

Greater Kansas City Restaurant Association's Influencer of the Year Award

Purpose

The Influencer of the Year Award by the Greater Kansas City Restaurant Association (GKCRA) is designed to recognize and celebrate a social media influencer who has shown dedication to promoting and supporting Kansas City's vibrant restaurant and hospitality industry. This award aims to:

- Strengthen community ties by honoring influencers who elevate the local dining scene.
- Tap into the social media market, encouraging broader brand recognition for Kansas City restaurants.
- Highlight the power of influencer marketing in connecting diners, restaurants, and events across Kansas City.

This award will reward an individual who consistently creates compelling, high-quality content that drives visibility, attendance, and support for local restaurants and association events. Their content should not only spotlight individual restaurants but also reflect their dedication to the overall growth and success of the Greater Kansas City dining community.

Eligibility Criteria

To qualify for nomination, the influencer must:

1. **Content & Consistency:** Have created Kansas City restaurant or hospitality-focused content consistently for a minimum of **SIX** months.
2. **Event Engagement:** Be actively involved in restaurant or association events, showing visible support and attendance at GKCRA functions, new restaurant openings, and other relevant gatherings.
3. **Independence:** Be an independent influencer, unaffiliated with any marketing agency or news organization, ensuring authentic, unbiased content.
4. **Engagement & Reach:** Have an engaged audience, with a proven ability to positively impact restaurant attendance and awareness through content sharing, reviews, or event promotion.

Nomination & Voting Process

1. **Public Nomination Survey:**
 - The nomination phase will open with a public survey, inviting the community to nominate their top choice for the Influencer of the Year. This survey will be

promoted across GKCRA's social media channels, website, and through member restaurants, encouraging a wide range of community participation.

- Nominations will close on December 8th and nominees must meet all eligibility criteria to proceed in the selection process.

2. Selection Committee Review:

- Once nominations close, a dedicated GKCRA selection committee, comprising board members, local member restaurateurs, and social media professionals in the office, will review each nomination.
- The committee will assess each influencer based on the impact, consistency, and quality of their content, as well as their participation in Kansas City restaurant-related events.
- Six finalists will be chosen from the nominees, reflecting those who have shown the most dedication and influence within the local restaurant community.

3. Final Public Voting:

- The six finalists will be showcased on the GKCRA website and social media channels. The public will be invited to vote for their favorite finalist, adding community involvement in the final selection.
- This voting phase will run for a specified period, and all voting updates will be shared periodically to generate excitement and engagement.

Award Reveal and Presentation

To maintain a sense of suspense and anticipation, the winner of the Influencer of the Year Award will remain a surprise until the inaugural awards ceremony on February 1st, 2025. During the event:

- The six finalists will be highlighted, with brief video reels or testimonials showcasing their impact on the Kansas City dining scene.
- The winner's name will be announced live, and they will receive the award on stage.
- A commemorative award will be awarded, along with a gift package featuring exclusive dining gift cards, and experiences at GKCRA member events

Questions: Have questions about the nomination, or selection process? Contact Marketing Director Trey Meyers treym@morerestaurants.org