



## **Great American Rescue Bowl Parties**

### **Host Shelter Participant's Agreement**

This agreement is entered into by North Shore Animal League America (NSALA) and hosting organizations for Great American Rescue Bowl 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 host 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 to raise awareness of 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 Great American 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 Great American Rescue Bowl Parties. Any party contacting media will use press materials provided by NSALA. Recommended talking 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 encourage to take advantage of those leading into the event to promote the Great American Rescue Bowl 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 the media at the event, the host partner will have responsibility to promote 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**

- Host shelters shall include a link on their site to the Great American Rescue Bowl Parties site to promote their adoption event. NSALA will post event information on the Great American Rescue Bowl Parties site, including: date, time, location and will provide nationwide e-mail marketing and publicity reaching over 2,000,000 people to encourage adoptions at your event and visit your web site.
- All host shelters will be displayed on the Google-powered Great American Rescue Bowl 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 (#GreatAmericanRescueBowlparties and #getyourrescueon\*) which can be used on Instagram, Twitter, and Tumblr. We will promote each event using the hashtag on the social media networks which will 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. This will include us and the participating shelter in the conversation. Each party will 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 Adopt pet 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 to be posted and shared with NSALA.

### **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. This information needs to be given within three days after the event.

## **F. Promotional Materials**

- Any marketing materials (flyer) developed and produced by either Great American Family Channel or NSALA 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 in 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. The 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 – Pending final approval of distribution requirements**

# **Great American Rescue Bowl Parties Contact List**

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Please contact Anthony with any and all issues or questions with the Great American Rescue Bowl Parties.

Jamie Lynn Malone  
National Activations Manager  
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Please contact Jamie with all event questions. Such as event sites, event locations, animal questions etc.

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

Ilene Schreibman  
Senior Communications Manager  
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Please contact Ilene with any questions related to media for your event.

Allison Bukatman  
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Bob Borden  
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Please contact Alison and Bob 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.