

**“Subaru Love a Pet”
Collaboration Ideas**

Event/Activity	Key Considerations
Adoption	<ul style="list-style-type: none"> ▪ Considering adding the following to create a “festival”-like atmosphere: <ul style="list-style-type: none"> ○ Pet ID tagging ○ Food/toy drive ○ Raffle/silent auction ○ Contest ○ Invite the local radio station ○ Food/beverage vendors ○ Fun activities for kids (e.g. face painting) ▪ Park a mobile adoption unit in the Subaru dealership’s lot ▪ Have adoptable dogs wearing “Adopt Me” bandanas or vests canvassing the neighborhood
Dog Agility	<ul style="list-style-type: none"> ▪ Work in collaboration with your local dog agility club to coordinate logistics, borrow equipment, and educate the public. You’ll need: <ul style="list-style-type: none"> ○ Large, fenced in space (so off-leash dogs can’t run away) ○ Agility equipment ○ Volunteers to help set up, break down, and run the activity ○ Dog behavior experts to oversee the activity ○ Treats to lure dogs through the obstacle course
Dog Walk (Celebrity)	<ul style="list-style-type: none"> ▪ Coordinate the attendance of a local celebrity – from local TV station, sports team, politician, etc. ▪ Secure a walking route (e.g. city park/trail) ▪ Develop signage ▪ Invite vendors, retailers, etc. to create a post-walk “fair”

<p>Dog Wash (Celebrity)</p>	<ul style="list-style-type: none"> ▪ Coordinate the attendance of a local celebrity – from local TV station, sports team, politician, etc. <ul style="list-style-type: none"> ○ Have your dog washed by ____ [celebrity’s name] for \$\$ [donation to shelter] ▪ Work in collaboration with a local groomer or your shelter’s groomer on logistics ▪ Take before/after photos ▪ Offer pet ID tagging (ask dealer to obtain an engraver from Subaru of America)
<p>Micro-chipping Clinic</p>	<ul style="list-style-type: none"> ▪ Provide low (or no) cost, on-site micro-chipping for the public ▪ Promote this opportunity throughout the community (e.g. local paper, TV, radio) ▪ Dealer test-drive package (e.g. test drive one of our vehicles and get a free micro-chip) ▪ Provide other activities for people waiting to have their pet micro-chipped
<p>Pet Talent Show/Contest</p>	<ul style="list-style-type: none"> ▪ Best dressed (canine costume contest) ▪ Prettiest pet in.... <ul style="list-style-type: none"> ○ Pink (Valentine’s Day) ○ Green (St. Patrick’s Day) ○ Red, White, and Blue (4th of July) ▪ Talent Show – adoptable shelter dogs showing off their ‘talents’ (see example) ▪ Mutt make-over
<p>Pet Themed Art Show</p>	<ul style="list-style-type: none"> ▪ Collaborate with local artists (including art students) to provide pet-themed art show (e.g. portraits, sculptures, jewelry, etc.) ▪ Works best in communities with a rich appreciation for the arts
<p>Spay/Neuter Promotion</p>	<ul style="list-style-type: none"> ▪ Shelter to provide educational materials on the importance of spay/neuter as well as coupons for local clinics providing low-cost or no-cost spay/neuter ▪ Organize other elements to create a “pet care fair”: <ul style="list-style-type: none"> ○ “Ask the behaviorist” ○ “Ask the vet” ○ Pet ID tagging ○ Dog training demo ○ Pet grooming demo ○ Pet grooming and care supplies for sale ▪ Consider creating a schedule of events and including it in your promotion