

Website (8,500+ users), Facebook page (18K+ followers) and other social media (4K followers), HSNEGA e-communications (8K+ subscribers), media relationships: Fox 5 Atlanta, Gainesville Times, Access North GA, Chuck FM, The Fish 104.7



Pawtnership

Pawtners will be recognized before, during, and after the event for their dedication to impacting the lives of lost, abandoned and abused animals. The amount of recognition will vary on what percentage of the proceeds from the day/days you decide to donate.



Overall Benefits

- **91%** of customers switch to brands that support non-profits
- Positive branding and press
- HSNEGA will do all the work
- Tax-deductible gift
- **Saving lives!!!**

Percentage Benefits

Customers are 85% more likely to visit a restaurant giving back more

Bone-a-Fide Pawtners

- Donate 25% of all proceeds from the day/days participating
- Primary logo placement on all posters
- Additional promotion through social media
- Encourage businesses and large groups to visit your restaurant through calls and emails
- Option to have a Volunteer Ambassador
- All other Pawtner benefits

Standard Pawtners

- Donating 15% of all proceeds from the day/days participating
- Promotion through social media and printed material with name recognition only
- Added into e-newsletters
- Press release sent to all local media