



COMMUNITY & THIRD-PARTY EVENT GUIDELINES

Event Notice: All requests for third-party/community events should to be submitted at least **four weeks** in advance of the event to ensure GPSPCA has time to review and respond. All organizers or sponsors of events conducted on behalf of GPSPCA, including fundraising, must be approved by the GPSPCA Marketing Department. Please note that while we are so grateful that you have thought of supporting GPSPCA, not all events can be approved.

As an independent 501(c)3 nonprofit, our lifesaving services for animals can only be provided because of the public's generosity and commitment to our mission. GPSPCA exists solely because of the caring Kansas City metropolitan community and our gracious donors.

Minimum Donation for Non-corporate Events: We ask that all events organized on behalf of GPSPCA commit to raising/donating a minimum of \$500, either monetary or in-kind. This isn't as hard as it sounds – \$500 in dog food, for instance, is only about 12-15 bags. You can fundraise for dollars, use our [list of items we always need](#) for an in-kind drive, or even promote our [Amazon wishlist](#) and have donations delivered to our door!

Corporate Level 1 Events – We ask that corporations and large companies commit to raise a minimum of \$1,000. In exchange, we will promote and list the event on GPSPCA social media channels including Facebook (87,000 followers) and Instagram (13,000 followers).

Corporate Level 2 Events – In addition to the benefits above, organizations that commit to raise a minimum of \$5,000 will qualify for a check presentation ceremony with a GPSPCA staff member present for a photo, and a post-event social media posting as well as logo listed in our Community Partners website section for one month.

This includes but is not limited to GPSPCA agreeing to co-host a Facebook event page or GPSPCA creating a Facebook event page on your behalf and promotional posts.

Media & Publicity: In addition to approval to host the event on behalf of GPSPCA, GPSPCA must review and approve all promotional materials including, but not limited to, advertising, website and social media publications, letters, brochures, flyers and press releases prior to production or distribution. Any contact with press or other media must be coordinated with GPSPCA.

In the case that the event will include a Facebook event page, GPSPCA will be responsible for designing and providing the event page banner. We will make our best effort to promote and support it in the following ways:

- Promote your event through our website calendar (60,000 monthly visits)
- Provide informational material or facts sheets about our programs and services
- Attend and support your event (pending staff and/or volunteer availability)

Branding: The organization logo may not be altered in any form. Any use of the GPSPCA logo or inclusion of the GPSPCA name must be approved by GPSPCA at least two weeks in advance of the event.

Publicity and/or promotional materials should state that an event is “sponsored by (your organization’s name) to benefit Great Plains SPCA.”

All promotional materials must clearly state the percentage of proceeds that will benefit GPSPCA. For instance, if your restaurant wants to donate a percentage of food sales, please tell people that 50% of the day’s profit benefits GPSPCA.

Additional Sponsorship: Please notify GPSPCA if it is not the sole beneficiary of your event. If another organization or sponsor will benefit from your event or will be involved in funding, please disclose additional sponsorships and solicitations of any kind to ensure there is no conflict with our established donor database.

To protect our donors’ privacy, GPSPCA will not disclose or release the names or contact information of our donors or business partners to third-party/community event organizers and sponsors. We typically do not solicit participation from our supporters for community/third-party events and will not approve outside use of GPSPCA mailing lists.

Onsite Representation: Due to the high volume of inquiries and limited resources, there is no guarantee we will be able to provide staff, volunteers or animals at your event. It is the responsibility of the event organizer or sponsor to organize and fill volunteer positions.

Permits & Liability: The third-party/community event organizer or sponsor is responsible for complying and obtaining all contracts and necessary permits and/or licensing required. GPSPCA is not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for your event.

Expenses: The third-party/community event sponsor agrees to assume responsibility for all expenses associated with the event and assume all responsibility for any debts incurred.

Payments: GPSPCA will receive a donation as part of the event. Event partners must tender the donation within five (5) business days of the event. A donation will be considered tax-deductible only when it is made directly and entirely to GPSPCA.

Save time and money by donating your event’s proceeds on our [online donation form](#).

Checks*, cash and in-kind donations may be mailed or delivered to:

Great Plains SPCA

Attn: Finance

5428 Antioch Drive

Merriam, KS 66202

** Check donations must be made payable to Great Plains SPCA.*

Tax-Deductible Reporting: Donors to community/third-party events who wish to be receipted must make checks payable to Great Plains SPCA and provide an address. Cash or in-kind donations must be received with a list of donors, addresses and specific amounts, otherwise cash/in-kind donations will be collected as an anonymous gift.

If the event is a benefit event (i.e. benefit concert), the donor will only be receipted for the donation amount minus the fair market value of the benefit. When a portion of the ticket price or suggested donation from a participant of the event is not tax-deductible, the event sponsor must clearly state this on all materials.

Review: GPSPCA has the right to review a financial statement or expenses for the event. Further, GPSPCA reserves the right to decline or cancel participation for any event for any reason such as the event does not adhere to our third-party/community event guidelines, it requires significant attendance from our staff or volunteer community, it conflicts with another already scheduled event, or the event is controversial in nature or does not represent the GPSPCA image or mission.

NEXT STEPS

After you have reviewed the above guidelines and policies, please complete our event application and submit your request at least four weeks prior to your event. Once submitted, a GPSPCA staff member will review your proposal and you will receive confirmation regarding their decision.

Thank you for thinking of Great Plains SPCA!

Please return the completed third-party/community event application to:

Great Plains SPCA

Attn: Marketing

5422 Antioch Drive

Merriam, KS 66202

Email: events@greatplainsspca.org
