



National Pet Month 1 April – 1 May 2017

Sponsorship Benefits – Year-round opportunities!



Benefit	£25,000	£10,000	£5,000	£2,500	£1,000	£500	£250
Banner on front cover of National Pet Month digital magazine (produced twice a year), which sits on the National Pet Month website and shared through social media.							
Advertisement in the NPM digital mag (x2 issues) with live links and rich media supplied.	(Double page)	(Full page)	(Half page)	(Quarter page)			
NPM digital mag (x2) issues editorial with live links and rich media supplied.	(Two pages editorial)	(Full page editorial)	(Half page editorial)		(Mention and logo)		
Pre-agreed and scheduled tweets on Twitter during the month-long campaign.	(Daily)	(Twice weekly)	(Four)				
Pre-agreed Facebook posts on the NPM page, Scratching Post (cat owners) and Park Bench (dog owners) during the campaign reaching over 100,000.	(Daily)	(Twice weekly)	(Four)	(Two)	(One)		
Video upload during campaign on NPM, Scratching Post and Park Bench pages on Facebook.							
Branding on banners across on Facebook and Twitter.	(Primary branding across all three platforms SP, PB)	(Standard branding on NPM)	(Standard branding on NPM)				

	and NPM)						
Primary branding on the NPM website.							
Guest Blog during campaign on NPM website to be shared across social media.	(Weekly blog during campaign month)	(Total - three during campaign month)	(Two during campaign month)	(One during campaign month)			
Blogs on NPM website after sign up until January 2018.	(Up to six)	(Up to four)	(Up to two)				
Mentions in all relevant press releases for consumer, vet and pet press during and after the campaign.							
Branding on event material where relevant (deadlines permitting).							
Weekly liaison with NPM press team to discuss opportunities arising.							
Dotmailer to database of approx. 1000 pet care professionals							
Branding on e-invitations for Twitter virtual launch party.							
Partnership on in-store or online competitions.							
Outside campaign month Facebook and Twitter updates until January 2018.	(Twice-monthly)	(Bi-monthly)	(Two)				
250-word feature on sponsor section of the NPM website.							
Logo and copy (with hyperlinks) on sponsor section of the NPM website from sign-up until January 2018.	(Home page logo plus 100 words) in sponsors section	(100 words)	(100 words)	(100 words)	(100 words)	(50 words)	(thank you listing)
Pet Friendly Business Listing in 'What's on' area and map							