



**SPONSOR OPPORTUNITIES TO SUPPORT .....  
PET ADOPTION + PET LOVERS IN THE COMMUNITY**

Gateway Pet Guardians (GPG) is a 501(c)3 animal welfare organization focused on creating a community of healthy pets and empowered pet owners in the East Side Pet District - East St. Louis, Cahokia Heights, Washington Park and Fairmont City. Founded in 2004, we work to provide judgment-free and equitable access to pet resources, as well as remove barriers to pet ownership through progressive programming and collaborative partnerships.



### SUPPORT ADOPTABLE PETS + COMMUNITY PROGRAMMING

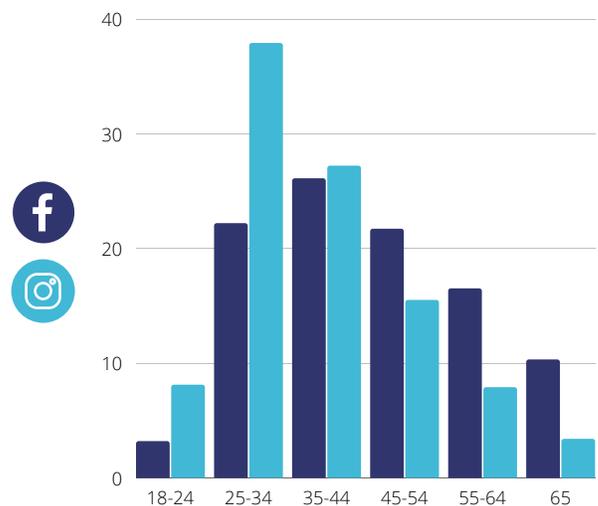
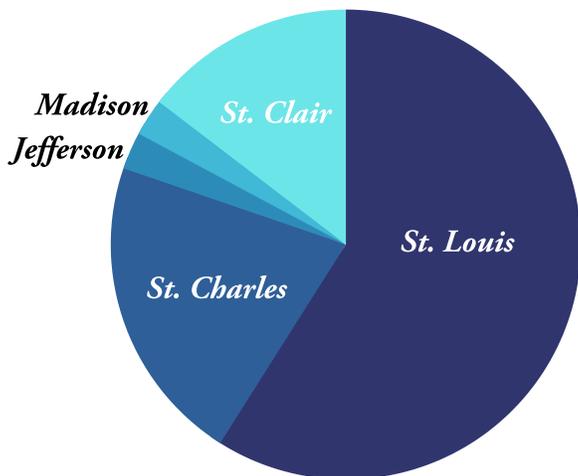
There are many ways to support our mission while also recognizing you or your organization. You can help animals get adopted and be champions of our vision through one or more of the opportunities detailed in this packet.



We are able to reach a wide audience through a variety of communication outlets. Primary recognition will come through our large presence on social media - TikTok (+78K), Facebook (+37K), Instagram (+11.5K) and Twitter (+3.5K). In the last six months, over 1.1M has been our average monthly reach on Facebook. The majority of our Facebook followers are local.



Below is a breakdown of our local Facebook followers by county and all followers by age. Please note this information is based on followers who have chosen to provide this information, and only 20 percent have chosen to share location.



## **PAY IT FORWARD FRIDAY MATCH SPONSOR | UP TO \$1,000**

During "Pay it Forward" Fridays, we share stories on Facebook while encouraging donors to make a donation. As a match donor, you would match any gift donated to any available campaign up to \$1,000. You or your organization will be mentioned as the match donor in the Facebook post.

*GPG has a devoted family of contributors, funders and volunteers, both big and small, who are committed to our mission to keep pets and people together. As not everyone can come and help at the shelter, we have many social media warriors who like, comment and share our posts with their network.*

### **ANNUAL IMPACT REPORT**



Each year, we send our donors and supporters an impact report, which demonstrates the impact of their gift and includes recognition of how their contribution has made a difference. A hard copy of the report is mailed to mid-level and major donors. The report is also emailed to our entire database, as well as posted on our social media and website.



### **SOLO'S STORY**

This past January, Solo came to us after a good Samaritan in Cahokia Heights took him in, but could not keep him. Solo tested positive for heartworms and is currently undergoing treatment. Veterinary care is costly, but we are dedicated to saving each and every one of them! Your sponsorship plays a vital part in providing heartworm treatment for dogs fighting for their lives like Solo.

## COMMUNITY OUTREACH SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION OR SCHEDULED AS A MONTHLY DONATION.

### GOODS PROGRAM SPONSOR | \$12,000 *(12-month option only)*

Greater Good Charities' GOODS Program is a valued partner for both suppliers and animal welfare organizations across the country. Since 2020, GPG has been a regional affiliate, helping distribute food and supplies to local organizations in need.



Your sponsorship will cover everything needed for our in-house food pantry, which distributes over 3,000 pounds of food monthly. Your recognition includes:

- Mention on all related advertising channels. Flyers are distributed at events and at the shelter. Facebook posts are boosted to increase audience reach;
- Banner recognizing you as the sponsor will be displayed at each clinic;
- Press release drafted by GPG announcing partnership;
- Logo displayed on GPG's sponsor webpage.



### FOOD PARTNERSHIP SPONSOR | \$35,000 *(12-month option only)*

GPG partners with the St. Louis Area Food Bank to have pet food available at all "Food on the Move" mobile locations in St. Clair County. To service the more than a dozen locations, we would need to provide 30,000 pounds of food every month, which would be around \$35,000 per year. Special recognition will be discussed on top of the items mentioned above.



*GOODS operates on the national food bank model, accepting food donations from organizations like Chewy, Purina, Mars and PetSmart to convert donatable product into goodwill for the donor.*

# COMMUNITY OUTREACH SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION  
OR SCHEDULED AS A MONTHLY DONATION.



## VACCINE CLINIC SPONSOR | \$20,000

Your sponsorship will cover the cost of the vaccines and supplies for our nine monthly drive-thru clinics, which run the first Saturday of the month between March and November. Services include vaccinations, microchip and flea preventative treatment. In 2021, the average number of pets vaccinated per clinic was 97. These events are advertised via social media, print ads/flyers and text messaging. Your recognition includes:

- Mention on all related advertising channels. Flyers are distributed at clinics and at the shelter. Facebook posts are boosted to increase audience reach;
- Banner recognizing you as the sponsor will be displayed at each clinic;
- Press release drafted by GPG announcing partnership;
- Logo displayed on GPG's sponsor webpage.



## DYNO'S STORY

Community pup, Dyno and his mom came to one of our drive-thru clinics to get him microchipped. A few weeks later, this little escape artist got out and ran away. Fortunately, the kind person who found Dyno was able to connect with his frantic family very quickly thanks to the Petlink microchip information attached to his collar. Microchips provide secure, reliable and permanent identification, which significantly increase the likelihood of reuniting lost and found pets like Dyno with their families. Your sponsorship supports providing services and supplies like this invaluable technology to our pet welfare community.

# ANNUAL PET ..... SPONSORSHIP OPPORTUNITIES

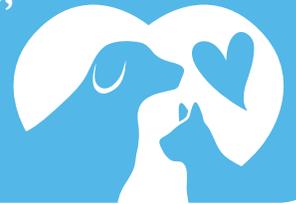


YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION  
OR SCHEDULED AS A MONTHLY DONATION.

## ADOPTION FEE SPONSOR | \$2,500 (12 DOGS) OR \$1,100 (12 CATS)

Your sponsorship will cover the adoption fee of one dog or cat each month for one year (12 total), as well as the cost for one boosted Facebook post per animal. Your recognition includes:

- Mention on all related social media posts and online profile;
- Mention in annual impact report;
- Name displayed on GPG's sponsor webpage.



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## CHAMPION GUARDIAN SPONSOR | \$6,000 (12 DOGS) OR \$4,200 (12 CATS)

Your sponsorship will cover the adoption fee of one dog or cat each month for one year (12 total), as well as the costs associated with their care, vetting (e.g., spay/neuter, vaccines, flea/heartworm treatment), food and other vital shelter or foster supplies. Your recognition includes:

- Mention on all related social media posts and online profile;
- Three specialized social media posts and one featured blog;
- Mention in annual impact report;
- Name displayed on GPG's sponsor webpage.



*Sponsor Us!*



# ANNUAL PET ..... SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION OR SCHEDULED AS A MONTHLY DONATION.

## CHAMPION UNICORN GUARDIAN SPONSOR | \$8,000

Your sponsorship will cover the adoption fee and Facebook boosted post, as well as the costs associated with providing adopters with four free training sessions and a complimentary dog crate for 12 Unicorn dogs. Our Unicorns can be the toughest to adopt out as they may arrive with behavioral challenges. With proper training and support, as well as incentives for adopters, these offerings dramatically increase these specialty adoptions. Your recognition includes:



- Mention on all related social media posts and online profile;
- Three specialized social media posts and one featured blog;
- Mention in annual impact report;
- Name displayed on GPG's sponsor webpage;
- Thank you cards once your Unicorns have been adopted!



## TENNESSEE'S STORY

The Unicorn Foster Squad Program gave Tennessee's foster mom the emotional, educational and technical support needed to care for a dog with behavioral quirks. Without this program, it would have been hard to place Tennessee in foster and ultimately, in a forever home. After a few months of specialized training, Tennessee was adopted by Dylan who loves taking his new buddy everywhere he goes. Your sponsorship helps provide specialized support for shelter dogs in need.

# INDIVIDUAL PET ..... SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION  
OR SCHEDULED AS A MONTHLY DONATION.

## UNICORN GUARDIAN SPONSOR | \$650 (1 DOG)

Your sponsorship will cover the adoption fee and Facebook boosted post, as well as the costs associated with providing adopters with four free training sessions and a complimentary dog crate for one Unicorn dog. With this sponsorship, you will be recognized in all related social media posts and their online profile. You will also receive a thank you card once your Unicorn has been adopted!

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## GUARDIAN SPONSOR | \$500 (1 DOG) OR \$350 (1 CAT)

Your sponsorship will cover the adoption fee of one dog or cat, as well as the costs associated with their care, vetting (e.g., spay/neuter, vaccines, flea/heartworm treatment), food and other vital shelter or foster supplies. With this sponsorship, you will be recognized in all related social media posts and their online profile.

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## ADOPTION SPONSOR | \$205 (1 DOG) OR \$85 (1 CAT)

Your sponsorship will cover the adoption fee and Facebook boosted post for one dog or cat of your choice. Aside from special situations, puppies and kittens are excluded as they tend to be adopted fast. With this sponsorship, you will be recognized in all related social media posts.



## LOW-COST CLINIC SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION OR SCHEDULED AS A MONTHLY DONATION.

### COMMUNITY SPAY/NEUTER PROGRAM SPONSOR | \$6,500 (1 MONTH) OR \$20,000 (1 QUARTER)

Your sponsorship will cover the costs to vaccinate and spay/neuter community-owned pets, which is a free service made available to everyone in the East Side Pet District. In 2021, we averaged 55 procedures per month. This spay/neuter program is integral to reducing pet overpopulation and is also the first introduction to vet services for many pet owners in our community. Your recognition includes:

#### 1 MONTH

- Facebook boosted post announcing sponsorship;
- Mention in annual impact report;
- Logo/name displayed on GPG's sponsor webpage.



#### 1+ QUARTER

- Three Facebook boosted posts announcing sponsorship;
- Mention in annual impact report;
- Logo/name displayed on GPG's sponsor webpage.

### VACCINES FOR ALL SPONSOR | \$175 (5 PETS), \$350 (10 PETS) OR \$875 (25 PETS)

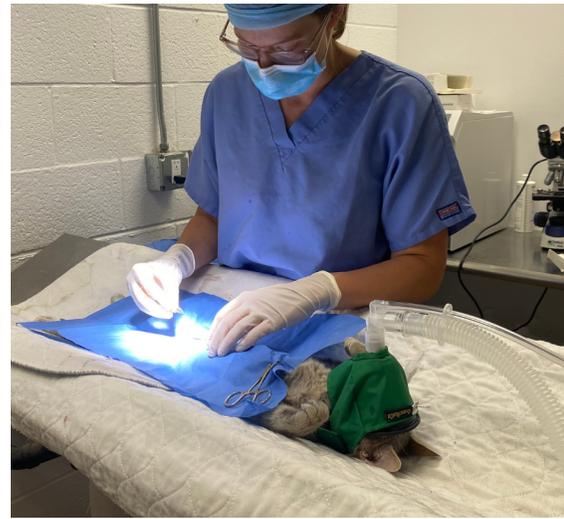
Your sponsorship will cover the cost to fully vaccinate 5, 10 or 25 community-owned pets with families who require financial assistance. With 40 percent of our community members residing under the poverty line, it is important to have available funds to cover preventative vaccines in times of need. You or your organization will be recognized in a Facebook post announcing the sponsorship. For every five pets, you will receive an additional Facebook mention - 10 pets/2 posts and 25 pets/5 posts.



# LOW-COST CLINIC SPONSORSHIP OPPORTUNITIES



YOUR GIFT CAN BE A ONE-TIME CONTRIBUTION  
OR SCHEDULED AS A MONTHLY DONATION.



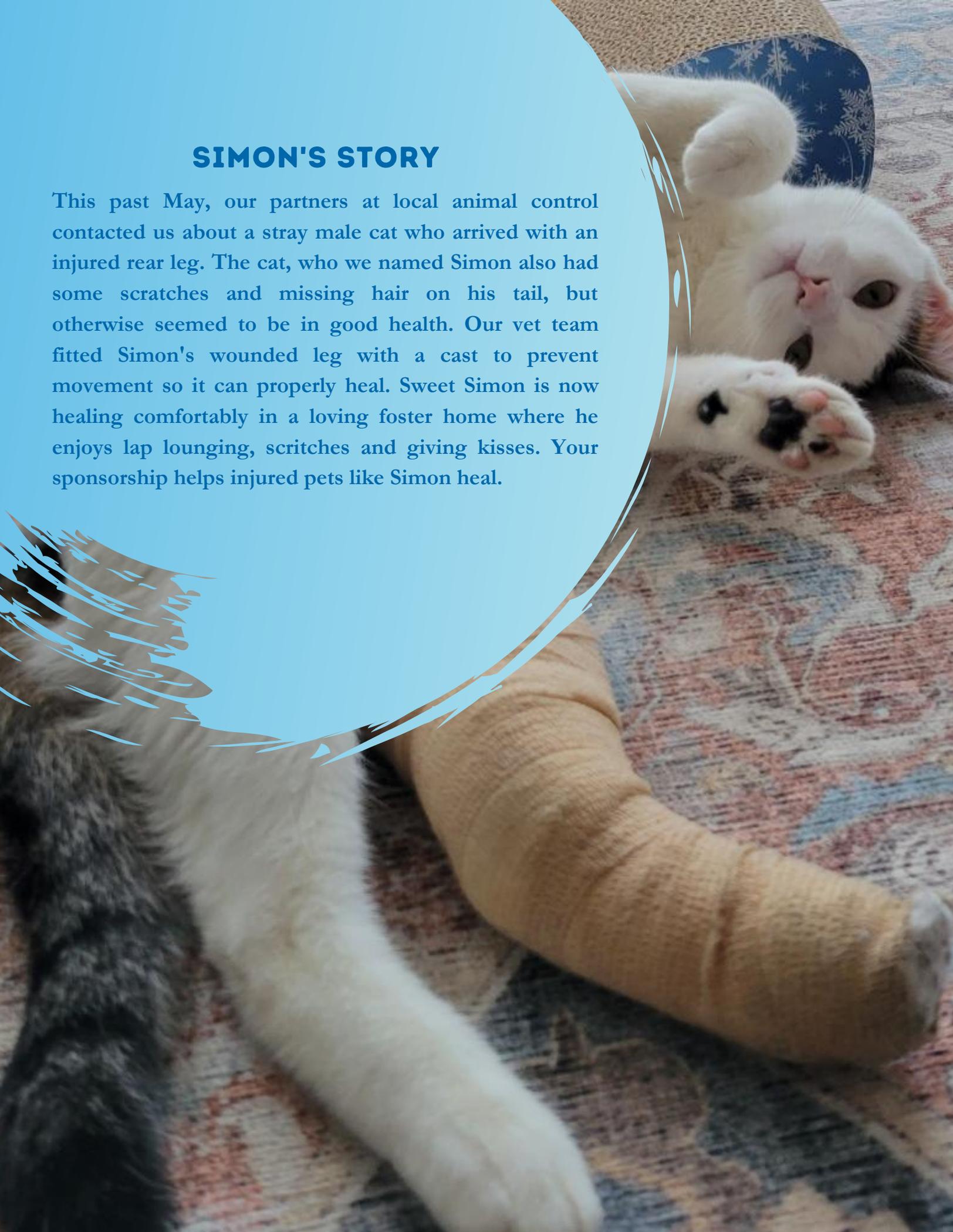
## HEALING HEART SPONSOR | \$500 (1 DOG)

Your sponsorship will cover the cost for heartworm treatment and any complications that may arise from the infection for one heartworm positive dog. Many dogs who come through our community clinic are heartworm positive and treatment is expensive. Your recognition includes two Facebook boosted posts announcing the sponsorship.



## SIMON'S STORY

This past May, our partners at local animal control contacted us about a stray male cat who arrived with an injured rear leg. The cat, who we named Simon also had some scratches and missing hair on his tail, but otherwise seemed to be in good health. Our vet team fitted Simon's wounded leg with a cast to prevent movement so it can properly heal. Sweet Simon is now healing comfortably in a loving foster home where he enjoys lap lounging, scratches and giving kisses. Your sponsorship helps injured pets like Simon heal.



# SPONSORSHIPS

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**GOODS PROGRAM SPONSOR | \$12,000**

**FOOD PARTNERSHIP SPONSOR | \$35,000**

**VACCINE CLINIC SPONSOR | \$20,000**

**ADOPTION FEE SPONSOR | \$2,500 (12 DOGS) OR \$1,100 (12 CATS)**

**CHAMPION GUARDIAN SPONSOR | \$6,000 (12 DOGS) OR \$4,200 (12 CATS)**

**CHAMPION UNICORN GUARDIAN SPONSOR | \$8,000**

**UNICORN GUARDIAN SPONSOR | \$650 (1 DOG)**

**GUARDIAN SPONSOR | \$500 (1 DOG) OR \$350 (1 CAT)**

**ADOPTION SPONSOR | \$205 (1 DOG) OR \$85 (1 CAT)**

**VACCINES FOR ALL SPONSOR | \$175 (5 PETS), \$350 (10 PETS) OR \$875 (25 PETS)**

**COMMUNITY SPAY/NEUTER PROGRAM SPONSOR | \$6,500 (1 MONTH) OR \$20,000 (1 QUARTER)**

**HEALING HEART SPONSOR | \$500 (1 DOG)**

*Questions or  
ready to become a sponsor?*



Contact Diana Pupillo, Development Director at [diana@gatewaypets.org](mailto:diana@gatewaypets.org) or 618.687.8007, ext. 715



SCAN ME