

# Corporate Giving: Reach PETA 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 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 big-name 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



## **SILVER (\$500)**

- Company name listed on **PETABusinessFriends.com**
- **Five** *PETA Prime E-News* features
- **Two** listings in PETA's shopping guide e-news

## **GOLD (\$1,000)**

- Name and logo listed on **PETABusinessFriends.com**
- **10** *PETA Prime E-News* features
- **Five** features in PETA's shopping guide e-news
- **One** listing in our annual holiday e-news (sent to an extended audience)
- **2,000** company fliers distributed via enclosure in PETA Shop fulfillment orders

## **PLATINUM (\$2,500)**

- Company name and logo listed on **PETABusinessFriends.com**
- **One** PETA Mall spotlight feature
- **15** *PETA Prime E-News* features
- **Eight** spotlight features in PETA's shopping guide e-news
- **Two** listings in our annual holiday e-news (sent out in November and December)
- **4,000** company fliers distributed via enclosure in PETA Shop fulfillment orders
- **2,000** coupons distributed via enclosure in PETA's new-member welcome kits\*



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## **DIAMOND (\$5,000+)**

- Consideration for **event sponsorship\*\***
- A **customized** package that meets your 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 accept 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**. For additional information, call 757-213-8740 or e-mail ChristopherM@petaf.org.