

# Reach an **Influential Niche Market** by Aligning with the **Pet-Sitting Industry Leader**

*PSI offers year-round sponsorship opportunities to best meet your needs*





Leverage PSI's campaigns, events and award programs to promote your brand.

With opportunities available year-round, you can easily choose a program that aligns with your promotional calendar—whether you have a new product launch or are looking to expand upon a campaign you already have in place.

Complement your strategic marketing and branding objectives through these programs which offer unprecedented access to PSI's more than 7600 member businesses and their 1 million + clients!

Extend your marketing reach by participating in one of the exciting programs below:

\* The dates listed below indicate the key timeframe of each campaign. However, for each, promotional opportunities to reach PSI members extend beyond those core dates.

 <p><b>Pet Sitting for Smarties</b> © 2010 Pet Sitters International, Inc.</p>	<p><b>PSI's Pet Sitting for Smarties® Webinar Series</b>  <b>Timeframe:</b> Year-round (monthly)  <b>Primary audience/s:</b> PSI members  <i>PSI's Pet Sitting for Smarties® Webinar Series offers monthly webinars covering business and pet-care topics to help PSI members establish and grow their pet-sitting services, increase knowledge of pet care or obtain new pet-care or product knowledge to share with clients. Sponsors can take advantage of ongoing contact with PSI members.</i></p>
 <p><b>Unmask Your Potential</b> February 9-12 New Orleans, LA</p>	<p><b>Quest for Excellence Convention</b>  <b>Timeframe:</b> February annually (convention dates); promotional efforts take place year-round  <b>Primary audience/s:</b> PSI members and prospective members  <i>Each year, Quest presents the most extensive educational and networking opportunities available to professional pet sitters. There are various sponsorship levels open that include promotion, advertising and on-site access to the key influencer market that PSI members represent.</i></p>
	<p><b>Professional Pet Sitters Week™</b>  <b>Timeframe:</b> First full week of March annually  <b>Primary audience/s:</b> PSI members, pet-owning public and media  <i>Professional Pet Sitters Week (PPSW) celebrates the hard-working pet-care professionals who take care of the world's companion animals when their owners are away. The exclusive sponsor of this event receives top billing as PSI promotes the event to the popular media and pet-industry media outlets. This sponsorship provides a unique opportunity to thank professional pet sitters for their service by providing a special product offer, direct mailing or rebate.</i></p>
 <p><b>PSI Early Education Program</b> helping kids become responsible pet owners</p>	<p><b>PSI Early Education Program</b>  <b>Timeframe:</b> April through May, annually  <b>Primary audience/s:</b> PSI members and recipients of book donations  <i>As a beneficiary of PSI's annual charity auction, the Early Education Program provides educational materials to elementary and middle schools in order to teach the next generation of pet owners about loving, responsible pet care. The program provides a sponsorship opportunity to partner with PSI in placing these educational books in school libraries throughout the United States.</i></p>



### Take Your Dog To Work Day™

**Timeframe:** The event takes place the Friday following Father's Day, annually. The campaign extends May through July.

**Primary audience/s:** Pet-owning public and international media

*Since 1999, PSI's Take Your Dog To Work Day has garnered international media coverage and is celebrated by businesses across the U.S. and abroad. This international, multi-media event celebrates the great companions dogs make and encourages their adoption from humane facilities everywhere. Since its inception, the campaign has grown and gained momentum, and now garners a publicity value of more than \$1 million. Campaign sponsors have a prime opportunity to capitalize on the popularity of this creative campaign to increase brand awareness and visibility among the pet-owning public and key media outlets.*



### PSI Pet Sitter of the Year™

**Timeframe:** Promotional campaign occurs August through October, annually. Award is presented at annual convention in February.

**Primary audience/s:** Pet-owning public and PSI pet sitters

*This annual award represents the pinnacle of success in professional pet sitting. Nominations are made by clients, colleagues and other pet-care professionals and one pet sitter is crowned Pet Sitter of the Year at PSI's annual convention. In addition to sponsor promotion during the call for nominations process, this campaign also allows sponsors face-to-face access to pet sitters attending the annual Quest for Excellence Convention.*



### Platinum PAW Award

**Timeframe:** Promotional campaign occurs September through November, annually. Award is presented at annual convention in February.

**Primary audience/s:** PSI members

*As part of PSI's ongoing efforts to promote professionalism in the pet-sitting industry, the Platinum PAW Award recognizes the outstanding work of PSI members to promote professionalism through promotional efforts and/or community involvement. The Platinum PAW is awarded annually to one PSI member and one pet-sitting network group. In addition to sponsor promotion during the award nomination process, this campaign also allows sponsors face-to-face access to pet sitters attending the annual Quest for Excellence Convention.*



### Hungry Bowl

**Timeframe:** Pet food collection takes place in December, annually. Campaign promotion to PSI members begins in September.

**Primary audience/s:** PSI members and pet-owning public

*This charitable campaign, promoted to all PSI members, is a unified, orchestrated effort to collect pet food for animal shelters across the U.S. Canada and abroad. Participating members oversee local Hungry Bowl pet food drives in their local communities. In addition to enabling the sponsor to be associated with member-organized pet food drives that benefit local animal organizations in need, this cause-marketing campaign offers opportunities for the sponsor to increase product and/or company awareness among PSI members and their local communities.*

