



NATIONAL PET MONTH SPONSORSHIP OPPORTUNITIES

Benefit	£25,000	£10,000	£5,000	£2,500
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.	✓ 2 pages editorial	✓ Full page	✓ Half page	
Pre-agreed and scheduled tweets on Twitter during the month-long campaign.	✓ Daily	✓ Twice weekly	✓ x4	
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	✓ x4	✓ x2
Video with agreed content uploaded during campaign on NPM, Scratching Post and Park Bench pages on Facebook.	✓			
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)	
Primary branding on the NPM website.	✓			
Guest Blog during campaign on NPM website to be shared across social media.	✓ Weekly during NPM	✓ x 3 during NPM	✓ x2	✓ x1



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Blogs on NPM website	✓ x 6	✓ x4	✓ 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.	✓			
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 end of campaign year.	✓ Twice-monthly	✓ Bi-monthly	✓ x2	
250-word feature on sponsor section of the NPM website.	✓			
Primary branding on the NPM website homepage (logo and copy with hyperlinks)	✓			
Logo and copy (with hyperlinks) on sponsor section of the NPM website from sign-up until end of the campaign year.	✓	✓	✓	✓

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.