



Getting Started – Let's Make a Difference!

Thank you for your interest in Kansas City Pet Project. Your event has the opportunity to raise critical funding that could impact the lives of over 10,000 animals we receive each year. Please take a moment to review the guidelines outlined below and [fill out our Community Event application online](#) so that we are able to get in touch with you about your event. Your event proposal will be carefully reviewed and evaluated for achievability and suitability with our organization's mission and objectives.

As the city's largest open admission, no-kill animal shelter, we are passionate in our mission to end the killing of healthy and treatable pets in Kansas City, Missouri by using the most progressive and lifesaving programs and promoting effective animal control policies. We welcome Community events to support this mission!

Community Event Guideline for KC Pet Project

Event Notice: All requests for Community Events are recommended to be submitted at least **three weeks** in advance of the event to ensure the best possible outcome. All organizers or sponsors of Community Events conducted on behalf of KC Pet Project, including fundraising, must be approved by the KC Pet Project Marketing and Development Department. Please note that an event that conflicts with an already established promotion may not be approved.

Media and Publicity: In addition to approval to host the event on behalf of KC Pet Project, KCPP 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. Organization logo may not be altered in any form. Publicity and/or promotional materials may only state that an event is "sponsored by (your organization's name) to benefit of KC Pet Project." KCPP will not provide funding for your event. We will make our best effort to promote and support it in the following ways:

- Promote your event through our website calendar (50,000 monthly visits)
- Information material or facts sheets about our program and services available at your event.
- Attendance and support at your event pending staff and/or volunteer availability.

Approved events that agree to raise a minimum of \$1,000 will qualify for promotion and listing on KC Pet Project social media channels including Facebook (105,000 followers) and Instagram (35,000 followers). This includes but is not limited to KC Pet Project agreeing to co-host a Facebook event page or KC Pet Project creating a Facebook event page on your behalf and promotional posts.

Additional Sponsorship: Please notify KC Pet Project 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, KC Pet Project will not disclose or release the names or contact information of our donors or business partners to Community Event organizers and sponsors.

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. **Please note that we do not participate in off-site adoption events.**

Permits and Liability: Community event organizer or sponsor is responsible for complying and obtaining all contracts and necessary permits as outlined by City Ordinance. KCPP 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: Applicants will agree to assume responsibility for all expenses associated with the event and assume all responsibility for any debts incurred.

Payments: KC Pet Project will receive a portion of the agreed net proceeds and **applicants must tender the donation within fourteen (14) days of the event.** A donation will be considered tax-deductible only when it is made directly and entirely to KC Pet Project. Donations must be made payable to KC Pet Project and may be mailed to:

KC Pet Project
Attn: Brooke Hass
4400 Raytown Road
Kansas City, MO 64129

Financial Review: KC Pet Project has the right to review a financial statement or expenses for the event.

KC Pet Project has the right to decline or cancel participation for any event for any reason such as, the event does not adhere to our Community Event Guideline, 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 KC Pet project image or mission.

By signing this form, you have read and agree to our Community Event Guidelines and understand what is required for your event to be considered and approved.

(Optional) By checking this box, I agree to raise a minimum of \$1,000 in order to receive social media promotion.

Print Name

Signature

Date

Thank you for thinking of KC Pet Project!