



## **ADOPTION EVENTS**

### **Host Shelter Participant's Agreement**

This agreement is entered into by North Shore Animal League America (NSALA) and hosting organizations for Tour For Life 2019 and Pet Adoptathon 2019. Hosting organizations will be responsible for the additional participants and coalitions they invite to participate. The host organization will ensure that the compliance with the terms set forth in this agreement are met. The purpose of this agreement is to provide hosting organizations with information on how the event will be carried out, how each partner can expect to be asked to participate, and how each party's interests will be represented to the media and the public.

Tour For Life is a collaboration of both our organizations. Your organization will be working closely with our Team field Leaders on making the event a huge success. The team field leader will work with your organization to pick an event site and assist with creating event activities. They will provide direction for the event set up as well as oversee the event with your designated employee or volunteer to make sure everything is running smoothly. The team field leaders will also work side by side with you to assist in adopting the animals into loving homes.

Your Organization will have the ability to choose your own event dates in either months of March and April since the mobile unit will not be present the day of your event. Please let us know which date you have chosen.

## **TOUR FOR LIFE 2019**

### **A. General Information**

1. The primary focus of the event is to raise awareness of the plight of shelter pets and continuing awareness of your organization in your community. This message will be delivered via:
  - National & local public relations (Section B, Page 2)
  - Tour For Life Pet Adoption Event (Section C, Page 3)
  - Local print advertising (Section D, Page 5)
  - National web site support (Section E, Page 5)
  - Promotional activities (Section F, Page 5)
  - Promotional materials (Section G, Page 6)
  - Suggested Event Activities (Section H, Page 6)

2. The event (Tour For Life) and pet adoption is the principle message and the common denominator for all activities.
3. Each Tour For Life event is carried out in support your organization. It is recognized that all parties shall respect the shelter's operations, community, and media relations.
4. All parties agree to promote the Event Sponsors that are expected to include Purina and other sponsors as determined by NSALA in good faith. Promotions include hanging banners, posters, and handing out sponsor give away items to all adopters and attendees at event. We likely could not have this event without our sponsors and, therefore, will make every effort to demonstrate to the staff, the media, and the public our gratitude for their support.

By participating, organizations acknowledge that they have no restrictions or conflicts with the promotion of event sponsors as outlined in item #4 on page 1, and further agree that no competitive products or materials shall be distributed or promoted at the events. Please advise NSALA of any local exhibitors expected to participate in your event. We want to ensure that our top-tier sponsorship obligations are met and that there are no conflicts with either organization's mission.

## **B. National & Local Public Relations Management**

NSALA's Communication team will be available to assist you with media outreach in your community if needed.

### **1. National Media**

- NSALA or its agents will pitch all national media, unless otherwise agreed upon by participants.
- One national press release, developed by NSALA and approved by Event Sponsors will be used.
- Release will include all Event Sponsors and participating organizations.

### **2. Local Media**

- A local press release template will be drafted by NSALA to include local event details: Host shelter (or coalition) name, event date/time/location, and relevant sponsor activities (if any). Each release will be submitted to the appropriate shelter/coalition contact for edit, review, and approval, including the addition of local activities. All parties (shelter/coalition, NSALA, and sponsors) must be included in the pitch/release. Once the local release is agreed to by NSALA and participating shelter, no changes may be made.
- Shelter and/or NSALA will contact the local media, and this will be determined by NSALA and the participant on a case by case basis. Shelters with established contacts and/or media outlets will be encouraged to utilize them as opportunities to promote the Tour For Life. Any party contacting media will use press materials provided by NSALA. Recommended speaking points will also be provided by sponsors and NSALA.
- Expected initiatives include, but will not be limited to:
  - Pre-event advisories: local print, radio, television; calendar listings, web listings. Shelters that have regular appearances or spots on local television stations/radio stations are encourage to take advantage of those leading into the event to promote the Tour For Life.

- Event coverage: local print, radio, television
- Post-event follow-ups: adoption stories and/or other event successes.
- Special photo and interview opportunities or sponsor activities, along with any relevant shelter activities, will appear in local press releases. For any questions/interest in these specific opportunities, the name of the appropriate sponsor representative will be given for direct contact.

### 3. Event Media Protocol

- At events, shelter representatives may take the lead as primary media contacts. When engaging with media at the event, NSALA will have the responsibility to promote all parties: The Tour/ NSALA, the host shelter, and the sponsors. Shelter spokespersons will be encouraged to do the same. (Talking points will be prepared and distributed to NSALA and local shelter spokespersons in advance for mention during all interviews at events.)
- On-site media representatives interested in interviewing sponsor spokesperson, and/or celebrity spokesperson will be directed to contact the NSALA Communications Director.

## C. Event Logistics –

***This is the most important aspect of the entire event. Since the NSALA mobile unit and staff will not be present your animals and staff you select are the ambassadors for all parties involved in this event***

### 1. Set-Up of Event

- Host Shelter should have all activities, adoption specials, and any other event details to NSALA **one month prior to event.**

### 2. Day of Event

- Host shelter should assign staff and volunteers who can take pictures throughout the event. The pictures should then be sent to Nadine Grindell so she can post the pictures through social media. This will enable us to continue to promote your event.

### 3. Post-Event

- Host shelter will inform NSALA on how many animals were adopted at the event. We want to share your events results to continue to generate traffic to your website and shelter.
- The adoption summary form must be uploaded back onto [www.animalleague.org/shelterlogin](http://www.animalleague.org/shelterlogin) by the Tuesday following the event.

## D. Local Print Advertising

NSALA will develop a black and white print ad and a digital ad to promote Tour For Life events. The ad will be customized for each event to include date, time and location. A pre-determined budget will be provided by NSALA for the media cost of this ad in your local/regional newspaper. Digital ads will be used at NSALA's

discretion. Shelters can make recommendation on most effective media for their community, and use their local sales representative to place the ad (with budget approval provided by NSALA). Shelters shall use their best effort to negotiate non-profit rates, and/or use their own discounted rates, if available. NSALA representative can assist with placement and/or rate negotiation, if needed.

#### **E. National Web Site Support**

- Host shelters shall include a link on their site to the Tour For Life site to promote their adoption event. Banners in various sizes will be available in Feb 2019 for download at [www.animalleague.org/shelterlogin](http://www.animalleague.org/shelterlogin)
- NSALA will post event information on the Tour For Life site, including: date, time, location and will provide nationwide e-mail marketing and publicity reaching over 1,000,000 people to encourage adoptions at your event and visit your web site..
- All host shelters will be displayed on the Google-powered Tour For Life Shelter map, with a link back to the host shelter's home page (if provided). This is a great opportunity to increase visitors to your web site. So make sure you display the Tour For Life banner on your website.
- NSALA will list ALL participating shelters, coalitions, and rescue groups on the Tour For Life site with links to host shelter's home page (if provided).

#### **F. Social Media Support**

- NSALA will establish a hashtag (#TFL) which can be used on Instagram, Twitter, and Tumblr. We will promote each tour stop using the hashtag on the social media networks which will be accompanied by a photo of a dog/cat that is available for adoption at the participating organization's event. If the participating shelter has social media accounts, they should RT (re-tweet) or share the hashtag including @AnimalLeague. This will include us and the participating shelter in the conversation. Each tour stop shall be promoted before and during the event to help maximize adoptions.
- We will provide the participating shelter a TFL timeline image for their Facebook page. The image will feature our logo, their logo (if provided), and the specific date of the tour stop in support of their shelter.
- We require the following assets to help promote their shelter and adoptable pets:
  - Shelter logo in .png and or .jpg format
  - Shelter social media page address (including pages run by volunteers)
  - Shelter URL (if they do not have a website, we will need their Adoptapet URL address)
- The participating shelter should provide an image of an adoptable pet that will be featured on the mobile unit the week leading up to the event. They should also provide some short copy points to accompany the photo. We will promote the adoptable pet across our social media properties. This will enable them to share and/or RT or re-post our content.
- The participating shelter should provide us with a photo of a recently adopted pet so we can promote successful results from the tour.

In addition to the steps mentioned above, we will set up iPhones (Tour drivers) with the Instagram app. This will enable them to take photos and post them directly to Instagram and Facebook.

## **G. Promotional Materials**

- Marketing materials (banner, posters, flyer) developed and produced by NSALA will be available in Feb 2019 for download at [www.animalleague.org/shelterlogin](http://www.animalleague.org/shelterlogin) so that you will have enough time to distribute or display to promote your adoption event in your community. Official Tour For Life t-shirts will list all host shelters participating in Tour For Life events (providing the shelter agreement is received before the deadline) and will be sent to host shelter for staff and volunteers. All staff and volunteer participants are expected to wear event t-shirts. However, it is understood that some animal control officers may not be able to wear Tour For Life t-shirts and must remain in their uniform during event. Each host shelter will receive 25 t-shirts for a 1 day event and 50 t-shirts for a two day event. T-shirts will be shipped to host shelter at least 1 week before event.
- Materials and/or handouts from sponsors may be shipped directly to the host participating shelter or coalition. NSALA will advise of any direct shipments that may be made. All efforts will be made to ship materials in a timely matter. Host shelter will receive a checklist of materials, along with distribution instructions, and will be responsible for collating and distributing materials as instructed.
- All materials distributed by sponsors, to the shelter, will be reviewed and approved by NSALA.

## **H. Suggested Event Activities**

The promotional activities below are general examples of how your organization can help bring awareness to your Tour For Life 2018 event. These best practices will maximize event attendance and bring awareness to your organization's mission. Four basic examples include:

- **Healthy Pet Services:** Vaccination Services/Information; Wellness Exams; Rabies Clinic, Parasite Prevention & Treatment; Spay/Neuter Services/Information; Low-cost Spay/Neuter Referrals
- **Responsible Pet Care:** Basic Obedience & Training; Pet Safety Tips; Humane Education Information; Micro-chipping/Identity tagging; Grooming Services/Information.
- **General Activities:** Volunteer Recruitment; Arts & Crafts; Dog Agility Showcase; Plant Sale/Bake Sale; Raffles/Auctions.
- **Sponsor Activities:** Sponsors will advise NSALA of promotional activities/appearances in each market. NSALA will keep participants informed of the planned activities as they are confirmed.

## **Thank you for being a part of PET ADOPTATHON 2019**

North Shore Animal League America will kick off the 24<sup>th</sup> annual worldwide Pet Adoptathon at its headquarters in Port Washington, NY at 9 a.m. on **Saturday May 5<sup>th</sup>**. Thousands of participating shelters and rescue groups around the world will host Pet Adoptathon events throughout the month of May promoting the benefits of shelter pet adoptions and showcasing hundreds of thousands of adorable puppies, kittens, dogs, and cats available for adoption.

### **Pet Adoptathon 2019:**

1. The primary focus of Pet Adoptathon is to bring awareness to the plight of homeless animals and save more lives.
2. You are already signed up, now all you need to do is
  - a. Go to [www.animalleague.org/shelterlogin](http://www.animalleague.org/shelterlogin)
  - b. Download promotional material
  - c. Promote Pet Adoptathon 2019 through your regular advertising channels
3. Notify NSALA of the adoptions completed throughout the month of May by logging back on to your shelter page.

### **What you will receive:**

#### **1 National Web Site Support**

- Participating shelters, rescue group, coalitions shall include a link on their web site to the Pet Adoptathon site to promote their organization. Banners in various sizes will be available in Feb 2019 for download. NSALA will post event information on the Pet Adoptathon and will provide nationwide e-mail marketing and publicity reaching over 800,000 people worldwide to encourage adoptions at your event and visit your web site.
- All host shelters will be displayed on the Google-powered Pet Adoptathon Shelter map, with a link back to the host shelter's home page (if provided). This is a great opportunity to increase visitors to your web site.
- NSALA will list ALL participating shelters, coalitions, and rescue groups on the Pet Adoptathon site with links to host shelter's home page.

#### **2 Social Media Support**

- NSALA will establish a hashtag which can be used on Instagram, Twitter, and Facebook. We will promote some events by using the hashtag on the social media networks which will be accompanied by a photo of a dog/cat that is available for adoption at the participating organization's event. If the participating shelter has social media accounts, they should RT (re-tweet) or share the hashtag including @AnimalLeague. This will include us and the

participating shelter in the conversation. Each event shall be promoted before and during the event to help maximize adoptions.

**3 Promotional Materials**

- Marketing materials developed and produced by NSALA will be available for you to download prior to the event on the Pet Adoptathon website.
- All materials distributed by sponsors, to the shelter, will be reviewed and approved by NSALA.

# **Tour For Life Contact List**

Director of Offsite  
[anthonya@animalleague.org](mailto:anthonya@animalleague.org)  
516-883-7900 ext 454  
516-317-5472

Please contact Anthony with any and all issues or questions with Tour For Life.

Offsite Manager  
[frankca@animalleague.org](mailto:frankca@animalleague.org)  
516-883-7900 ext 455  
516-459-7683

Please contact Frank with all event questions. Such as event site, event locations, animal questions etc.

Director of Communications  
[Kathleenl@animalleague.org](mailto:Kathleenl@animalleague.org)  
516-883-7900 ext 482  
516-652-9151

Please contact Kathleen with Public Relation questions. She will be able to provide you with press release templates and any media help.

Communications Manager  
[ilebes@animalleague.org](mailto:ilebes@animalleague.org)  
516-883-7900 ext 623  
516- 448-4706

Please contact Ilene with any questions related to media for your event.

Social Media Manager  
[nadineg@animalleague.org](mailto:nadineg@animalleague.org)  
516-883-7900 ext 247  
516-641-8277

Please contact Nadine with Social Media questions. .She will be able to provide you with a template of how to post your TFL event on all social media outlets.

Digital Production Manager  
[Marym@animalleague.org](mailto:Marym@animalleague.org)

Please contact Mary with shelter log in issues questions. She will be able to provide you with answer on any issue you are having with the page.



# **Pet Adoptathon Contact List**

Director of Offsite  
[anthonya@animalleague.org](mailto:anthonya@animalleague.org)  
516-883-7900 ext 455  
516-459-7683

Please contact Anthony with all event questions.

Offsite Manager  
[frankca@animalleague.org](mailto:frankca@animalleague.org)  
516-883-7900 ext 455  
516-459-7683

Please contact Frank with all event questions. Such as event site, event locations, animal questions etc.

Director of Communications  
[kathleenl@animalleague.org](mailto:kathleenl@animalleague.org)  
516-883-7900 ext 482  
516-652-9151

Please contact Kathleen with Public Relation questions.

Ilene Schreibman  
Communications Manager  
[ilenes@animalleague.org](mailto:ilenes@animalleague.org)  
516-883-7900 ext 623  
516- 448-4706

Please contact Ilene with any questions related to media for your event.

Social Media Manager  
[nadineg@animalleague.org](mailto:nadineg@animalleague.org)  
516-883-7900 ext 247  
516-641-8277

Please contact Nadine with Social Media questions.

Digital Production Manager  
[Marym@animalleague.org](mailto:Marym@animalleague.org)

Please contact Mary with shelter log in issues questions. She will be able to provide you with answer on any issue you are having with the page.