



**GREAT PLAINS SPCA**  
Heroes for pets. Partners for life.



# 2024 CORPORATE AND COMMUNITY PARTNERSHIP OPPORTUNITIES

[greatplainsspca.org](https://greatplainsspca.org)



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# ABOUT GREAT PLAINS SPCA

## OUR CULTURE

We keep our mission at the forefront of everything we do. At Great Plains SPCA we uphold a culture where:

- We treat animals and people with respect, dignity and compassion.
- We focus on the “we” versus “me” driving results with flexibility, efficiency and integrity.
- We are a diverse, proactive team with a solution-focused mindset that strives to be the best animal shelter in the Midwest.

Great Plains SPCA provides lifesaving services for nearly 5,000 animals annually in the greater Kansas City area. Great Plains SPCA exists because of our caring Kansas City community and generous donors. We offer a lifelong, full-circle approach for pets and their human companions with our three-pronged approach: prevention, adoption, retention.



## OUR MISSION

To drive change in our community through innovative programs that promote adoption, outreach and a better life for pets and the people who love them.



# GREAT PLAINS SPCA

## YEAR IN REVIEW 2023



# GREAT PLAINS BY THE NUMBERS

**4,897** ANIMALS SERVED IN OUR COMMUNITY

**2,363**

Animal Admissions

**2,020**

Animal Adoptions

**284**

Pets Reunited with Families

Transfers from Out of Time Shelters

**459**

Total Live Outcomes

**2,371**

Length of Stay Cats

**29 DAYS**

2023 Live Release Rate

**98%**

Length of Stay Dogs

**28 DAYS**

Trap-Neuter-Return

**698**

Overall Average Length of Stay

**29 DAYS**

Spay and Neuters

**1,997**

## KANSAS City Metro Contracts

Overland Park, Leawood, Lenexa, Mission Hills, Prairie Village, Shawnee, Bonner Springs, Lake Quivira and Johnson County Parks Department and the Johnson County Sheriff's Department.

Stray & Animal Control Seizures

**764**

# PROGRAMS



**174**

Public Training Classes

**71**

In-Home & On-Site Behavior Consultations



**20,772**

Total Hours Volunteered



**708**

Animals in Foster Care

**44,534**

Total Foster Hours

Total Dry Dog Food

**83,069 lbs**

Total Dry Cat Food

**9,588 lbs**

Total Dog & Cat Food Donated

**92,657 lbs**



**60**

Spay & Neuter Services for Community Pets

**903**

Families Reached

**100**

Crates provided to bring outdoor dogs inside

Number of outreach visits

**1,166**

Unique addresses visited

**385**

Number of pets served

**2,534**

Tethers provided to replace heavy chains

**131**

Sturdy weatherproof shelters provided to outdoor pets

**109**

# BRAND AWARENESS & OPPORTUNITIES

Great Plains SPCA has cultivated a robust media presence, ensuring that your support receives widespread visibility. Our engagements span traditional media, including television, radio, and print, as well as digital platforms like social media, and online publications.

Through strategic partnerships and collaborations, we leverage these channels to share the heartwarming stories of rescued animals, showcase our programs, and highlight the support we receive from generous sponsors like you.



## MEDIA & MARKETING REACH

**10,000+**

ANNUAL SHELTER VISITORS

**16,000+**

EMAIL NEWSLETTER RECIPIENTS

**156,000+**

MONTHLY AVG. WEBSITE PAGEVIEWS

## SOCIAL MEDIA REACH

**99,000+**

FACEBOOK LIKES



**24,000+**

INSTAGRAM FOLLOWERS



**12,000+**

TIKTOK FOLLOWERS



**7,000+**

X FOLLOWERS



2023 Silver Philly Award-Winning Social Media Campaign - Envigo Beagle Rescue

# SHELTER SUPPORT

In supporting Great Plains SPCA, you are not just contributing to the well-being of animals; you are also aligning your brand with a cause that resonates deeply with our community.

## Adoption Event Sponsorships

Sponsored Adoptions offer your company a vital role in saving the lives of animals while showcasing your company's philanthropic efforts and generosity to residents of the Kansas City metro area, Johnson County, Kansas and beyond.

### Howling Heroes

**\$5,750**

- FRIDAY, SATURDAY & SUNDAY adoption weekend of your choosing
- 1 email blast to 16k+ subscribers
- Company ad with link on GPSPCA website adoption pages for 3 months
- Facebook stories with company name to 99k+ followers
- 3 social media posts across all GPSPCA social media channels
- Facebook cover picture for run of event
- Opportunity to have on-premise advertising during the event

### Tail Waggers

**\$3,750**

- SATURDAY or SUNDAY adoption day of your choosing
- 1 email blast to 16k+ subscribers
- Company ad with link on GPSPCA website adoption pages for 1 month
- 3 social media posts across all channels
- Facebook cover picture for run of event



### Animal Advocates

**\$2,125**

- WEEK DAY adoption day of your choosing
- 1 email blast to 16k+ subscribers
- 3 social media posts across all GPSPCA social media channels
- Facebook cover picture for the day of the event



\*All social media posts are at the discretion of the GPSPCA Communications team. \*\* Some exclusions may apply on date selection and available animals.

# SHELTER SUPPORT

(Continued)

## Kennel Sponsorships

Sponsoring a kennel, suite or play yard is an excellent way to show your support for our mission. There are several levels of annual sponsorships available, starting at \$350.

Cat or Medium Dog (Orange Room) Kennel	Dog Suite or Large Dog (Yellow Room) Kennel	Cat Play Room	Small Outdoor Play Yard	Large Indoor Dog Room or Large Outdoor Play Yard
\$350	\$500	\$750	\$1,000	\$5,000

## Program Sponsorships

Your sponsorship not only supports the well-being of animals but also strengthens the bonds within our community. Together, we can create a legacy of compassion and make a lasting impact on countless lives.



With a humane, non-judgmental approach and the proper resources, our team is committed to helping improve the lives of the pets in our community.



Donations to this fund will enable us to provide support for life-saving medical treatment to future pets in crisis who need us.



Great Plains SPCA's Behavior and Training Program works to keep pets in forever homes and prepare homeless pets for adoption.

# SIGNATURE EVENTS

## **Puppygrams (February)**

Our wonderful volunteers will deliver puppies to home or office for you to play with and snuggle for 15, 30 or 60 minutes. We bring the supplies and clean up any messes. It's the ultimate Valentine's surprise!

## **Puppy Pooper Bowl (February - Super Bowl Sunday)**

We're kicking off the day of the big game with Puppy Pooper Bowl and a chance to win \$500! Participants can buy squares, then tune in on Facebook to see if a puppy poops in their square!

## **Pickleball for Pets (May)**

Go paddle to paddle on May 5th, 2024 against other supporters of Great Plains SPCA at our second annual pickleball tournament ! Join us for a day of playing pickleball, petting pups and fabulous food and drinks at Chicken N Pickle, Overland Park.

## **VolleyPaws (August)**

We are thrilled to announce our upcoming VolleyPaws Sand Volleyball Tournament on August 24, 2024! By supporting this event, you'll not only contribute to the well-being of shelter pets, but you'll also position your business as a compassionate and community-oriented leader. Join us in creating a positive change and be a part of a day that combines sportsmanship, camaraderie, and a shared love for animals.

## **Best In Show (October)**

A spirited contest where pet owners enter photos of their pets in six categories for a chance to win some paw-some prize and be crowned Best In show. This is our marquee fundraising event of the year! The photo contest and voting portion will run September 5th through October 17th. The Best In Show finale will take place on October 24.





# SPONSORSHIP OPPORTUNITIES

Puppygram deliveries will be available February 1-17

	Presenting \$5,000	Medium Pup \$2,500	Small Pup \$1,000
<b>Puppygram</b>	1- Puppy Party	1 - 30 minute Puppygram	1- 15 minute Puppygram
<b>Website</b>	Logo and presenting rights	Logo	Logo
<b>Social Acknowledgement</b>	Logo and presenting rights	Listing and tag	
<b>Mention in Newsletter</b>	Logo and presenting rights	Listing and tag	

\*\*Sponsor both February events and get \$250 off your bundled sponsorship if your sponsorships equal up to \$5,000 on both, \$500 off if sponsorships equal \$5,000+ on both. Please reach out to [kgabrielson@greatplainssPCA.org](mailto:kgabrielson@greatplainssPCA.org)\*\*

GREAT PLAINS SPCA



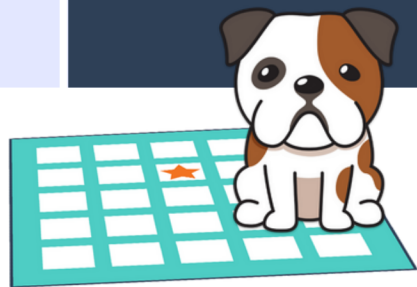
# PUPPY POOPER BOWL



## SPONSORSHIP OPPORTUNITIES

	Presenting \$5,000	Major Doody \$2,500	Minor Doody \$1,000
EXCLUSIVE BANNER AT TOP OF PLAYING FIELD			
SQUARES	20 logo/message squares on the playing field	15 logo/message squares on the playing field	5 logo/message squares on the playing field
WEBSITE	Logo and presenting rights	Logo	
SOCIAL MEDIA ACKNOWLEDGEMENT	Logo and presenting rights		
MENTION IN NEWSLETTER	Logo and presenting rights		

 = included in sponsorship




\*\*\*Sponsor both February events and get \$250 off your bundled sponsorship if your sponsorships equal up to \$5,000 on both, \$500 off if sponsorships equal \$5,000+ on both.



SUNDAY, MAY 5, 2024  
 CHICKEN N PICKLE | OVERLAND PARK, KS

# SPONSORSHIP OPPORTUNITIES

## PRESENTING

	 \$2,500 <b>SOLD</b> Premium Sponsor	\$1,000 Court Cat	\$500 Dill-ightful Dog	\$200 Big Dill VIP	\$100 Fur Friend
Exclusive, only one available, with logo displayed on all event collateral					
Custom ad on GPSPCA website for two weeks					
Social Media and Newsletter Mention/Tag					
Logo displayed at event and on event landing page					
VIP Brunch					
Team of Two: Includes swag bag and one drink per player	Four VIP Teams	Two VIP Teams	One VIP Team	One VIP Team	One Team

= Perk is included in sponsorship package



# SPONSORSHIP OPPORTUNITIES

National Dog Day  
 Saturday, August 24th  
 The SandBox - North KC



**Get ready to bump, set and spike for shelter pets  
 at Great Plains SPCA!**

Opportunities & Perks	ACE \$2,500	Spike \$1,000	Set \$500	Bump \$200
Exclusive presenting sponsor title w/ logo and tagging on all collateral				
Banner ad on GPSPCA website for two weeks during campaign				
Shout out at the event				
Social media and email newsletter mention & tag				
Logo displayed at event and on event website				
Team Package	Two VIP Teams	Two VIP Teams	One VIP Team	One Team

= Perk is included in sponsorship package

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# Best in Show

## PET PHOTO CONTEST FINALE

PRESENTED BY HILL'S PET NUTRITION



**Photo Contest**  
September 5 - October 17th

**Great Plains SPCA Event**  
**October 24th, 2024 6:00pm**  
5424 Antioch Dr. Merriam, KS 66202



# SPONSORSHIP OPPORTUNITIES

Opportunities & Perks*	\$10,000 - Best in Show**	\$5,000 - Finalist**	\$2,500 - Category Winner
Recognition as event presenting sponsor.			
Company spokesperson message during event			
Company logo on the shelter mural***			
Company logo on GP website as partner****			
Company logo on back of GP fall hoodie			
Puppygram or Kittengram delivered to home or office+			
Event attendance for you and guests	x10 guests	x8 guests	x6 guests
Name or logo displayed at event and on event website			



\*10% DISCOUNT FOR MINORITY-OWNED BUSINESSES  
 \*\*IN ALL PROMOTIONAL MATERIALS, SOCIAL MEDIA, NEWSLETTERS, WEBSITES/PAGES, ETC.  
 \*\*\*FOR 12 MONTHS  
 +LOCATIONS WITHIN 25 MILES OF GPSPCA = INCLUDED IN SPONSORSHIP

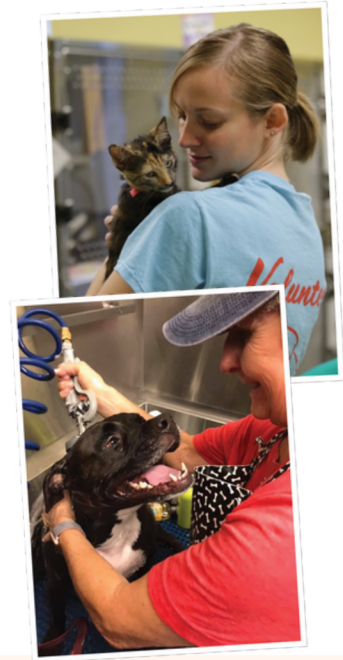
# GET INVOLVED!

Great Plains SPCA offers two unique Corporate Volunteer Experiences to allow businesses and partners to learn about our organization and contribute to our lifesaving mission.

## EXPLORE GREAT PLAINS SPCA

Tour our Pet Adoption Center, help with mission critical tasks, and socialize with adoptable dogs and cats. This experience is available for a \$500 donation.

- 90 minutes in length.
- Up to 10 volunteers may participate.
- Attendees receive a volunteer t-shirt.
- Tour the Pet Adoption Center.
- Socialize with adoptable dogs and cats.
- Assist with tasks such as: enrichment, laundry, campus improvements and more!



## BEHIND THE SCENES AT GREAT PLAINS SPCA

Explore behind the scenes of our Pet Adoption Center, help with mission critical tasks, socialize with adoptable dogs and cats, meet with a staff veterinarian and receive a social media thank you and Great Plains SPCA swag! This experience is available for a \$1,000 donation.

- Two hours in length.
- Up to 10 volunteers may participate.
- Welcome greeting from a member of the Senior Leadership Team.
- Attendees receive a volunteer t-shirt, magnet and sticker.
- Tour the Lost Pet and Admission Center, Shelter Medicine Department and Pet Adoption Center.
- Q&A with one of our Shelter Veterinarians.
- Socialize with adoptable dogs and cats.
- Assist with tasks such as: enrichment, laundry, campus improvements and more!
- Social media shout out to your company after your visit.



# GREAT PLAINS SPCA

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5424 Antioch Drive, Merriam, KS 66202

Please contact us if you would like to support any of the programs or events highlighted in this packet.

For general sponsorship questions contact  
Kyle Gabrielson - Philanthropy and Engagement Manager  
kgabrielson@greatplainsspca.org | (913) 808-3371

For interest in sponsorships above \$10,000, please contact  
Hathaway Maranda - Director of Philanthropy and Engagement  
hmaranda@greatplainsspca.org | (913) 808-3296

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