- BEYOND RESCUE -

CELEBRATING GATEWAY PET GUARDIANS 20 YEARS

AUGUST 15 - 16, 2024

2024 PARTNERSHIP OPPORTUNITIES

Help Gateway Pet Guardians go ABOVE & BEYOND to keep pets with the people who love them.

Beyond Rescue is our largest fundraiser of the year. It's a 30-hour peer-to-peer virtual fundraiser that utilizes matching gifts to increase the impact of everyone's gift. Match partners are vital to the campaign's success and all match money goes directly to GPG's mission.

By becoming a match partner, you encourage new donors to learn more about GPG and support the cause.

INTERESTED IN PARTNERING WITH GATEWAY PET GUARDIANS?

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

OUR AUDIENCE

Who you connect with when partnering with Gateway Pets

FACEBOOK AUDIENCE

Followers: 42,000+

Current Post Reach: 224,700
86% of followers identify as female

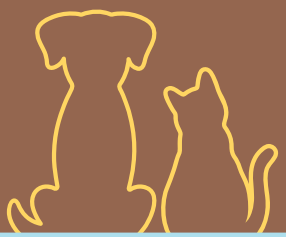
INSTAGRAM AUDIENCE

Followers: 14,930

Average Monthly Reach: 54,152
83% 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

18 - 24	3.5%
25 - 34	22.5%
35 - 44	27.1%
45 - 54	20.5%
55 - 64	15.5%
65+	10.9%

TIK TOK AUDIENCE

Followers: 81,300

Likes: 1.8M

EMAIL SUBSCRIBERS

Subscribers: 8,942

Average Open Rate: 41%

CALENDAR HIGHLIGHT

MAY

May 9 - Give STL Day

May 18 - Dr. Ed Migneco's Book Signing

JUNE

June 8 - Garden Unveiling for Jamie Case

AUG

Aug 15 - 16th Beyond Rescue
Largest fundraiser of the year

OCT

Oct 5 - Bark for Bucks Bingo

NOV

Nov 2 - 20th Anniversary Celebration

DEC

Dec 2 - Giving Tuesday

Dec 1 - 31 - End of Year Campaign

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BEYOND RESCUE

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YOUR PARTNERSHIP WILL HAVE 2X THE IMPACT.

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 recognition to your needs.

BENEFITS AVAILABLE TO ALL PARTNERS

Facebook Recognition
Your business or family will be recognized in one pre-event partnership thank you.

Exclusive Volunteer at GPG
Your staff/family can take part in a special volunteer day at GPG.

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

Volunteer for the campaign
Your staff/family can volunteer in the operations room by making calls, helping with videos, or writing thank yous.

PRESENTING
$35,000

Unique Benefits

Exclusive Event Presenter
All promotional materials will [illegible] "Beyond R[illegible]me)"

Claimed
Metro East Industries, Inc.

Spe[illegible]nity
Take [illegible] Live event or send pre-made video for GPG's Facebook

CHAMPION
$15,000

Unique Benefits

Website Advertisement
Advertise on GPG's website for 3 months

Facebook Live Recognition (Multiple)
An individual or business can be recognized during ALL of the event's Facebook Lives

All partner levels include any benefits for the lower partner levels.

BEYOND RESCUE 2024

Partnership Opportunities

All partner levels include any benefits for the lower partner levels.

PILLAR - $10,000

Unique Benefits

Puppy Play Date!
GPG will bring a group of puppies (or kittens) to your business/home for a one hour play date.

Feature in Impact Report
A feature included in GPG's Annual Impact Report about your contribution to the event

PATRON - $7,500

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

FRIEND - $5,000

Unique Benefits

Facebook Live Recognition
You can be recognized during one of the Facebook Lives during the event

ADVOCATE - $2,500

Unique Benefits

Featured Facebook Post
You can be featured on the GPG Facebook Page leading up to the event

SUPPORTER - $1,000

Unique Benefits

Event Page Recognition
Logo/listing on event page

Impact Report Recognition
Listed on the GPG Impact Report

COMMUNITY - $500

Includes All Partner Benefits listed below.

ALL PARTNER BENEFITS

- Facebook Partner Recognition
- Monthly newsletter recognition,
- Special GPG volunteer day
- Event volunteer opportunity

BEYOND RESCUE 2024

Partnership Opportunities

Thank you for partnering with GPG for Beyond Rescue 2024! 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:

_____

(Business, Organization or Individual)

MAIN CONTACT | NAME + TITLE

_____

_____

MAILING ADDRESS:

_____

Street Address (include suite or apartment number)

_____

City, State, ZIP

MAIN CONTACT | EMAIL + PHONE

_____

_____

HOW WOULD YOU LIKE TO BE RECOGNIZE

_____

I WOULD LIKE TO SUPPORT GPG WITH THE FOLLOWING PARTNERSHIP

Claimed

- ☐ esenting - $35,000
- ☐ Champion - $15,000
- ☐ Pillar - $10,000
- ☐ Patron - $7,500
- ☐ Friend - $5,000
- ☐ Advocate - $2,500
- ☐ Supporter -$1,000
- ☐ Community Partner - $500
- ☐ I can't partner, but would like to make a gift of _____

DEADLINE: AUG 5, 2024

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

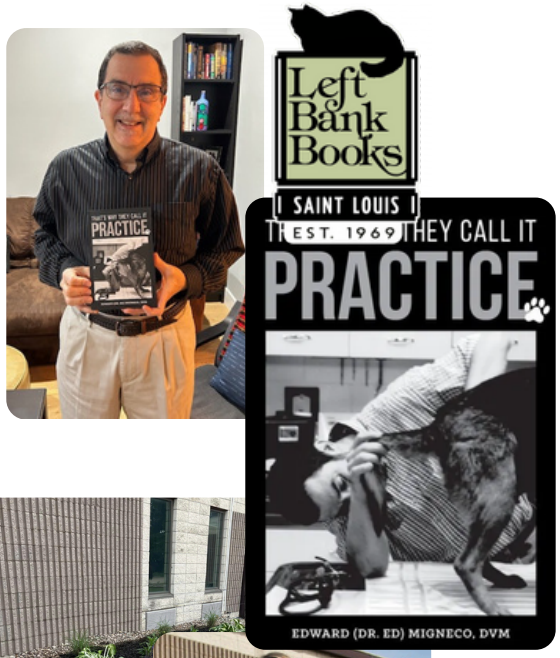
Please send completed form to diana@gatewaypets.org.

20th Anniversary Special Event Series

GPG is celebrating its 20th anniversary with several special events to highlight how far it has come, the difference GPG is making both locally and among the animal welfare industry, and the GPG's big plans for the future.

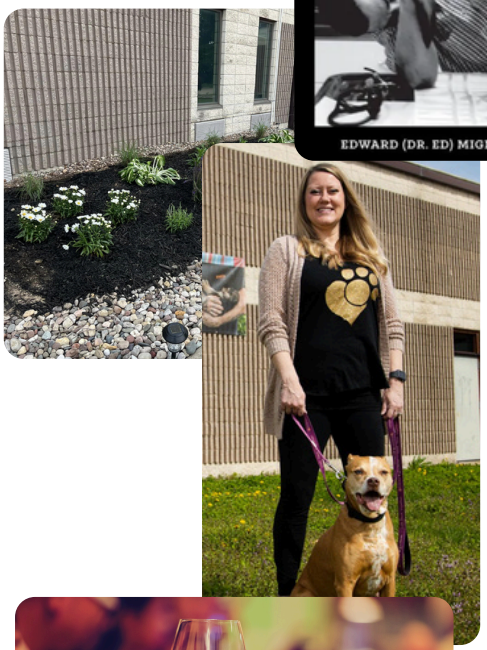
Book Signing with Dr. Ed Migneco
May 18, 2024 1pm - 3pm
Left Bank Books

Dr. Ed has been with GPG since the beginning in 2004, as a volunteer, board member, and veterinarian before retiring in Dec. 2023. His book describes his career in shelter and private medicine. A portion of the proceeds will support GPG.



Garden Dedication
June 8, 2024, 11am - 1pm
Gateway Pet Guardians

Join us while we celebrate the many years of hard work of former Executive Director, Jamie Case, who helped shaped GPG's mission to keep pets with their people.



20th Anniversary Celebration
Nov 2, 2024, 6pm

Celebrate 20 years of keeping pets and people together by partnering with Gateway Pet Guardians for a special evening event, when we look back at the past 20 years and look ahead to the future. *Partnership opportunities available.*