



## MEDIA KIT FOR POTENTIAL SPONSORS



# SaveARescue Media Kit For Potential Sponsors and Advertisers

Thank you for your interest in SaveARescue!

We are the largest **Dog and Cat Hub/Center Online** and **App Search Directory**, partnering with and representing **22,000+ Rescues and Shelters**. We are proud of listing all Animal Controls, 8,000+ Pure Breed Rescues, 100K+ listings of Puppies/Kittens/Dogs & Cats, and **200K listings of all Pet Services** [18 Categories].

Most exciting is our proven and responsive “Hotline” & “Chat Line,” providing the only Service dedicated to the devoted and caring pet public’ as a 24/7 “911” toll-free nationwide Pet Emergency Resource in the palm of their hands: a user-friendly “All-In-One” Service provider.

SaveARescue was developed to provide the “missing link” Pet Service Resources using the latest technologies to reach all pet enthusiasts for all their needs and wants when it comes to Dogs & Cats.

Join us in reaching your target market with a variety of affordable advertising display choices, and/or our bimonthly contest giveaways targeted solely to our 22K+ Rescues & Shelters [and their 50 Million Facebook followers and several other unique branding perks targeting a widespread pet audience.

Browsing our 100,000+ Adoptables is our most popular OnLine/APP feature, with Millennials ‘swiping’ our listings like Tinder/EHarmony daily.





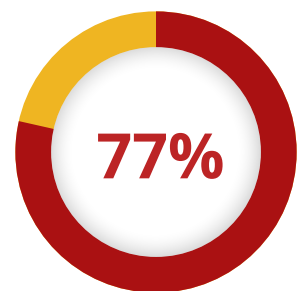
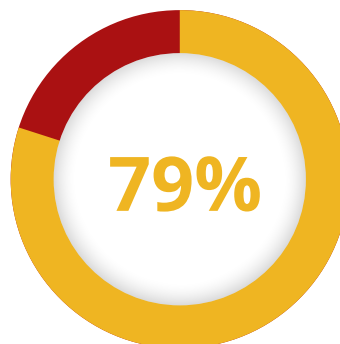
In 2019,  
US pet spending totaled  
**\$95.7 billion**

Millennials are a huge portion of our target audience, as demonstrated by the following statistics

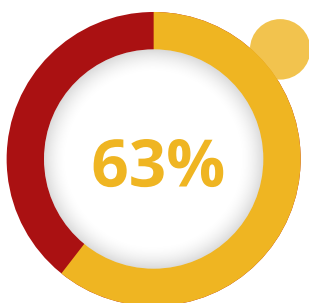


Millennials make up 25% of the USA population

79% of Millennials say they would take a pay cut to bring their pet to their workplace.



77% of Millennials prefer to shop for pet products online vs. in retail stores.



63% of Millennials rely on social media for brand awareness.

Millennials, along with Generations Y and Z, are the #1 demographic for pet rescuing and adopting.

Magazine TV Show Guest Appearances, local, regional and national with Bev Gun-Munro [Dog Behavioral Expert & Ex-Television Host/Entertainment Specialist] subject: media campaign of "Hotline"

Contest GiveAways target our Rescues/Shelters and their Social Media outreach:

**50 Million**

Cat/Dog FaceBook Followers/enthusiasts

# ABOUT

## SaveARescue

SaveARescue represents and lists the largest number of Rescues, Shelters and Animal Services nationwide. Our APP and website search directory helps create dozens of adoptions/transportations, vet exams, resources and in many cases financial overhead for the 'mum and pop' Rescues that make up

**90% of all the  
'saving and rescuing'**

they are doing as well as the pet caring good Samaritans that reach us in emergency situations for aid, advice and support via our "Hotline" and "Chat Line".



We have documented more than

**8,000+ saves**

in a very short period of time.



# BECOME A SPONSOR FOR SAVEARESCUE

By becoming a sponsor, your opportunities include

**\$25-50/CPM**

Online  
advertising

**\$3,500**

Content  
sponsorship  
campaigns

**\$3,500/month**

App scrolling  
advertising

Exclusivity and  
shared  
branding logos  
opportunities

Outreach through  
social media, TV,  
and email blast  
campaigns our

**22K+Rescues**  
to their  
**50 Million FB**  
**followers]**

**78%**

are Women  
Associated with  
Rescues &  
Shelters

**.....And  
more!**

Average  
Age is  
**45+**  
& they own and  
average of  
**3-5**  
**Cats/Dogs**

Bi-Monthly ~  
Rescue/Shelter  
Contest Give-  
Aways of  
Pet/Treat  
Foods/Products:

Next Contest  
"GiveAway"

**\$125,000+**

Pet  
Food/Treats/  
Product

Our last 3  
contests =  
**750,000**  
Dog/Cat  
Voters

12 Rescue  
Winners =  
**\$10,000**  
**ea.**

# CONTACT US TO DISCUSS HOW WE CAN MAKE YOUR BUSINESS GROW!



Please feel free to reach back to us for more exciting shares, information and a copy of our Media Deck outlining target marketing & ROI opportunities please contact:

**Bev Gun-Munro**



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**Bev@SaveARescue.org**