



# EXPAND Your Reach

As a PSI Preferred Provider, your brand is taken to PSI's nearly 7,000 members through petsit.com, The Pet Sitters WORLD magazine and The Scoop e-Newsletter. The campaigns below offer you an even greater opportunity to connect with members – and their clients.



**PSI offers all Preferred Providers 20 percent off the standard fees associated with these campaigns.**

\* 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.



## **Professional Pet Sitters Week™**

**Timeframe:** March 4 – 10, 2012

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

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.



## **Take Your Dog To Work Day®**

**Timeframe:** The 2012 event takes place Friday, June 22. The campaign extends May through July.

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

Take advantage of this unique cause marketing campaign to reach key media outlets and increase your brand awareness with the pet-owning public. This multi-media event celebrates the great companions dogs make and encourages their adoption from humane facilities everywhere. Thousands of dog-loving business professionals participate annually and in 2011 this event garnered more than 100,000 unique visitors to takeyourdog.com. Since its inception in 1999, *Take Your Dog To Work Day* has received increased participation and media coverage both domestically and abroad.

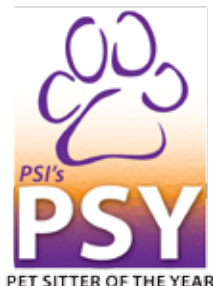


## **Quest for Excellence Convention**

**Timeframe:** PSI's 2012 *Quest for Excellence* Convention will take place September 12-15 in Austin, Texas; promotional efforts take place year-round

**Primary audience/s:** PSI members and prospective members

*Quest* presents the most extensive face-to-face opportunity for pet-sitting business owners to learn and network. Your company name and brand message will be well-received by this influential and captive audience. Choose from three sponsorship levels to promote your product or service during the most popular on-site event of the year.



### **Pet Sitter of the Year™**

**Timeframe:** Nominations for the 2012 award will open June 2012. Promotional campaign occurs year-round. The winner will be announced February 2012 and the award will be presented at the 2013 convention.

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

You can have your brand associated with the highest honor 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:** Nominations for the 2012 award will open September 2012. Promotional campaign occurs September through November; and the award will be presented at the 2013 convention.

**Primary audience/s:** PSI members

Professionalism and responsible pet care is the focus of this industry award. If there is a need to educate professional pet-care givers about your product, this is the perfect opportunity. This award 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™ Pet Food Drive**

**Timeframe:** The 2012 Hungry Bowl™ Pet Food Drive will take place December 1 – 12, 2012. Campaign promotion to PSI members begins in September.

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

This cause-marketing event takes your brand message to members, their clients and their entire community on a very personal level. 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.



### **Pet Sitting for Smarties© Webinar Series**

**Timeframe:** Year-round (monthly)

**Primary audience/s:** PSI members

Your company name, brand message and product or service offerings can be articulated both live and in recorded webinars. If appropriate, your subject matter expert can even present a Webinar. PSI's member audience tunes in to these educational sessions with full attention and ready to learn new information provided by industry professionals.

Please note sponsorships are available on a first come-first served basis. Please contact Beth Stultz, PSI Marketing Manager, at [bethstultz@petsit.com](mailto:bethstultz@petsit.com) or (336) 983-7747 to discuss and/or secure specific sponsorship packages.