



Kitten Bowl 6 Parties

Host Shelter Participant's Agreement

This agreement is entered into by North Shore Animal League America (NSALA) and hosting organizations for Kitten Bowl 6 Parties. The host organization will ensure that the compliance with the terms set forth in this agreement are met. The purpose of this agreement is to provide hosting organizations with information on how the event will be carried out, how each partner can expect to be asked to participate, and how each party's interests will be represented to the media and the public.

A. General Information

1. The primary focus of the event is pet adoption and continuing awareness of your organization and homeless shelter pets in your community. This message will be delivered via:
 - National & local public relations (see Section B)
 - National web site support (see Section C)
 - Event Logistics (see Section D)
 - Promotional activities (see Section E)
 - Promotional materials (see Section F)
 - Suggested Event Activities (see Section G)
 - Grant Prizes (See Section H)

2. All parties agree to promote the Event Sponsors that are expected to include Hallmark Channel and other sponsors as determined by NSALA in good faith.

B. National & Local Public Relations Management

1. National Media

- NSALA or its agents will pitch all national media, unless otherwise agreed upon by participants.

2. Local Media

- Host Partner and/or NSALA will contact the local media, and this will be determined by NSALA and the participant on a case by case basis. Partners with established contacts and/or media vehicles will be encouraged to utilize them as opportunities to promote Kitten Bowl 6 Parties and increasing adoptions for your organization. Any party contacting media will use press materials provided by and/or approved by NSALA. Recommended speaking points will also be provided by sponsors and NSALA.
- Expected initiatives include, but will not be limited to:

- Pre-event advisories: local print, radio, television; calendar listings, web listings. Partners that have regular appearances or spots on local television stations/radio stations are encouraged to take advantage of those leading into the event to promote the Kitten Bowl 5 Parties.
- Event coverage: local print, radio, television
- Post-event follow-ups: adoption stories and/or other event successes.
- Special photo and interview opportunities or sponsor activities, along with any relevant shelter activities, will appear in local press releases. For any questions/interest in these specific opportunities, the name of the appropriate sponsor representative will be given for direct contact.

3. Event Media Protocol

- At events shelter representatives may take the lead as primary media contacts. When engaging with media at the event, the host partner will have responsibility of promoting all parties: The Parties/ NSALA, the host shelter, and the sponsors. (Talking points will be prepared and distributed to NSALA and local shelter spokespersons in advance for mention during all interviews at events.)

C. National Web Site Support

- NSALA will post event information on the Kitten Bowl 6 Parties site, including: date, time, location and will provide nationwide e-mail marketing and publicity reaching over 1,000,000 people to encourage adoptions at your event and visit your web site..
- All host shelters will be displayed on the Google-powered Kitten Bowl 6 Parties map, with a link back to the host shelter's home page (if provided). This is a great opportunity to increase visitors to your web site.
- NSALA will list ALL participating shelters, coalitions, and rescue groups on the site with links to host shelter's home page.

D. Social Media Support

- NSALA will establish a hashtag (#Kittenbowl) which can be used on Instagram, Facebook, Twitter, and Tumblr. Host shelters should promote each event using the hashtag on the social media platforms which should be accompanied by a photo of a dog/cat that is available for adoption at the participating organization's event. If the participating shelter has social media accounts, they should RT (re-tweet) or share the hashtag including @AnimalLeague and @hallmarkchannel. This will include us and the participating shelter in the conversation. Each party shall be promoted before and during the event to help maximize adoptions.
- We require the following assets to help promote their shelter and adoptable pets:
 - Shelter logo in .png and or .jpg format
 - Shelter social media page address (including pages run by volunteers)
 - Shelter URL (if they do not have a website, we will need their Adoptapet URL address)

E. Event Logistics

1. Set-Up of Event

- Host Shelter should have all activities, adoption specials, and any other event details to NSALA **one month prior to event.**

2. Day of Event

- Host shelter should assign staff and volunteers who can take pictures throughout the event. The pictures should then be sent to Nadine Grindell so she can post the pictures through social media. This will enable us to continue to promote your event.

3. Post-Event

- Host shelter will inform NSALA on how many animals were adopted at the event. We want to share your events results to continue to generate traffic to your website and shelter.
- The adoption results must be submitted on your shelter partner page **at** www.animalleague.org/shelterlogin by Tuesday February 5th, 2019.

F. Promotional Materials

- Marketing materials (flyer) developed and produced by Hallmark Channel will be sent to you prior to the event, so that you will have enough time to display to promote your adoption event in your community.
- Giveaways from sponsors may be shipped directly to the host participating shelter or coalition. NSALA will advise of any direct shipments that may be made. All efforts will be made to ship materials in a timely matter. Host shelter will be responsible for collating and distributing materials.

G. Suggested Event Activities

The promotional activities below are general examples of how your organization can help bring awareness to your event. These best practices will maximize event attendance and bring awareness to your organization's mission. Four basic examples include:

- **Healthy Pet Services:** Vaccination Services/Information; Wellness Exams; Rabies Clinic, Parasite Prevention & Treatment; Spay/Neuter Services/Information; Low-cost Spay/Neuter Referrals
- **Responsible Pet Care:** Basic Obedience & Training; Pet Safety Tips; Humane Education Information; Micro-chipping/Identity tagging; Grooming Services/Information.
- **General Activities:** Volunteer Recruitment; Arts & Crafts; Dog Agility Showcase; Plant Sale/Bake Sale; Raffles/Auctions.
- **Sponsor Activities:** Sponsors will advise NSALA of promotional activities/appearances in each market. NSALA will keep participants informed of the planned activities as they are confirmed.

H. Grant Prizes

The top twenty shelters that complete the most **feline** adoptions will receive a grant from North Shore Animal League America and the Hallmark Channel. In the case of a tie the highest number of **canine** adoptions completed for that weekend will be the tie breaker. All adoption numbers **must be submitted by Tuesday February 5th, 2019.**

- 1st place prize **\$4,000**
- 2nd place prize **\$3,000**
- 3rd place prize **\$2,000**
- 4th place prize **\$1,000**
- 5th place prize **\$1,000**
- 6th to 20th place will each receive **\$600**

Kitten Bowl Parties Contact List

Director of Offsite
Anthonya@animalleague.org
516-883-7900 ext 454
516-317-5472

Please contact Anthony with any and all issues or questions with the Kitten Bowl 5 Parties

Manager of Offsite
Frankca@animalleague.org
516-883-7900 ext 455
516-459-7683

Please contact Matthew with all event questions. Such as event site, event locations, animal questions etc.

Director of Communications
Kathleenl@animalleague.org
516-883-7900 ext 482
516-528-7878

Please contact Kathleen with Public Relation questions. She will be able to provide you with press release templates and any media help.

Communications Manager
Ilenes@animalleague.org
516-883-7900 ext 623
516- 448-4706

Please contact Ilene with any questions related to media for your event.

Senior Social Media Manager
Nadineg@animalleague.org
516-883-7900 ext 247
516-641-8277

Please contact Nadine with Social Media questions. She will be able to provide you with a template of how to post your event on all social media outlets.

Digital Production Manager
Marym@animalleague.org

Please contact Mary with shelter log in issues/questions. She will be able to provide you with answer on any issue you are having with the page.