



Friends of Indy Animals

Funding a Better Future for Pets in Need

2024 Partnership
Opportunities



JUST WHAT IS FRIENDS OF INDY ANIMALS?

We Save Animals.

We are nonprofit, public foundation dedicated to preventing animal suffering and saving animals in Indianapolis. We do it by providing vital funding to Indianapolis Animal Care Services (IACS), our city shelter serving Marion County.

IACS is different from other Indy shelters in that not only is it the largest open-intake shelter in the entire state, but it is required, by ordinance, to take in ANY animal surrendered at its doors. Nearly 10,000 homeless animals find their way to IACS every year and are cared for by our dedicated staff, medical team, and over 200 volunteers.

Friends provides funding for emergency medical care (animal control officers are based at IACS and work 24 hours a day, seven days a week), training, foster care, adoption services, and just as important, assistance to individuals and families who desperately want to keep their pets but don't have the financial resources to do so.

There is a large and persistent gap between the basic needs of our city's homeless animals and the funding available to care for them.

Friends of Indy Animals exists to close that gap.

IACS PROGRAMS WE FUND

The following are just a few of the lifesaving programs we support, all thanks to you:



Medical Emergency Care

Just like people, animals sustain serious injuries any time of night or day. Friends provides funding to make sure any animal, whether in IACS's care or out on the streets, can receive the life-saving services needed when these injuries/illnesses happen.

Training/Support

Animals in the shelter, especially dogs, develop behavior issues if their stay with IACS is too long. In order to improve chances for adoption, we provide training assistance "scholarships" for families whose newly adopted pet may have some short-term issues. We also pay for dogs to have some time away from the shelter at much calmer, quieter local board/training facilities.

IndyCARES

Sometimes, animals are surrendered at the shelter because their owners don't have the resources to provide the care their pets need. IndyCARES offers financial assistance for medical needs, spay/neuter assistance, pet food, and more to help families keep their pets at home where they belong.

Community Cat Support

Trap/neuter/return programs help keep cats in their natural outside environments without prolific breeding. Friends provides funding for cat trapper initiatives and efforts to spay/neuter as many community cats as possible. Not only does this stop more kittens from being born, but it also helps keep these cats out of the shelter.





IACS IMPACT IN 2023



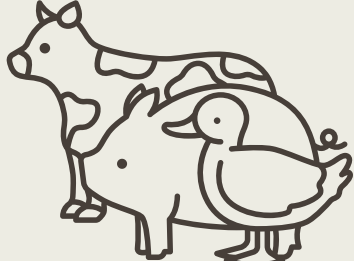
3,538

animals adopted into their forever homes



1,127

animals **DIVERTED** from the shelter to IndyCARES, our shelter diversion program



847

birds, livestock, and other types of animals taken in



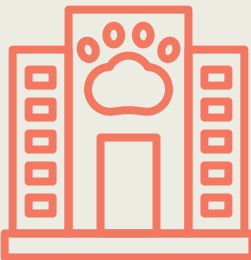
220

shelter volunteers provided **26,543** hours helping care for our city's homeless animals



500+

life-saving medical emergency procedures



3,487

animals spayed or neutered

OUR AUDIENCE IN 2023



3,500+

ANNUAL ADOPTERS



2,000+

DONORS



3,100

NEWSLETTER
RECIPIENTS



43%

NEWSLETTER
OPEN RATE



4,000+

FACEBOOK FOLLOWERS



SIGNATURE EVENTS



UNLEASHED!

Sunday, June 30, 3 - 7 p.m.

The Biergarten at the Athenaeum

It's a brand-new event we hope will become an annual tradition. Unleashed! is a showcase for bands sponsored by Indianapolis-area businesses -a sort of "corporate challenge" for wannabe rock stars. It's a great opportunity to shed your pinstripes, slink into your spandex, and release your inner rocker, all while supporting a great local cause.

EXPECTED PARTICIPATION: 250



SUCH A NIGHT

Saturday, August 10, 7 - 10:30 p.m.

HI-FI Indy

Friends of Indy Animals is honored to be the beneficiary of this consistently sold-out event that recreates the music of The Band's *The Last Waltz*, so beautifully documented in Martin Scorsese's documentary and retold by some of Indy's finest musicians.

EXPECTED PARTICIPATION: 400



HOWL AND WINE

Thursday, October 24, 6 - 9 p.m.

The Biltwell Event Center

It's Friends of Indy Animals' biggest annual fundraising event—a late-October evening of music, great food and drink, a silent auction, and all sorts of Halloween fun, all in support of the work of Indianapolis Animal Care Services.

EXPECTED PARTICIPATION: 325



UNLEASHED!

OFF THE CLOCK AND READY TO ROCK

It's a chance to let what's left of your hair down. Reclaim your right to party. Disrupt the market with loud guitars. Unleashed! is a showcase for bands of musicians employed and sponsored by Indianapolis-area businesses. If you're off the clock and ready to rock, this is the event for you. And bring the family: This is an all-ages gig.





UNLEASHED!

OFF THE CLOCK AND READY TO ROCK

SPONSOR BENEFITS

**ROCK STAR
\$5000**

**SESSION JAMMER
\$1000**

**GARAGE ROCKER
\$500**

Recognition as the title sponsor of Unleashed! with prominent logo placement on all digital and printed assets			
High visibility during event, including award presentation to the winning band/recognition from the stage			
Featured article in Friends e-newsletter/on website			
Social media recognition across all event promotion			
Opportunity to provide event giveaways			
Recognition as Unleashed! sponsor with logo placement on all digital and printed assets			
Event admissions	8	6	4





















Such a Night – Recreating the Music of The Last Waltz

In 1976, The Band played its farewell concert in San Francisco, along with Bob Dylan, Neil Young, Van Morrison, Joni Mitchell, Muddy Waters, and other music giants—and Martin Scorsese shaped it into *The Last Waltz*, one of the great rock documentaries of all time. Now an all-star cast of Indiana musicians is uniting to play the iconic songs of that landmark show to benefit the Journey Home capital campaign, a Friend's initiative to help the City build the critically needed new IACS shelter. It's a show already beloved by local audiences and a great opportunity to reach an enthusiastic and discerning audience of music and animal lovers. It will sell out quickly!



SUCH A NIGHT

SPONSOR BENEFITS

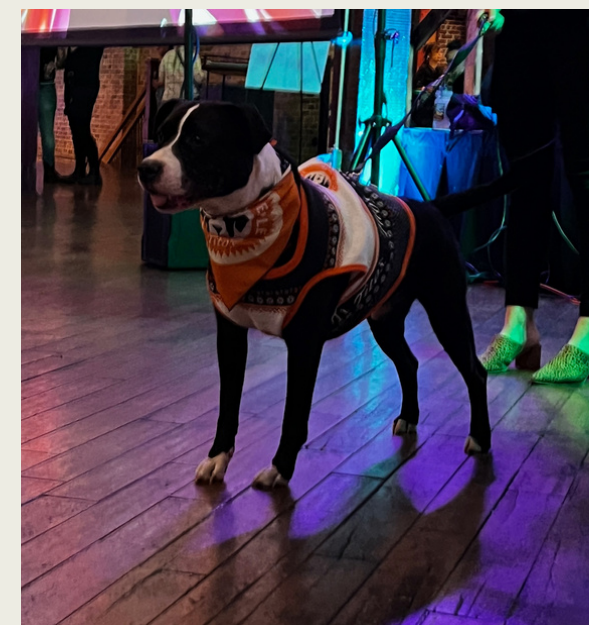
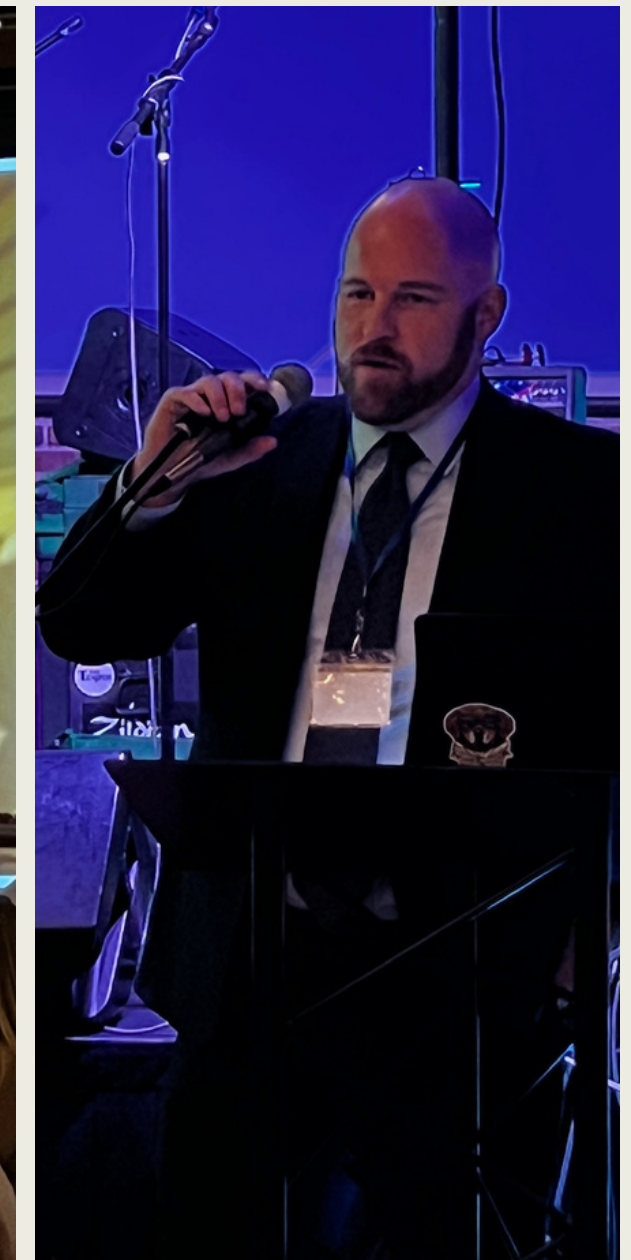
	PRESENTING \$5000	PARTNER \$2,500	WALTZ \$1,000	FRIEND \$500
Recognition as title sponsor of Such a Night with prominent logo placement on all digital and printed assets				
High visibility throughout event promotions and during event, including opportunity to speak at the event's official welcome/start of show				
Recognition from stage during the event's official welcome/start of show				
Sponsorship recognition in Friends e-newsletter				
Logo placement on stage banner and program				
Social media recognition across event promotion				
Name listed on all event promotion				
Event admissions	Reserved seating for 6 in Owner's Box with table service, VIP tickets for 6 guests	Reserved seating for 4 with table service. VIP tickets for 4 guests.	VIP tickets 2 guests, reserved seating for 2 guests with table service	Reserved seating for 2, complimentary tickets for 2



Howl & WINE



It's Friends of Indy Animals' biggest annual fundraising event—a late-October evening of music, great food and drink, a silent auction, and all sorts of Halloween fun, all supporting the work of Indianapolis Animal Care Services. Sip a signature cocktail, check out the adoptable dogs strutting their stuff in our Halloween costume runway show, and learn about all the ways Friends of Indy Animals helps the animals of IACS and the people who care for them. Howl & Wine is where you'll find a big crowd that really believes in the betterment of animal welfare in Indianapolis—and supporting the sponsors who back our efforts to make sure all animals in our community are valued and protected.



Howl & WINE

SPONSOR BENEFITS















LEADER OF THE PACK
\$10K

TOP DOG
\$5K

BEST FRIEND
\$2.5K

GOOD DOG
\$1K

FURRY FRIEND
\$500

Recognition as the title sponsor of Howl & Wine with prominent logo placement on all digital and printed assets					
High visibility throughout event promotions and during event including opportunity for remarks from stage					
Featured article in Friends e-newsletter and on Friends website/Howl & Wine event page					
Reserved table at event (8 event admissions per table)	2	1			
Event admissions			6	4	2
Social media recognition across all event promotions					
Recognition as sponsor with logo placement on all digital and printed assets					
Opportunity to provide branded giveaways	