



News Release

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The Kansas City Sports Commission and Foundation Chooses Nicholson Kovac as its Integrated Marketing Communications Agency of Record

KANSAS CITY, Mo. – June 8, 2010 – The Kansas City Sports Commission and Foundation has selected [Nicholson Kovac Inc.](#) as its integrated marketing communications agency of record.

After an extensive multi-agency review, Nicholson Kovac was chosen to provide a variety of communications services, which includes marketing strategy, branding, print and radio advertising, media relations, and social media outreach.

“We are impressed with the process Nicholson Kovac has in place to achieve an integrated brand experience,” said Kevin Gray, president of the Kansas City Sports Commission and Foundation. “Their thorough understanding of our goals, combined with their strategic approach, makes us confident that our partnership will help enhance our reputation as a champion for sports and recreation throughout the Kansas City metropolitan area.”

Nicholson Kovac President and CEO Pete Kovac said the agency is proud to have the Sports Commission join the agency’s client roster.

“The Kansas City Sports Commission and Foundation is pursuing some exciting goals for the community and we’re thrilled to undertake those aspirations together,” Kovac said. “By providing innovative marketing, media relations and advertising strategies, we are determined to further develop the already esteemed reputation of the organization.”

The Kansas City Sports Commission aims to enhance the quality of life and economic success of Greater Kansas City by initiating the acquisition and retention of a diversity of amateur and professional sporting events and organizations. The privately funded non-profit has served as the catalyst for Kansas City to host large-scale national events such as the Big 12 Basketball Championships, Kansas vs. Missouri Border Showdown at Arrowhead Stadium and the Waddell and Reed Kansas City Marathon.

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Additionally, the organization also promotes local events hosted by other companies and non-profit agencies through their online event registration program. The program has helped to raise more than \$400,000 for other non-profit organizations in the last two years.

About Nicholson Kovac, Inc.

Nicholson Kovac, Inc., an integrated marketing communications company, is counted among the top independent advertising agencies in the country and serves national and global brands. At the heart of Nicholson Kovac's work is Relevant IngenuitySM a proprietary process of discovering the relevant issues long before the search for creative solutions begins. The result is smarter, more efficient communications that deliver measurable results for clients. For additional details, visit www.nicholsonkovac.com or follow us on Twitter at <http://twitter.com/nicholsonkovac> or <http://twitter.com/FPeteKovac>.

About The Kansas City Sports Commission and Foundation

Since its beginning in 1966, the Kansas City Sports Commission and Foundation has worked to promote sports and recreation at every level. The organization has helped generate in excess of \$750 million in estimated economic impact on the surrounding Kansas City metropolitan area since 1990. Additionally, the Sports Commission sponsors more than 20 annual events including youth clinics, annual community and membership activities and community-sponsored athletic events. For more information, visit <http://www.sportkc.org/index.aspx>