



A Park That Knows No Limits: Variety KC's Latest Innovation



Imagine a place where barriers disappear, and people of all ages, abilities, and backgrounds can play, connect, and thrive. Variety KC proudly introduces its groundbreaking project: **a fully accessible, inclusive park in Riverside, Missouri.**



This park will be a sanctuary of inclusion, featuring **two adaptive playgrounds, an accessible walking trail, a TOPSoccer field, and restrooms with universal changing tables.** This space redefines inclusivity—bringing joy, strengthening community bonds, and fostering personal growth for all.



A Vision of Inclusion

In today's world, parks are more than just green spaces—they're hubs of community, wellness, and connection. Variety KC's inclusive park takes this idea to a new level by creating a space where everyone can feel welcomed.

Variety KC's inclusive park fosters connections among people of all abilities, cultivating empathy, deepening understanding, and uniting children and adults from diverse backgrounds.



**FIRST 100% full
inclusive and accessible
park in Kansas City** ♥ ♥

*Riverside,
Missouri*



What Makes This Park Special?

1 Two Adaptive Playgrounds:

Separate play zones will cater to children aged 2–5 and 5–12, featuring custom structures, double-wide slides, inclusive swings, and sensory-rich equipment like wobble spheres and turnabout spinners. These designs ensure that every child can participate and find joy in play.

LARGEST
in the Midwest



2 Accessible Walking Trail:

The walking trail will provide smooth, safe surfaces for people using mobility aids while inviting everyone to enjoy exercise and fresh air.



5 Community-Centered Design:

The park will include accessible seating areas, picnic tables, and Accessible Universal restrooms with universal changing tables, ensuring that families and friends can enjoy the space together. Whether you're a parent, sibling, or caregiver, everyone can find their place here.



3 Sensory Garden:

Designed to stimulate the senses, the sensory garden will feature chimes, a ground piano, aromatic flowers, and tactile tree stumps. This interactive area will cater to children and adults alike, offering a relaxing, immersive experience.



4 TOPSoccer Field:

TOPSoccer provides people with diverse abilities an opportunity to play soccer in a structured environment that is safe, fun, supportive, and inclusive.



6 Unique Play Features:

From sand and water play zones to equipment promoting fine motor skills, cognitive development, and imaginative play, this park will cater to the needs of the whole child.



Riverside's Inclusive Future



The new Variety KC park is more than a local gem—it's a model of inclusivity, proving that **accessible design benefits everyone**. By welcoming individuals of all abilities, it strengthens communities, fosters connection, and sets a new standard for future projects.

Located in historic Riverside, **just off I-635**, this park is a growing hub for entertainment and sports. With **over 200,000 annual visitors**, **a projected increase of 1.5 million soccer fans**, **a 134-room hotel**, and **a world-class amphitheater** in development, this destination is on the rise.

2,000,000+

Anticipated visitors annually



Why Inclusive Parks Matter

Encourages Social Growth:

Playgrounds help children develop essential skills such as sharing, turn-taking, and conflict resolution.

Build Confidence:

Positive interactions and new challenges help children, especially those with disabilities, grow in self-esteem.

Foster Inclusion:

Accessible parks empower individuals with disabilities to engage fully in community life, reducing isolation.

Support Families:

Inclusive design ensures a welcoming space for caregivers and all generations to connect and create memories.



A Community Call to Action

Creating a park of this scale requires passion, vision, and community support. **Variety KC invites individuals, businesses, and organizations to help bring this vision to life.** Your investment builds a more inclusive future for all.

Together, we can make Riverside a model of inclusivity, joy, and connection—**building not just a park, but a community where everyone belongs.**



\$2m

Our need

\$3.5m

We've raised

\$5.5m

Total amount

#inclusionrevolution

PARK SPONSORSHIP OPPORTUNITIES

INCLUDED WITH ALL SPONSORSHIPS LEVELS

- Mention on Variety KC's homepage and on a dedicated page specific to the Park.
- Opportunities to co-brand or host events at the park, such as grand openings, community days, and other similar events.
- Tax Deduction: The sponsorship of the park will serve as a charitable contribution.
- Opportunities to promote the partnership through the sponsor's own media channels.

ALL SPONSORSHIPS (EXCLUDING DONOR PLAQUE SPONSORSHIPS) WILL RECEIVE:

Public Recognition:

- Inclusion in press releases, media events, and promotional campaigns related to the park.
- Acknowledgement during public meetings, community awards, and other civic events.

Benefits for Stakeholders:

- Invitations to VIP events and private tours of the park for stakeholders and/or employees.

Impact Measurement:

- Metrics on park usage or event attendance to demonstrate the sponsorship's impact.

Enhanced Visibility:

- Naming featured in Google Maps and local directories.
- Branding on community outreach materials like newsletters and school programs.

PREMIER SPONSORSHIP:

\$2,500,000

- The sponsor's name will become the official park name (e.g., "[Sponsor Name] Community Park") for a period of 25 years.
- Signage and branded messaging will be updated every five years over a 25-year period.
- Prominent signage at all park entrances featuring the sponsor's name and logo.
- Inclusion of sponsor's branding on amenities such as benches, equipment, and/or other features within the park.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.
- Private events exclusive to the sponsor and their guests (e.g., company family day).



TOPSOCCER SPONSORSHIP:

\$1,000,000

- Prominent signage at all entrances to the TOPSoccer field featuring the sponsor's name and logo.
- Includes logo placement on the field, benches, and other structures within the TOPSoccer area.
- Signage and branded messaging will be updated every five years over a 25-year period.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.
- Private events exclusive to the sponsor and their guests (e.g., company family day).





WALKING TRAIL SPONSORSHIP: \$750,000

- Prominent signage at the main entrance for the Walking Trail featuring the sponsor's name and logo.
- The ability to have logo placement on benches and equipment along the Walking Trail.
- Signage and branded messaging will be updated every five years over a 25-year period.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.



PLAYGROUND SPONSORSHIP (AGES 5-12): \$500,000

- Prominent signage at the main entrance for the 5-12 Playground featuring the sponsor's name and logo.
- Signage and branded messaging will be updated every five years over a 25-year period.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.



PLAYGROUND SPONSORSHIP (AGES 2-5): \$250,000

- Prominent signage at the main entrance for the 2-5 Playground featuring the sponsor's name and logo.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.



DONOR PLAQUE SPONSORSHIP: \$100,000

- Logo on a donor plaque that will appear in either the 2-5 Playground, 5-12 Playground, or Walking Trail.
- Regular acknowledgment (at least 24 times) on the park's, City of Riverside's, and Variety KC's social media platforms leading up to the ribbon-cutting event and for 12 months after the park's opening.



Join Us in Making History

Stay tuned for updates, groundbreaking events, and opportunities to get involved. Together, we can create a space that Riverside, all of Kansas City and the world will cherish for generations to come.

For more information, visit Variety KC's website or contact us today.
Let's build a brighter, more inclusive tomorrow.



scan to learn more