

- BEYOND RESCUE 2023 -

AUGUST 17 _ AUGUST 18
10:00 AM 4:00 PM

Partner with us for this unique, 30-hour virtual event!



Contact:

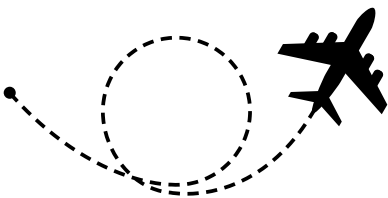
Diana Pupillo

Development Director

(o) 618-687-8007 x 715

(c) 636-346-6126

diana@gatewaypets.org



GO ABOVE AND BEYOND RESCUE WITH GPG

Help us go above and beyond by becoming a partner of Beyond Rescue 2023, a unique 30-hour virtual fundraising event and our largest fundraiser of the year. The main component is a crowdfunding virtual fundraiser that utilizes matching gifts to increase the impact of everyone's gift. Matching sponsors are vital to the success of the event and all match money goes directly to GPG's mission.

The Beyond Rescue event was born out of the pandemic, when many nonprofits had to cancel in-person events and rethink the way they fundraise. It quickly became our largest fundraiser of the year, and a promising platform to reach a larger audience of potential supporters. For our third year, the event will include a kick-off yappy hour on August 5th along with the online campaign, which features peer-to-peer fundraising, personal outreach, social media, and email.



GATEWAY PET GUARDIANS

Keeping Pets with the people who love them

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



WE'D LOVE TO HEAR FROM YOU! -----

Contact Diana Pupillo, Development Director at diana@gatewaypets.org or 618.687.8007, ext. 715



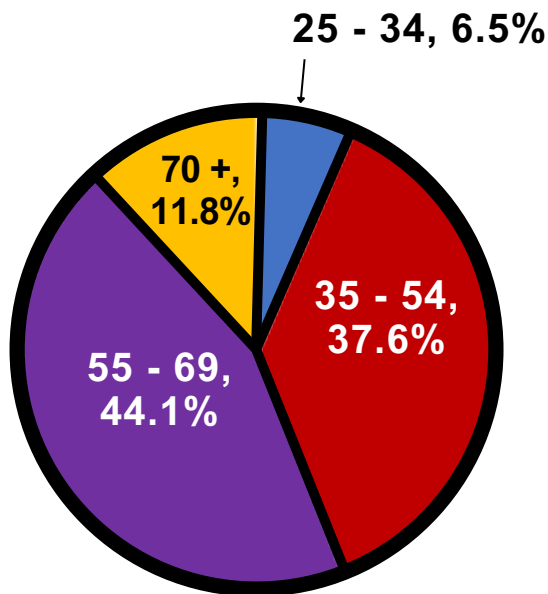


OUR AUDIENCE

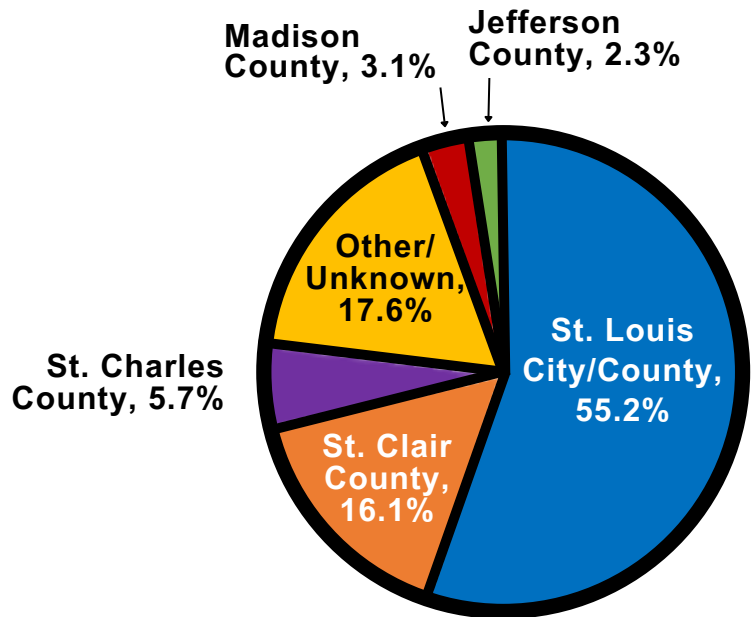
Who you connect with during Beyond Rescue

Beyond Rescue utilizes multiple platforms to reach our audience. This includes Facebook, Instagram, Tik Tok, Twitter, text, and email. Our audiences have a large range of ages, with a close tie in the 35-54 age range and 55-69 age range. The vast majority of our audience comes from the St. Louis Metropolitan area.

AGE OF 2022 EVENT DONORS



LOCATION OF 2022 EVENT DONORS

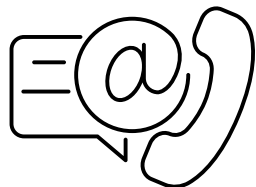


AVERAGE AGE	55 YEARS
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ILLINOIS	27.9%
MISSOURI	64.3%
OTHER/UNKNOWN	7.8%



Look at your potential reach!



INTERESTED IN PARTNERING WITH GATEWAY PET GUARDIANS? -----

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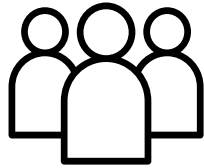


OUR AUDIENCE

Who you connect with during Beyond Rescue



FACEBOOK AUDIENCE

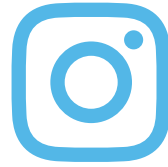


Followers: 40,828

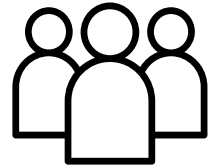
Current Post Reach: 197,556

Current Post Engagement: 68,271

85.9% of followers identify as female



INSTAGRAM AUDIENCE



Followers: 13,700

Average Monthly Reach: 42,100 accounts

Reel content reach: 40,400

80.4% of followers identify as female

TOP 5 CITIES OF FOLLOWERS

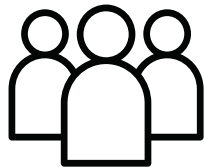
1. St. Louis, MO
2. Belleville, IL
3. O'Fallon, MO
4. O'Fallon, IL
5. St. Charles, MO

AGE RANGE OF FOLLOWERS

25 - 34	23.3%
35 - 44	23.1%
45 - 54	19.8%
55 - 64.	14.9%



TIK TOK AUDIENCE

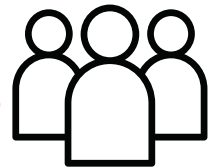


Followers: 79,000

Likes: 1.7M



EMAIL SUBSCRIBERS



Subscribers: 7,980

Average Open Rate: 40%



INTERESTED IN PARTNERING WITH GATEWAY PET GUARDIANS? -----

Contact Diana Pupillo, Development Director at diana@gatewaypets.org or 618.687.8007, ext. 715



HOW YOUR PARTNERSHIP WILL HELP PETS IN NEED.

Your partnership with GPG through Beyond Rescue 2023 will have twice the impact. First and foremost, you will provide much needed financial support to the many programs GPG provides to keep pets with their people, including a low-cost veterinary clinic, pet pantry, community outreach activities, low-cost retail store, and grooming. Second, by providing matching funds during August 17-18th, your partnership will encourage new donors to learn more about GPG and support the cause.

HOW TO PARTNER WITH GPG TO KEEP PETS AND PEOPLE TOGETHER

We want to be sure our partnership meets the needs of your organization or family. Included are several ways we can recognize your generosity. We are happy to customize the sponsorship package to your needs.

BENEFITS AVAILABLE TO ALL PARTNERS

Facebook Partner Recognition

Your business or family will be recognized in one pre-event sponsor thank you.

Monthly Newsletter Recognition

Your business or family will be recognized in GPG's monthly newsletter.

Volunteer at GPG

Your staff or family can take part in a Group Volunteer day at GPG.

Volunteer for the event

Your staff and/or family can volunteer in the operations room during the event, by making calls, helping with Facebook Lives, or writing thank yous to donors.

Invite to Yappy Hour

Your staff and/or family are invited to join us on August 5, 2023 for an event kick-off yappy hour.

**PARTNERSHIP
OPPORTUNITIES COME IN
ALL SHAPES AND SIZES,
LIKE US!**



PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNERSHIP (1 AVAILABLE)

\$25,000

Unique Benefits

Exclusive Event Presenter

All promotional materials will be labeled "Beyond Rescue 2023, Presented by (name)."

Includes the Leader Benefits

- GPG Website Advertisement
- Video/Ad Opportunity
- Puppy Play Date!
- Yappy Hour Recognition - Verbal
- Yappy Hour Recognition - Materials
- Featured Facebook Post
- Facebook Live Partner Recognition - ALL
- Event Page Recognition
- Special Feature in Annual Report
- Annual Report Recognition

Speaking or Video Opportunity (Facebook)

An individual or business can take part in a Facebook Live event or provide a pre-recorded video that GPG will upload onto Facebook during the event.

ALL PARTNER BENEFITS

- Facebook Partner Recognition
- Monthly Newsletter Recognition
- Volunteer at GPG
- Volunteer for the event
- Invite to Yappy Hour

LEADER PARTNERSHIP

\$15,000

Unique Benefits

GPG Website Advertisement

Advertise your business on the GPG home page for 3 months.

Facebook Live Recognition - Multiple

An individual or business can be recognized during ALL of the event's Facebook Lives.

Includes the Partner Benefits

- Video/Ad Opportunity
- Puppy Play Date!
- Yappy Hour Recognition - Verbal
- Yappy Hour Recognition - Materials
- Featured Facebook Post
- Facebook Live Partner Recognition
- Event Page Recognition
- Special Feature in Annual Report
- Annual Report Recognition

PARTNERSHIP OPPORTUNITIES

PILLAR PARTNERSHIP

\$10,000

Unique Benefits

Video/Ad Opportunity (Email)

A business or individual can include a video or small blurb in one of the Beyond Rescue pre-event or event day emails.

Special Feature in Annual Report

A special feature can be included in GPG's Spring 2024 Annual Report about your business or individual contribution to the event.

Puppy Play Date!

GPG will bring a group of puppies (or kittens) to your business or home for a one hour play date. Great for businesses looking to celebrate or surprise their employees!

Includes the Friend Benefits

- Yappy Hour Recognition - Verbal
- Yappy Hour Recognition - Materials
- Featured Facebook Post
- Facebook Live Partner Recognition - 1
- Event Page Recognition
- Annual Report Recognition

ALL PARTNER BENEFITS

- Facebook Partner Recognition
- Monthly Newsletter Recognition
- Volunteer at GPG
- Volunteer for the event
- Invite to Yappy Hour

YAPPY HOUR PARTNERSHIP (1 AVAILABLE)

\$7,500

Unique Benefits

Yappy Hour Exclusive Presenting Partner

All promotional materials will label the Yappy Hour as "Beyond Rescue Yappy Hour, Presented by (name)."

Yappy Hour - Material Recognition

The business logo or individual donor can be listed as the exclusive presenter for the Yappy Hour on any posters and the presenter's powerpoint

Includes the Friend Benefits

- Yappy Hour Recognition - Verbal
- Featured Facebook Post
- Facebook Live Partner Recognition - 1
- Event Page Recognition
- Annual Report Recognition

PARTNERSHIP OPPORTUNITIES

FRIEND PARTNERSHIP

\$5,000

Unique Benefits

Yappy Hour Recognition - Verbal

An individual or business can be publicly recognized during the Yappy Hour on Aug. 5.

Facebook Live Partner Recognition

An individual or business can be recognized during one of the Facebook Lives during the event.

Includes the Advocate Benefits

- Featured Facebook Post
- Event Page Recognition
- Annual Report Recognition

ADVOCATE PARTNERSHIP

\$2,500

Unique Benefits

Featured Facebook Post

A business or individual can be featured on the GPG Facebook Page leading up to the event.

Includes the Supporter Benefits

- Event Page Recognition
- Annual Report Recognition

SUPPORTER

\$1,000

Unique Benefits

Event Page Recognition

A business logo or individual name (which can include a photo) can be advertised on the event fundraising page.

Annual Report Recognition

A business logo or individual donor can be listed on the GPG Annual Report in Spring 2024.

Includes all Partner Benefits

COMMUNITY

\$500

Partner Benefits

- Facebook Partner Recognition
- Monthly Newsletter Recognition
- Volunteer at GPG
- Volunteer for the event
- Invite to Yappy Hour

..... **THANK YOU!**

Thank you for partnering with GPG for Beyond Rescue 2023! In order to make sure we get you all of the information you need and appropriately thank you, please fill out the details below with your pledge.

EVENT PARTNER NAME:

MAIN CONTACT | NAME + TITLE

(Business, Organization or Individual)

MAILING ADDRESS:

MAIN CONTACT | EMAIL + PHONE

Street Address (include suite or apartment number)

City, State, ZIP

HOW WOULD YOU LIKE TO BE RECOGNIZE

I WOULD LIKE TO SUPPORT GPG WITH THE FOLLOWING PARTNERSHIP

Presenting Partner - \$25,000 Yappy Hour Partner - \$7,500

Leader - \$15,000 Friend - \$5,000 Supporter -\$1,000

Pillar - \$10,000 Advocate - \$2,500 Community Partner - \$500

I can't sponsor, but would like to make a gift of _____

DEADLINE: AUG 11, 2023

PAYMENT PREFERENCE:

- Check Credit
- Please Invoice

Have questions or would like a custom partnership package?
Contact Diana Pupillo, Development Director at diana@gatewaypets.org or 618.687.8007, ext. 715

Please send completed form to diana@gatewaypets.org.