



 **AUSTIN'S** *no kill*  
**ANNIVERSARY PARTY**  
**EVENT RECAP**

**2018**



# AUSTIN'S *no kill* ANNIVERSARY PARTY

## EXECUTIVE SUMMARY

Austin Pets Alive! hosted its annual No Kill Anniversary Party to celebrate two major milestones in 2018: Austin's seventh year being the largest and longest-running No Kill city in the country, plus a decade of Austin Pets Alive! as a rescue organization.

Held at Palm Door on 6th, guests of the VIP hour enjoyed vegetarian hors d'oeuvres by Pink Avocado, tunes by a ukulele artist, a first peek at our over 100 silent auction items and grand raffle, and a guest appearance by Mayor Adler, who read an official proclamation for our city's seventh-annual No Kill celebration.

The main event included dancing and lively songs by Austin's favorite cover band, Skyrocket, inspirational awards for volunteers and major supporters of APA! and a "\$10k for 10 Years" matching challenge, all emceed by CBS's Trevor Scott.





# AUSTIN'S *no kill* ANNIVERSARY PARTY

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# AUSTIN'S *no kill* ANNIVERSARY PARTY

## EVENT OVERVIEW: BY THE NUMBERS

Event Attendees | 226

Event Sponsors | 13

Event Committee Members | 12

In-Kind Advertising

Yelp, Do512, & Austin Chronicle | 2,079,132

Earned Media

Total Hits | 10

Total Impressions | 224,488

Social Media

Combined Organic Impressions | 847,570

Combined Organic Engagements | 6,269

Website Unique Visitors | 123,418

Email Promotion | 248,069

**TOTAL PROMOTIONAL VALUE: 3.5+ MILLION**





Austin's *no kill*  
ANNIVERSARY PARTY  
EVENT HIGHLIGHTS





# AUSTIN'S *no kill* ANNIVERSARY PARTY

## SPONSORS







# AUSTIN'S *no kill* ANNIVERSARY PARTY

## IN-KIND ADVERTISING:

**AUSTIN CHRONICLE TOTAL REACH | 1,029,325**

Print Ads (2) Reach | 715,586

Social Reach | 248,535

eMail Newsletter Reach | 65,204

**DO512 TOTAL REACH | 671,094**

Digital Ad Reach | 532,008

Social Reach | 22,026

eMail Blast Reach | 115,780

Event Page Views | 1,280

**YELP eBLAST TOTAL REACH | 378,713**

## MEDIA COVERAGE SNAPSHOT

THE AUSTIN  
**CHRONICLE**  
austinchronicle.com

**atx** WOMAN

**DO512**

**yelp**

**KOKE FM** AUSTIN'S COUNTRY  
ALTERNATIVE  
99.3FM 98.5FM 1490AM

**KEYE TV**

# AUSTIN'S *no kill* ANNIVERSARY PARTY

## MEDIA COVERAGE SNAPSHOT CONT'D.



Do512 @Do512

Following

Austin is celebrating its 7th year as the largest No Kill City in the country! Join [@austinpetsalive](#) (who are also celebrating 10 years in ATX), [@austinanimals](#) and the No Kill community for live music, raffle prizes, drinks, light vegetarian bites & more.



FOOD DISCOVER SAVVY WOMEN LIFESTYLE WELLNESS POINT OF VIEW

YOU ARE AT: Home » Savvy Women » Austin Pets Alive! Celebrates 60,000 Animal Lives Saved

## Austin Pets Alive! Celebrates 60,000 Animal Lives Saved

September 20, 2018



### Dr. Ellen Jefferson of Austin Pets Alive! reflects on Austin's anniversary as the largest no-kill city in the nation.

By Hannah J. Phillips, Dog photo by Alex Hopes and courtesy of Zilker Bark, Dr. Ellen Jefferson photo courtesy of Austin Pets Alive!



Before Dr. Ellen Jefferson joined the team at Austin Pets Alive! in 2008, the no-kill movement was little more than a daydream. Defined as saving 90



Austin Chronicle Events @ChronEvents

Follow

Join those who have helped keep Austin the largest No Kill city in the country for the seven years this Saturday at the Palm on Sixth. Celebrate the 60,000 pet lives saved by [@austinpetsalive](#) with live music, silent auctions, and prizes! [ow.ly/2rsf30IScOn](http://ow.ly/2rsf30IScOn)





# **AUSTIN'S** *no kill* ANNIVERSARY PARTY

## SOCIAL MEDIA

### AUSTIN PETS ALIVE! SOCIAL MEDIA

Combined Impressions | 881,846  
Combined Engagements | 10,071

### AUSTIN PETS ALIVE! FACEBOOK

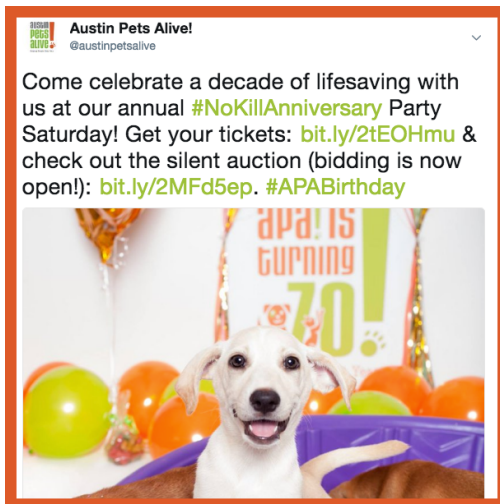
Combined Impressions | 139,187  
Combined Engagements | 8,437

### AUSTIN PETS ALIVE! TWITTER

Combined Impressions | 686,475  
Combined Engagements | 673

### AUSTIN PETS ALIVE! INSTAGRAM

Combined Impressions | 56,184  
Combined Engagements | 961



# AUSTIN'S *no kill* ANNIVERSARY PARTY

## APA! WEBSITE

### HOME PAGE BANNER & EVENT FEATURE

Total Estimated Reach | ~161,700

### NO KILL ANNIVERSARY PARTY PAGE

Total Estimated Reach | ~3,700

The screenshot shows the website's home page with a navigation bar at the top containing links for 'adopt a pet', 'get pet help', 'get involved', 'donate', 'shop', 'ABOUT', 'BLOG', and 'PROGRAMS'. The main banner features the event title 'AUSTIN'S no kill ANNIVERSARY PARTY' and the date 'SATURDAY, SEPTEMBER 22ND', along with a 'TICKETS ON SALE NOW!' call to action. Below the banner are sections for 'THANKS TO OUR PLATINUM SPONSORS' (Premiere Events, Subaru), 'UPCOMING EVENT' (No Kill Anniversary Party), and '7TH ANNUAL NO KILL ANNIVERSARY PARTY'. A 'FEATURES' section highlights articles like 'Harvey Look Back: A Letter from Dr. Jefferson', 'Meet Juice', and 'Constant Companions', as well as 'Maddie's Fund' and 'Austin Pets Alive! is a proud recipient of funding from Maddie's Fund'. At the bottom, there are buttons for 'ADOPT', 'DONATE', 'FOSTER', and 'VOLUNTEER', and a 'Next Volunteer Orientation' announcement.





# AUSTIN'S *no kill* ANNIVERSARY PARTY

## EMAIL PROMOTION

### EMAIL DETAILS

### REACH

Save the Date   No Kill Anniversary Party   September 22, 2018	53,959
July News from Austin Pets Alive!	38,886
You're Invited!   No Kill Anniversary Party   September 22, 2018	53,526
No Kill Anniversary Party   Your Discount Code Inside!	403
You Won't Want to Miss This - Austin's 7th No Kill Anniversary Party!	15,403
No Kill Anniversary Party   Don't Forget Your Discount Code!	201
Get Your Tickets Today - Austin's 7th No Kill Anniversary Party	15,267
APA! Internal Newsletter: September Edition	1,600
Only One Week Left - Get Your Tickets Now!	15,193
September News from Austin Pets Alive!	38,302
Will we see you at the No Kill Anniversary Party this Saturday?	15,074
No Kill Anniversary Party   Event Details!	255



# AUSTIN'S *no kill* ANNIVERSARY PARTY

## APPENDIX A: MEDIA HITS

- CultureMap Austin - Digital Story: Give back to Austin's most beloved animal charities with this handy guide, by Sidney Phillips, 7/12/18
- We Are Austin - TV Segment: Wednesday Friendsday, by Trevor Scott, 7/25/18
- Austin Monthly - Digital Story: Pet of the Week: Wyatt, 7/31/18
- We Are Austin - TV Segment: Wednesday Friendsday, by Trevor Scott, 8/1/18
- KVUE - TV Segment: Pet of the Weekend: Celina, 8/19/18
- KOKE FM - Radio Spot: Pet of the Week – Mau, 8/24/18
- We Are Austin - TV Segment: Wednesday Friendsday, by Trevor Scott, 9/5/18
- Austin Monthly - Digital Story: Pet of the Week: Gino, 9/11/18
- KOKE FM - Radio Spot: Pet of the Week: Jazzy, 9/12/18
- Austin Woman - Digital Story: Austin Pets Alive! Celebrates 60,000 Animal Lives Saved, by Hannah J. Phillips, 9/20/18





# AUSTIN'S *no kill* ANNIVERSARY PARTY

## APPENDIX B: EVENT LISTINGS

- Do512
- CultureMap Austin
- Yelp Austin
- Austin360
- Austin Monthly
- The Austinot
- Now Playing Austin
- KVUE
- Austin.com
- Carpe Diem
- Austin Pets Alive! Event Calendar
- Eventful Austin



