



## NATIONAL PET MONTH SPONSORSHIP OPPORTUNITIES

Sponsorship package:	£5,000	£8,500	£10,000	£20,000
<b>NEW package for 2020! Sponsor National Pet Month's Top Ten Tips for Responsible Pet Ownership</b>	<b>NPM Tip x1</b>	<b>NPM Tip x2</b>	<b>NPM Tip x3</b>	<b>All NPM Tips</b>
Company can design the NPM tip with company logo included <sup>1</sup> . 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.	✓	✓	✓	✓
<b>Sponsorship package:</b>	<b>Platinum £25,000</b>	<b>Gold £10,000</b>	<b>Silver £5,000</b>	<b>Bronze £2,500</b>
Potential to sponsor all tips for 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

<sup>1</sup> 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 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
Pre-agreed and scheduled tweets on Twitter during the month-long campaign.	✓ Daily	✓ Twice weekly	✓ x4	
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	
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	
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.	✓			



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Dotmailer to database of approx. 1000 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.