

Corporate Partnerships

Engage Consumers ★ Gain Incremental Sales ★ Build Brand Loyalty



Pet Shelters



Across America

The Largest Pet Adoption Sheltering Network



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Make a Difference

Engage Consumers



Build Brand Loyalty



Gain Incremental Sales



Enhance Corporate Identity



Maximize ROI



Support a Good Cause



Jump Up and Get It

Partner with Pet Shelters Across America and grab incremental sales and profits.



Our Locations:

- Atlanta
- Baltimore
- Boston
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Dallas/Ft. Worth
- Denver
- Detroit
- Honolulu
- Houston
- Indianapolis
- Kansas City
- Los Angeles
- Miami/Ft. Lauderdale
- Milwaukee
- Minneapolis
- New Orleans
- New York
- Orlando
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- Providence
- Sacramento
- St. Louis
- Salt Lake City
- San Antonio
- San Diego
- San Francisco
- Seattle
- Tampa
- Washington D.C.

Who Says You Can't Teach an Old Dog New Tricks?

While Pet Shelters Across America is a relatively new organization, many of our members have been in business for over 100 years. We are some of the most established humane organizations in the country. Our members are trusted, loyal and committed to their communities.



Pet Shelters Across America represents 35 major media markets and serves a combined population of 130 million people. More than 4 million people visit our shelters annually. Members websites reach over 47 million visitors every year.



We are the Largest Pet Adoption Sheltering Network



We are the bricks and mortar where people go to adopt their next family pet. Annually, over 1.2 million pets receive assistance from our shelters. The funds we raise go directly to providing care, refuge and hope for the animals in our shelters. In addition to providing care and promoting pet adoptions, Pet Shelters Across America members offers Spay and Neuter programs, Microchipping, Humane Education Programs for children and adults, Behavioral Training and Best Practices for Human, Animal Health and Ecological programs.

Did you know?

We are the ONLY national entity dedicated to raising funds for local humane organizations

More than 4 million people visit our shelters each year

We are a 501(c)3 nonprofit organization

All donations to Pet Shelters Across America are tax deductible (to the fullest extent of the law)

More than 47 million people visit our member' websites each year

We serve a population of more than 130 million people

We have dominant presence in the top 35 media markets

Can You Spot The Differences?



Local Groups.



National Groups.

Local humane groups may share similar names, but they are not associated with national groups. All humane organizations are independent, stand-alone entities. National humane groups do not own or operate shelters on a national or local level. They do not provide funding or management for local animal welfare groups. Pet Shelters Across America is the only umbrella organization that provides national funding for local shelters.

Pet Shelters Across America Offers:

A united group of large and trusted shelters

NATIONAL and LOCAL market activation

An appealing and growing market segment

Quick and effective ways to reach more than 130 million people

Opportunity to attain incremental sales and profits

We Have an Attractive Audience & Demographics



Your company can leverage the power and appeal of pets for a distinct competitive advantage. As a sponsor of Pet Shelters Across America, the largest pet adoption sheltering network, you access a large, passionate and growing market segment that spends nearly \$50 billion a year on pets. Plus, you connect with an emotionally appealing cause that resonates with the general public.



Pet owners –

- Report higher household incomes than the U.S. population in general
- Are more likely to own a home
- Have young children under eighteen years of age living at home.

Did you know?

63% of the population own a pet

45% of U.S. households own more than one pet

69% of families with incomes in excess of \$100,000 own a pet

More than 199.2 million cats, dogs, birds and small mammals live as pets in U.S. households

Annually, consumers spend nearly \$50 billion dollars on pets

Source – APPMA 2007/2008 National Pet Owners Survey

Leverage the Power of Pet Appeal with a PSAA Sponsorship



Pet Shelters Across America provides your company with a consumer/trade marketing opportunity that will increase sales, build brand loyalty and enhance your brand identity. We offer customized national and local marketing initiatives designed to engage all types of consumers with your brand or company. At the same time, your company will be supporting the vital efforts of the top humane organizations in the United States.

Sponsorship Opportunities

Consumer/trade promotions

PSAA endorsements

In-shelter signage

Rights to use PSAA logo

e-marketing initiatives

Web links

Exclusive offers

Coupon/message distribution

Sampling opportunities

Quarterly themed campaigns

National marketing opportunities

Local market activation

Special events

National media presence

Spokesperson publicity tours



The Largest Pet Adoption Sheltering Network



The Doggone Good News About Cause Marketing

Americans are more likely than ever before to reward companies for their support of social issues

92% of Americans say they have a more positive image of a company that supports a cause they care about

83% of Americans say companies have a responsibility to help support worthy causes

87% of Americans are likely to switch from one brand to another (price and quality being equal) if the other brand is associated with a good cause

Cause-related marketing campaigns can yield volume/profit increases in excess of 20%

— Source, 2007 Cone Cause Evolution Survey



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