via URL. Several news stories shared how business at sports bars had increased due to sports betting.

**Summary:** The "Bet in KCK" campaign positioned Kansas City Kansas as the place for sports betting in the KC area through 10 million paid media impressions to generate more than 125,000 visits to BetinKCK.com.

**Web Link:**

<https://visitkansascityks.sharepoint.com/:f:/s/Team/EoMtH8PXqOhNmurTcl01qYsBwZ69myESOLkNw0AH6H3fvg?e=HxsX4r>

**Additional:**

**Comments:** Campaign Objectives:

- Raise Destination Awareness: Increase regional awareness of Kansas City Kansas as a premier sports betting destination through targeted marketing and communications efforts.
- Drive Tourism: Attract sports enthusiasts, bettors, and leisure travelers to visit KCK, thereby boosting tourism and economic growth.
- Showcase KCK Casinos: Highlight the approved sports betting apps and retail sportsbook locations at casinos, driving footfall and revenue for local businesses.
- Promote Responsible Gambling: Encourage responsible gambling practices among visitors while fostering a safe and enjoyable betting experience.
- Promote Sports Bars in KCK to visitors who live in driving distance.
- Highlight sports betting allowed just 50ft inside the stateline.