

# The Kansas City Pet Telethon



Sunday, March 4, 2012

6:30-9:30 pm on



Hosted by **Gary Lezak**, NBC Action News Chief Meteorologist, his dog Stormy, and other local celebrities.

*Benefiting*  THE HUMANE SOCIETY  
OF GREATER KANSAS CITY

The Humane Society of Greater Kansas City is a no-kill shelter providing education, adoptions, preventive vet care and low-cost spay/neuter services.



# Save the date!

**Sunday, March 4, 2012**

All proceeds benefit the Humane Society of Greater Kansas City as we continually strive to save and improve the lives of pets throughout the Greater Kansas City community.

## Why support the Humane Society of



## Greater Kansas City?



- We receive no funding from the city, state or federal government or any national humane society, including The Humane Society of the United States. The no-kill shelter is kept open only through donations from local animal lovers.
- In 2010, we were able to:
  - Save 1,938 homeless animals' lives
  - Treat 21,262 pets in low-income households with our veterinarian care
  - Perform 5,944 low cost spay/neuter surgeries
  - Give 43 humane education presentations  
Which reached 3,846 students
- We are a no-kill shelter and find homes for 97% of our pets.
- Our Ray of Hope Program has created the only no-kill county (Wyandotte) in the Kansas City area – saving more than 9,700 animals since 2009.
- We provide adoptions, education, low cost spay/neutering and preventive care for animals.
- We are the oldest Humane Society in the community – serving homeless animals since 1912.





## Presenting Sponsor



### Prior to Telethon:

#### The Presenting Sponsor's company name/logo will be included in the following:

- The Kansas City Star; FYI section, inside pages; February 26-March 4; Circulation 567,000
- The Kansas City Star TV Guide; Front Cover; Sunday, March 4; Circulation 879,000
- KMCI 38 The Spot; 100+ telethon commercials; February and March 2012; 920,000 viewers
- KCUR (NPR); 30 underwriting placements; February 2012, 5 am-8pm; listeners 200,000
- Radio Interviews on "Q104" (KBEQ 104.3), "Star 102" (KSRC 102.1), "Mix 93" (KMXV 93.3), "KMBZ 980" and "Community Radio" (KKFI 90.1); February 27-March 4



#### Company logo on all event marketing materials and online promotions:

- HSGKC Direct Mail; February 2012; 20,000 pet-friendly households in the KC metropolitan area; Opportunity to include an insert or coupon in the mailing
- Event Posters; 1,500 distributed to pet-related companies in the KC metro area
- Web Site Promotion on [www.hsgkc.org](http://www.hsgkc.org); January-April 2012; average number of hits = 30,000
- Online Advertisement on [www.petfinder.com](http://www.petfinder.com); February 26-March 4

\*\*Pre-telethon promotions' deadlines: print- 1/9/12; commercial- 1/16/12



# Presenting Sponsor

(continued)



## Telethon:

### Broadcast (3 hours)

- March 4, 2012, 6:30-9:30 pm; KMCI 38 The Spot; 40,000+ viewers
- Recognition:
  - Three segment spots (10 minutes) for on-air badging or check presentation
  - Logo showcased continuously on TV screen
  - Logo permanently showcased on tote board
  - Company mention on all station breaks
  - Banner placement on phone bank tables
  - Sponsor employees can wear company shirts during one hour of the broadcast while volunteering in the on-air phone bank
  - Name recognition during Telethon production credits
  - Five (5) 30-second advertisements at commercial break (sponsor to provide creative)



### Telethon Volunteer/Event Shirts

- Premium logo placement on 900 t-shirts

## After Telethon:

### Print Recognition

- HSGKC newsletter; April 2012 edition; circulation 10,000
- Telethon "Thank You" letters; sent to 900 event donors



**Your Company's Investment: \$25,000**

**Total Promotional Value: \$100,000**



# Premier Sponsor



## Prior to Telethon:

### The sponsor's company name/logo will be included in the following:

- KMCI 38 The Spot; 100+ telethon commercials; February and March 2012; 920,000 viewers

### Company logo on all event marketing materials and online promotions:

- HSGKC Direct Mail; February 2012; 20,000 pet-friendly households in the KC metropolitan area; Opportunity to include an insert or coupon in the mailing
- Event Posters; 1,500 distributed to pet-related companies in the KC metro area
- Web Site Promotion on [www.hsgkc.org](http://www.hsgkc.org); January-April 2012; average number of hits = 30,000

\*\*Pre-telethon promotions' deadlines: print- 1/9/12; commercial- 1/16/12

## Telethon:

### Broadcast (3 hours)

- March 4, 2012, 6:30-9:30 pm; KMCI 38 The Spot; 40,000+ viewers
- Recognition:
  - Two segment spots (7 minutes) for on-air badging or check presentation
  - Logo permanently showcased on tote board
  - Company mention on all station breaks
  - Banner placement on phone bank tables
  - Sponsor employees can wear company shirts during one hour of the broadcast while volunteering in the on-air phone bank
  - Name recognition during Telethon production credits
  - Three (3) 30-second advertisements at commercial break (sponsor to provide creative)



### Telethon Volunteer/Event Shirts

- Premium logo placement on 900 t-shirts

## After Telethon:

### Print Recognition

- HSGKC newsletter; April 2012 edition; circulation 10,000
- Telethon "Thank You" letters; sent to 900 event donors

**Your Company's Investment: \$10,000**

**Total Promotional Value: \$75,000**



# Prime Time Sponsor



## Prior to Telethon:

### **The sponsor's company name/logo will be included in the following:**

- KMCI 38 The Spot; 100+ telethon commercials; February and March 2012; 920,000 viewers

### **Company logo on all event marketing materials and online promotions:**

- HSGKC Direct Mail; February 2012; 20,000 pet-friendly households in the KC metropolitan area; Opportunity to include an insert or coupon in the mailing
- Event Posters; 1,500 distributed to pet-related companies in the KC metro area
- Web Site Promotion on [www.hsgkc.org](http://www.hsgkc.org); January-April 2012; average number of hits = 30,000

\*\*Pre-telethon promotions' deadlines: print- 1/9/12; commercial- 1/16/12

## Telethon:

### **Broadcast (3 hours)**

- March 4, 2012, 6:30-9:30 pm; KMCI 38 The Spot; 40,000+ viewers
- Recognition:
  - One three-minute segment for on-air badging or check presentation
  - Logo permanently showcased on tote board
  - Company mention on all station breaks
  - Banner placement on phone bank tables
  - Sponsor employees can wear company shirts during one hour of the broadcast while volunteering in the on-air phone bank
  - Name recognition during Telethon production credits
  - Two (2) 30-second advertisements at commercial break (sponsor to provide creative)



### **Telethon Volunteer/Event Shirts**

- Premium logo placement on 900 t-shirts

## After Telethon:

### **Print Recognition**

- HSGKC newsletter; April 2012 edition; circulation 10,000
- Telethon "Thank You" letters; sent to 900 event donors

**Your Company's Investment: \$5,000**

**Total Promotional Value: \$50,000**

# Segment Sponsor

## Prior to Telethon:

### Company logo on all event online promotions:

- Web Site Promotion on [www.hsgkc.org](http://www.hsgkc.org); January-April 2012; average number of hits = 30,000

## Telethon:

### Broadcast (3 hours)

- March 4, 2012, 6:30-9:30 pm; KMCI 38 The Spot; 40,000+ viewers
- Recognition:
  - One two-minute segment for on-air badging or check presentation
  - Name recognition during Telethon production credits

### Telethon Volunteer/Event Shirts

- Premium logo placement on 900 t-shirts



## After Telethon:

### Print Recognition

- HSGKC newsletter; April 2012 edition; circulation 10,000
- Telethon "Thank You" letters; sent to 900 event donors

**Your Company's Investment: \$1,500** Total Promotional Value: \$2,000

# Adoption Set Sponsor

## Prior to Telethon:

### Company logo on all event online promotions:

- Web Site Promotion on [www.hsgkc.org](http://www.hsgkc.org); January-April 2012; average number of hits = 30,000

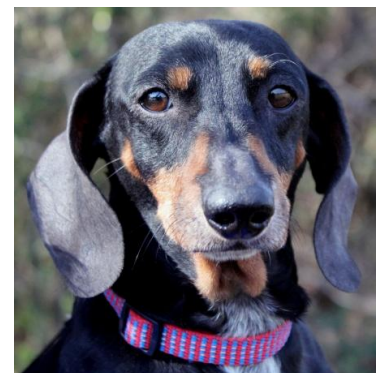
## Telethon:

### Broadcast (3 hours)

- March 4, 2012, 6:30-9:30 pm; KMCI 38 The Spot; 40,000+ viewers
- Recognition:
  - Company mention and logo placement during one pet adoption segment
  - Name recognition during Telethon production credits

### Telethon Volunteer/Event Shirts

- Premium logo placement on 900 t-shirts



## After Telethon:

### Print Recognition

- HSGKC newsletter; April 2012 edition; circulation 10,000
- Telethon "Thank You" letters; sent to 900 event donors

**Your Company's Investment: \$500** Total Promotional Value: \$1,000



# Jumbo Check Sponsor



Let your animal loving employees or organization members show their giving spirit (while promoting your company or group) by organizing their own fundraiser and presenting their “jumbo check” on-air to one of the telethon hosts during the Pet Telethon (2-3 minute segment).

Be as creative as you want to raise the funds: organize a Bake Sale, host a Jeans Day, sell raffle tickets, etc. Or you can set up a free Pet Telethon fundraising webpage thru KcPetTelethon.org and collect funds online!

Great for any group- Boy & Girl Scouts, a church group or in others in the community!

**Minimum amount for a Jumbo Check presentation: \$750**



**Contact Casey Waugh To Reserve Your Sponsorship Level Today!**  
Special Events Fundraising Coordinator at the Humane Society of Greater Kansas City  
913-596-1000 x 115 – casey@hsgkc.org



# Sponsorship Form



Company/organization name: \_\_\_\_\_

Company/organization address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Company/organization phone: \_\_\_\_\_

Contact person and title: \_\_\_\_\_

Contact person phone: \_\_\_\_\_

## Please Choose Your Sponsorship Level:

Presenting Sponsor (\$25,000)

Segment Sponsor (\$1,500)

Premier Sponsor (\$10,000)

Jumbo Check Presenter (\$750 or more)

Prime Time Sponsor (\$5,000)

Adoption Set Sponsor (\$500)

In-kind donations are also greatly appreciated. If you would like to donate services or items for the 2012 Kansas City Pet Telethon please specify type of in-kind donation below or contact Casey Waugh at 913-596-1000 x 115 or by email at [casey@hsgkc.org](mailto:casey@hsgkc.org). Items/services to donate:

\_\_\_\_\_  
\_\_\_\_\_

## Please Choose Your Payment Preference:

Credit Card: MasterCard  Visa  Discover  AMEX  Check  Invoice Me

CC# \_\_\_\_\_ Exp. \_\_\_\_\_ CVC # \_\_\_\_\_

Signature \_\_\_\_\_

Make Checks payable to The Humane Society of Greater Kansas City. Please Fax this form to 913-596-2483 or mail to 5445 Parallel Parkway, Kansas City, KS 66104 no later than **February 1, 2012**. The Humane Society is a 501c3 not-for-profit organization; Tax ID #: 48-0581965. Call Casey Waugh at 913-596-1000 x 115 for more information or email her at [casey@hsgkc.org](mailto:casey@hsgkc.org).