



# NATIONAL PET MONTH



National Pet Month, and its year-round partner Pet Care Aware, is a celebration for all pet lovers. However, our National Pet Month charity is totally reliant on its sponsors and supporters for funding. We have a range of sponsorship opportunities starting from PCA at £250 right up to principal sponsor packages.

To protect our sponsors, to protect the aims of our charity, and to support those who raise money for their favourite charities during National Pet Month, we do not want any promotional campaigns to take place using the National Pet Month or Pet Care Aware name or branding without our knowledge and approval.

These guidelines are for everyone – but, especially if you are a company or small business planning to celebrate with us, please look at our rules below.

## Companies

If you are a company or other commercial organisation that wants to get involved with National Pet Month as a sponsor or supporter, or to hold an event, promotional campaign or competition using our name, please respect our charity and its current sponsors and contact us to discuss how you can get involved. There are more details here and many ways and levels to work with us.

If you are not holding an event or promotional campaign but plan to issue a press release mentioning National Pet Month then again, please contact us. We do not allow the use of our name and/or branding in this way without prior approval, but are very eager to explore how we can work together, if we can.

## Local authorities and charities

Get involved! National Pet Month is a great time to raise awareness – and funds – for your own excellent projects. All we ask is that you let us know what you are planning, register any events on our website and use our #NationalPetMonth hashtag on social media.

## Events

Events are a big part of National Pet Month and we want to encourage them. Please register your event on our website so we know what's going on – this goes whether it's an open to the public or even a private educational or fundraising event.

## Get social!

Of course, we want you to get involved and share your pet photos and stories on social media, publicise your registered events, and get fully involved – it's a time to celebrate as well as promote good pet welfare. Use our #NationalPetMonth hashtag and we can help spread your posts!

Use of our logos? If you want to use our logo please don't just copy it from our website: let us know and we can send you a good quality official version suitable for online or print.

Our logo and other brand devices must not be used for commercial gain without prior consent.

We look forward to working with you.

National Pet Month is a registered charity. Number 1114880. The Trustees are:



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