

From: foundationpartners@petco.com [mailto:do-not-reply.grants07-us-east-1@fluxx.io]

Sent: Friday, February 15, 2019 7:24 PM

To: Blankenship, Kristine

Subject: Congratulations on your grant! Now let's spread the word.

Dear Gaston County Animal Care and Enforcement,

Congratulations on your grant investment from the Petco Foundation (ID number: G-AWOM04715).

IMPORTANT: Please retain this email, and forward to any other relevant person in your organization, for appropriate recognition of your grant.

Your recognition of the Petco Foundation, to your supporters and within your community, encourages Petco customers to feel confident in making a donation to the Petco Foundation, making these lifesaving investments possible. Donations raised in Petco stores (averaging around \$2 per person) helps the Foundation support your lifesaving work in a way that does not diminish your own fundraising efforts. Our Petco store partners work hard to gather these small contributions so that we are able to make BIG things happen for animals, like the \$30 million in investment support distributed annually!

RECOGNITION: As a requirement of receiving this investment please use the following links to partner press kit information to help celebrate your organization's investment. Follow the steps below and use the resources to spread the word about the lifesaving work you'll accomplish with these funds.

1. Schedule your investment celebration at your local Petco location [using this form](#). This is your opportunity to create a public announcement and celebrate with those Petco store associates who raise the funds to make these investments possible!
2. Issue a media alert or press release about your investment and invite the press to cover your celebration. All approvals for media materials should be sent to foundationmedia@petco.com. Please allow 7-10 business days before you plan to issue for review.
3. Use the media resources below to communicate with your community about your investment.
 - o [Media kits](#)
 - o [Partner Press kit](#)
 - o Find partner recognition GIFs on Instagram that you can use to highlight your lifesaving work on Instagram Stories. You can access them by opening the GIF sticker library and searching "PetcoFoundation". Keep checking back throughout the year for new stickers to use!

Here are some additional recognition ideas:

- Prominently display the Petco Foundation logo on your website (required for grants of \$50K or more).
- Promote the investment and how it helps save animal lives on social media and tag @petcofoundation.
- Ensure your relevant team members are subscribed to our email list using the form at the [bottom of this page](#) so they stay up-to-date on Petco Foundation initiatives.
- Thank your local store associates for raising the funds that make these grants possible.

CAPITAL INVESTMENTS: Should any of these funds be utilized for capital improvements (buildings, facilities), the award shall be recognized in a manner mutually agreed up on and approved in advance by the Petco Foundation. Additionally, if any of these funds are utilized for the purchase or operation of a vehicle, the Petco Foundation shall be recognized with prominent logo placement on three sides of the vehicle. If you would like pre-approved graphics and design elements for vehicles, email foundationmedia@petco.com.

We're looking forward to seeing the creative ways you celebrate this grant!

Please keep this notification email with your grant records.

Sincerely,

The Petco Foundation Team