



NATIONAL PET MONTH SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES

NEW package for 2020! Sponsor National Pet Month's Top Ten Tips for Responsible Pet Ownership	NPM Tip x1 £5,000	NPM Tip x2 £8,500	NPM Tip x3 £10,000	All NPM Tips £20,000
Company can design the NPM tip with company logo included ¹ . Tip to be in place for a 12-month period.	✓	✓	✓	✓
Tip rotated 6 times a year	✓	✓	✓	✓
Written blog x1 to sit on NPM website & shared across social media	✓	✓	✓	✓
Video blog x1 as above			✓	✓
Pre-agreed tweets during the month-long campaign x4	✓	✓	✓	✓
Pre-agreed posts on the NPM, Scratching Post, Park Bench Facebook pages during the campaign reaching over 100,000.	NPM only	NPM only	All channels	All channels
Logo and copy (with hyperlinks) on sponsor section of the NPM website from sign-up until end of the campaign year.	✓	✓	✓	✓
Mentions in all relevant press releases for consumer, vet and pet press during and after the campaign.	✓	✓	✓	✓
Sponsorship package:	Platinum £25,000	Gold £10,000	Silver £5,000	Bronze £2,500
Potential to sponsor all tips for just an additional £10k (£35k Platinum package in total)	✓			
Primary branding on the NPM website homepage (logo and copy with hyperlinks)	✓			
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 end of the campaign year.	✓	✓	✓	✓
Guest Blog during campaign on NPM website to be shared across social media	✓ Weekly during NPM	✓ x 3 during NPM	✓ x2	✓ x1

¹ NPM Style Guide needs to be followed and design approved by trustees



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Video with agreed content uploaded during campaign on NPM, Scratching Post and Park Bench pages on Facebook.	✓			
Pre-agreed FB posts on NPM, Scratching Post (cat owners) and Park Bench (dog owners) during the campaign reaching over 110,000	✓ 3x a week	✓ Twice weekly	✓ 1 weekly	✓ 1x fortnightly
Pre-agreed and scheduled tweets on Twitter during the month-long campaign.	✓ 3x a week	✓ Twice weekly	✓ x6	✓ 1x fortnightly
Branding on banners across Facebook and Twitter.	✓ (Primary branding across all three platforms SP, PB and NPM)	✓ (Standard branding on NPM)	✓ (Standard branding on NPM)	
Branding on e-invitations for Twitter virtual launch party	✓			
Outside campaign month Facebook and Twitter updates until end of campaign year.	✓ Twice monthly	✓ Bi-monthly	✓ x2	
Mentions in all relevant press releases for consumer, vet and pet press during and after the campaign.	✓	✓	✓	✓
Weekly liaison with NPM press team to discuss opportunities arising.	✓			
Enewsletter to database of approx. 500 pet care professionals.	✓	✓		
Partnership on in-store or online competitions.	✓			

This is an indication of the marketing opportunities National Pet Month can provide. However, we like to take a tailored approach and we are happy to develop a bespoke plan to meet your marketing objectives.



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Top 10 Tips For Responsible Pet Ownership

1. **Think** carefully before getting a pet and learn about its special requirements.
2. **Ensure** your pet is sociable and well trained.
3. **Provide** a nutritious and well balanced diet.
4. **Provide** suitable housing and bedding.
5. **Clean up** after your pet and worm it regularly.
6. **Protect** against disease. Your vet can provide you with advice.
7. **Prevent** unwanted litters and neuter your pet when appropriate.
8. **Groom** your pet regularly.
9. **Control** your pet and ensure it is properly identified.
10. **Take out** pet insurance for dogs, cats, rabbits and horses to cover against unexpected veterinary fees and third party liability.