Corporate Giving: <u>Reach PE</u>TA Members and Supporters



People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, with more than 6.5 million members and supporters. In return for a one-time donation, PETA provides marketing benefits year-round.

All Neighborhood PETA Business Friends receive the following:

A framed **Certificate** of **Appreciation**



Use of the PETA Business Friends **logo**

12 posts to the PETA Mall Twitter and Facebook* pages

E-mail promotions

- PETA's shopping guide e-news

 (a monthly shopping and style guide with approximately
 600,000 subscribers)
- PETA Prime E-News (a weekly recap of PETA Prime content with more than 16,000 subscribers)

Listings on PETA websites

• **PETA Mall:** PETA makes cruelty-free, vegan shopping fun, stylish, and easy.

• **PETA coupon page:** Vegan coupons are available, from bigname brands to new discoveries.

 PETA Business Friends: Companies that support PETA are listed here.

Consideration for PETA Prime blog placement

Company name listed in **PETA's Annual Review** (published on our website, plus 16,000 copies printed yearly)

Opportunities to include enclosures in gift bags distributed at **PETA events** attended by influencers, celebrities, and our supporters and donors

Annual subscription to *PETA Global* magazine and access to other PETA literature and stickers for your company's online order enclosures



ACORN (\$500)

- Company name listed on PETABusinessFriends.com
- Five PETA Mall social media posts
- One dedicated e-mail sent to PETA supporters and donors within a 50-mile radius of your location
- One targeted Facebook ad from PETA to people in your area

SAPLING (\$1,000)

- Company name and logo listed on PETABusinessFriends.com
- Ten PETA Mall social media posts
- Two dedicated e-mails sent to PETA supporters and donors within a 50-mile radius of your location
- Two targeted Facebook ads from PETA to people in your area
- Inclusion in relevant blog posts and web features
- A listing in PETA's holiday shopping guide e-news

TREE (\$2,500)

- Company name and logo listed on PETABusinessFriends.com
- Ten PETA Mall social media posts
- Dedicated e-mails sent quarterly to PETA
- supporters and donors within a 50-mile radius of your location • Placement on the homepage of the PETA Mall website
- Quarterly Facebook ads from PETA Mall to people in your area
- An article on PETA Prime
- A listing in PETA's holiday shopping guide e-news
- Company fliers or coupons distributed with PETA Shop fulfillment orders to members in your area (when they make purchases from our online merchandise store)
- Company coupons distributed via enclosure in PETA's newmember welcome kits* to members in your area

FOREST (\$5,000)

- Consideration for event sponsorship**
- A customized package that meets your local needs

*Content is subject to editorial revision. **Restrictions apply. Based on availability of events.

Inclusion in the PETA Business Friends program does not constitute an endorsement by PETA of the products or services offered by the member. PETA retains discretion to accapt or deny applications for membership in the PETA Business Friends program. If your application is not accepted, your donation will be refunded. This is a yearly membership. Memberships can start at any time of the year.

To get started or to learn more, please visit PETABusinessFriends.com/local For more information, call 757-213-8740 or e-mail ChristopherM@petaf.org.