

AUTO SHOW “SUBARU LOVES PETS” ADOPTION EVENT MANUAL

Summer 2020



WHY HOST PET ADOPTIONS AT AUTO SHOWS?

More than any other automotive customers, Subaru customers like to align with and purchase from brands that share their values and passion for giving.

Subaru owners love animals. When we looked at this in 2017, Subaru research showed that 67 percent of owners had a pet, and half of them had a dog. That number grows every day.

According to the ASPCA, approximately 7.6 million animals enter shelters and rescues each year. Our hope is that these adoption events can raise awareness for the animals in need of homes and ideally, unite a companion pet with a loving owner and future best friend.

We support this mission through our Subaru Loves Pets Initiative (<https://www.subaru.com/pets/index.html>) by including adoptions at auto shows nationwide and advocating for local organizations. Thousands of people are reached each day and we give them the opportunity to return the love these deserving animals give us.



HOW DO PET ORGANIZATIONS BENEFIT?

- Subaru Auto Show Pet Adoptions continue to attract many new consumers to the Subaru booth, not just for the cars, but for the love of dogs/animals.
- Consumers play with the dogs, sign up for an adoption, and make on the spot donations to the pet organization at the show.
- Every show to date has been as busy as pictured. (very high consumer demand).
- Dwell time in the area averages 10 minutes.
- A total of 360 pets were adopted during the 2019/2020 season and over 89 organizations were supported.



EXCEPTIONAL SOCIAL MEDIA REACH (LA example)



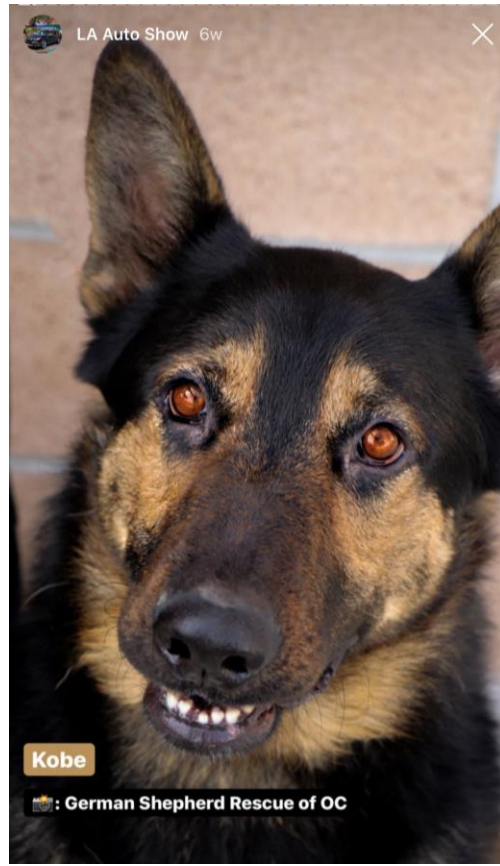
23,530

Accounts reached with this story

Impressions

27,135

Impressions



20,131

Accounts reached with this story

Impressions

22,079

Impressions



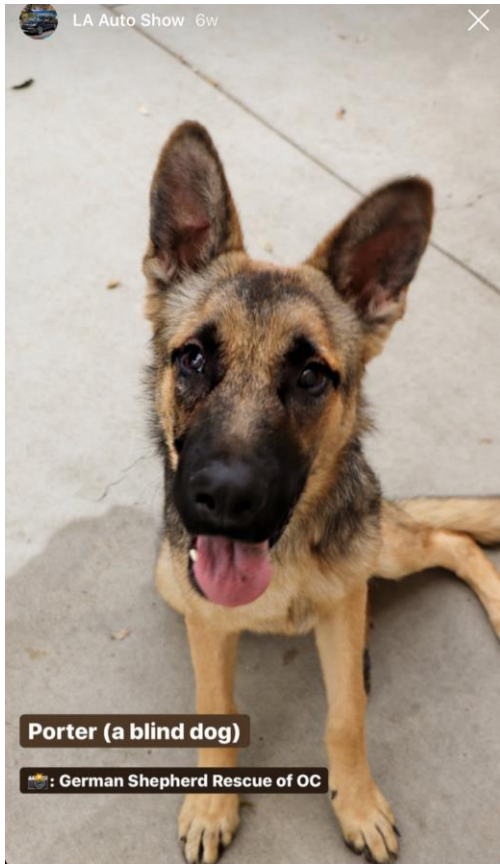
19,143

Accounts reached with this story

Impressions

20,501

Impressions



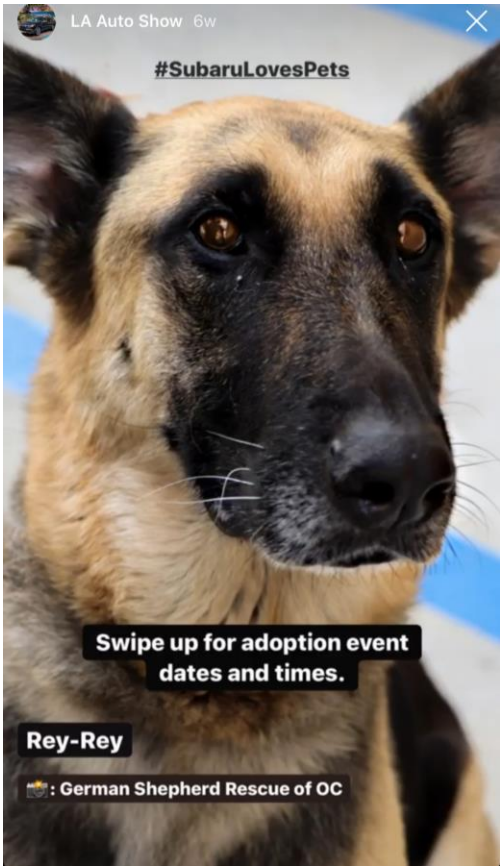
17,738

Accounts reached with this story

Impressions

19,076

Impressions



17,026

Accounts reached with this story

Impressions

18,339



HOW DOES IT WORK?

Subaru hosts pet organizations in our auto show exhibit, right on the show floor. There will be up to two shifts each day for every day of an auto show.

We offer the pet organization a donation shift rate of \$500 per AM or PM shift as well as paid parking for up to 2 vehicles per day.

There is a fenced in pet enclosure for the pets to run, play, and interact with the public.

We feature Subaru Loves Pets video content and branded materials in the pet park area.

We provide show attendees not only the potential of meeting their future pet but also a way to donate to the organization on site.



WHAT'S INCLUDED IN THE ACTIVATION?

There will be a gated enclosure, size varying depending on the size of the Subaru booth space. The enclosure will be divided to create a pen within a pen. This will allow organization staff and volunteers to monitor the flow of traffic and insure a positive experience for the attendees and animals. Pet area provided items include:

- A digital waiver that must be signed by anyone entering the pet park to interact with the animals.
- A storage deck box dimensions: 56"L x 24.6"W x 22.8"H is provided for pet organization staff and volunteers to store cleaning supplies, pet treats, clean up supplies and personal items.
- Space for up to two banners (pet organization provided) to hang along the pet enclosure. The maximum dimensions of the banner are 6"w x 2.'6"h. This will be located next to the entrance to the park.
- Crate covers for a 36" x 48" crate to be provided by the pet organization, to allow animals to take a break from the attention as needed.

ADDITIONAL ACTIVATION ELEMENTS

- Automatic hand sanitizing stations located at the entrance and exit of the park.
- Legal disclaimer signage
- A six-foot Subaru Loves Pets draped table for the pet organization to place brochures, a look book of other adoptable animals at the shelter.
- A donation box for attendees to make cash donations on-site.
- A video monitor looping Subaru and Subaru retailer branded footage.
- Taking a PAWS & Adoption date/time dry erase board.

ADDITIONAL ACTIVATION ELEMENTS

- Subaru created Pets Promotional Kit featuring PR and Social guides as well as recommended photography and talking points that offers best practices for social and online promotion of the partnership. This will be distributed to the organization, the auto show managers and show PR managers well in advance of the show to allow for ample pet adoption promotion.
- Subaru will obtain any permits, paperwork and/or fees necessary paperwork required by the auto show or facility and cover the cost of any fees.

AUTO SHOW PET ADOPTION PARK KITS



Display Planogram

A/B/C Kits

1: Electronic waiver

2: Pet Organization Storage

3: Subaru Loves Pets Crate Covers

4: Automatic Hand Sanitizer

5: Legal disclaimer graphic

Entrance

*Pet Organization banner opportunity

6: 6' draped table

7: Donation collection box

8: Video Monitor

9: Subaru staff storage

10: "Taking a PAWS" sign

11: Event info easel



Exit



Display Planogram TK Kits

Entrance

*Pet Organization banner opportunity

8: Monitor

1: Electronic waiver

7: Donation box

2: Pet org. storage

6: Six-foot table

3: Crate covers

5: Legal disclaimer graphic

10: Taking a PAWS sign

4: Automatic hand sanitizer

11: Event info easel

Exit



Digital Waiver and Release



- All attendees are required to fill out the electronic waiver before they are permitted to enter the pet park.
- No one under the age of 18 may enter or remain in the park without adult supervision
- Adults bringing small children into the pet park may not leave them there unattended.
- The Subaru Pets Coordinator and pet organization staff and volunteers are responsible for ensuring the waiver has been signed.

Legal Disclaimer Signage



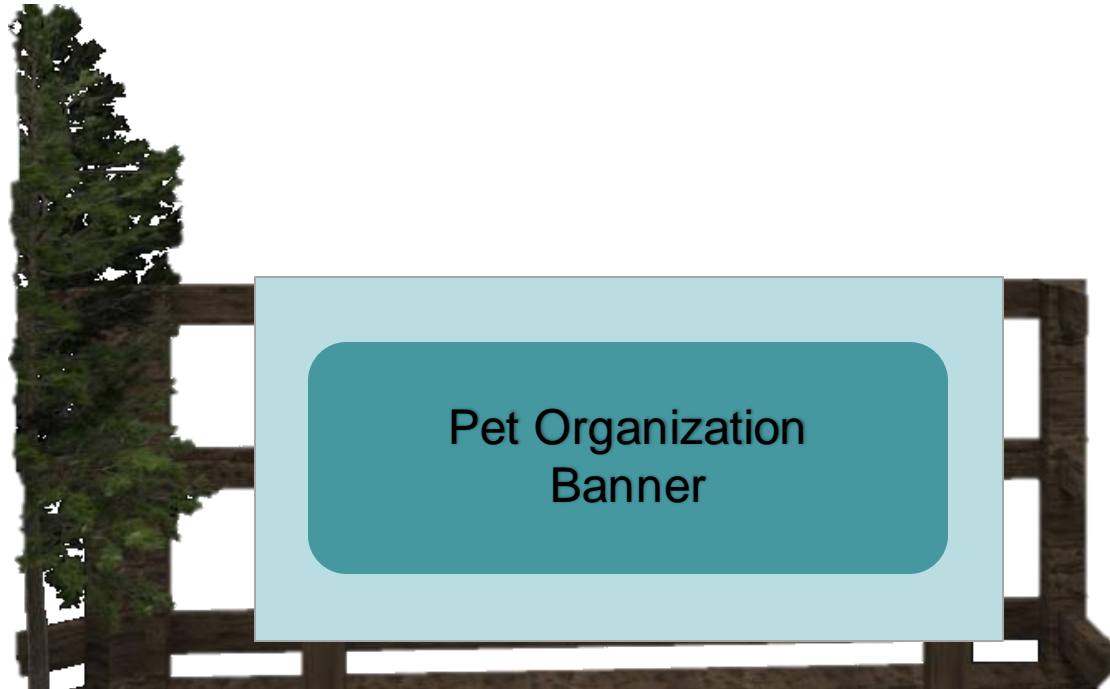
- Legal disclaimer signage will be located at the entrance gates to the pet park.
- Attendees must be 18 years old to enter.
- No one under 18 years may enter or remain within the park without adult supervision

Automatic Hand Sanitizers



- Hand sanitizing stations will be located at the gate entrances into pet park.
- There will be two sanitizer stands with each kit.
- Anyone entering and exiting the park will be required to sanitize upon entering the pet park.

Pet Organization Banner Opportunity



- Pet organization is encouraged to bring a banner for display on a designated fence panel of the pet park.
- Maximum banner dimensions are 2'6"H x 6'W
- Zip ties and Velcro will be on site to attach to the fence for easy set up.

Available Storage



- There will be one storage box for pet organization supplies, and staff/volunteer personal items.
- Limited storage capacity. Dimensions: 56”L x 24.6”W x 22.8”H
- The box is equipped with a combo lock, Subaru Pet Coordinator will provide the code.
- Bring only enough food and cleaning supplies necessary for a shift, such as treats/food, bottled water, waste bags, and clean up supplies.
- Overflow supplies will need to be removed from the Subaru booth completely.

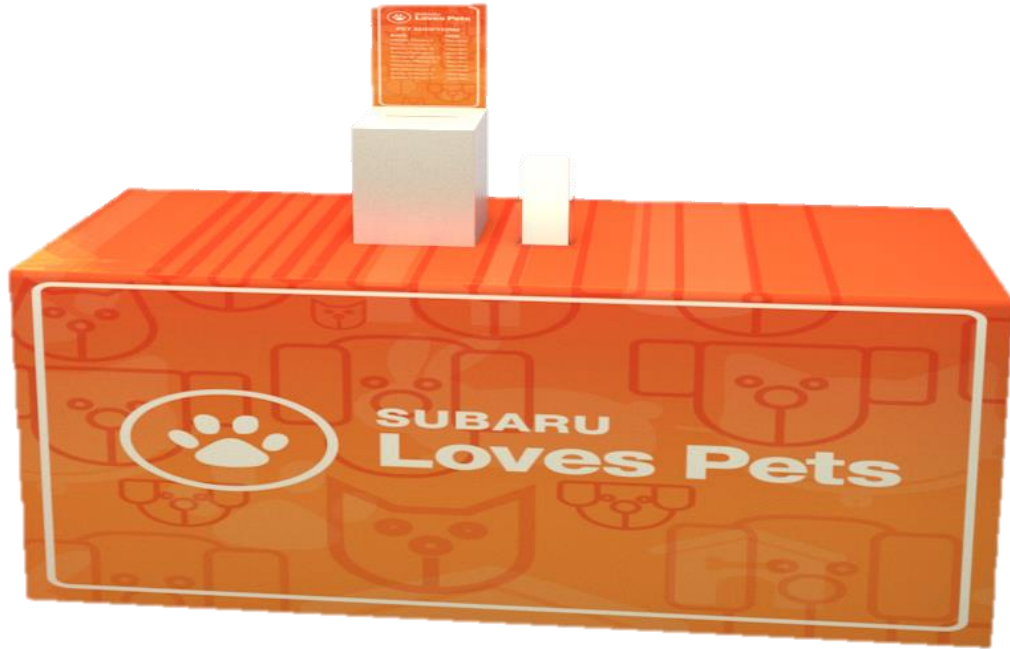


Branded Crate Covers



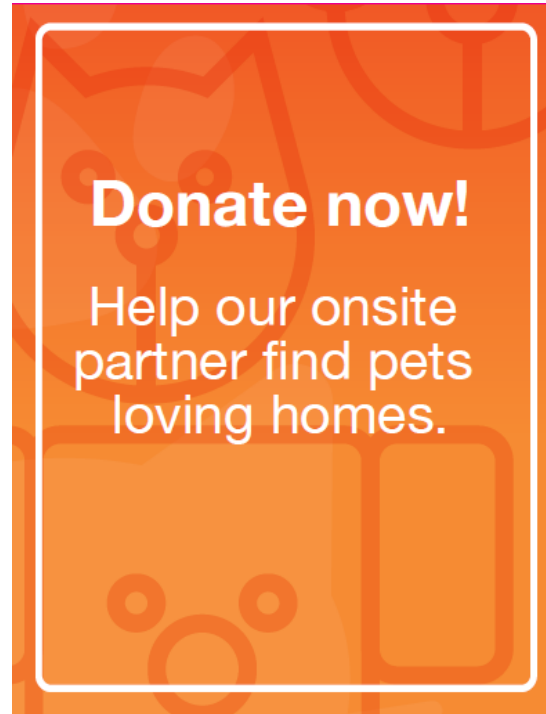
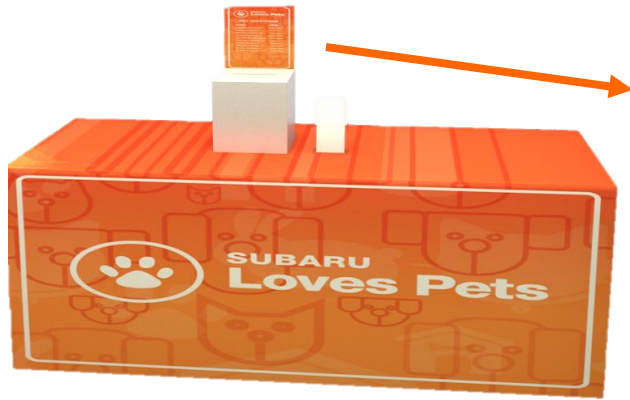
- We recommend the pet organization bring one large size crate (36”H x 48”W) for animals that need a break from the public to rest.
- Subaru will supply a crate cover as shown in the photo.

Subaru Loves Pets Draped Table



- This 6ft table is intended for use by the pet organization to display collateral material such as...
 - Brochures
 - A look book of other adoptable animals
 - Adoption applications
- A donation box will be located on this table.

Donation Box



- A collection box will be placed on the table for attendees to make donations to the pet organization
- The pet organization is responsible for removing any donated funds and reporting the total amount to the Subaru Pet Coordinator at the end of each shift.
- The pet organization must take these funds with them at the end of each shift, they may not be left in the box.
- The Subaru Pet Coordinator will have the key to the donation box.

Content Monitor



- The video monitor will run a continuous loop of Subaru Loves Pets videos and TV spots with audio.
- This monitor is continuously updated with Subaru and Subaru Retailer pets' content.

Subaru Staff Storage



- Each pet park kit will contain two storage boxes
- Only one of these boxes is for use by the pet organizations storage for pet supplies and staff/volunteer personal items.
- The other storage box is for Subaru use only.
- The Subaru Pet Coordinator will advise the pet organization on-site contact the combination.

Taking a PAWS Sign



- This sign is will be used whenever there are no pets in the pet park.
- The Subaru Pet Coordinator will hang the sign when the pet organizations are arriving and setting up, departing or giving the pets a break.
- There will also be a small table topper with this message on the pet organization table.

Event Information Easel



- There will be a dry erase board to promote pet adoption event dates and times.
- The Subaru Pet Coordinator will update the dry erase board with the pet organization name, dates and times.

SUBARU LEAD PET COORDINATOR

The Subaru Lead Pet Coordinator will act as your contact for information in advance of the show. The Lead Pet Coordinator...

- will be the liaison between your organization, Subaru and auto show management.
- will advise procedures for auto show credentials for your staff/volunteers.
- will advise staff / volunteers parking, drop off and pick up of animal information.
- will advise pet relief locations onsite for your staff
- will be onsite to assist your staff / volunteers for the duration of the show.

SUBARU ON-SITE PET COORDINATOR

The Subaru On-Site Pet Coordinator

- will be the onsite liaison for your organization with auto show management.
- will secure show credentials for your staff/volunteers.
- will assist your staff / volunteers with parking, drop off and pick up of animals as needed.
- will identify and communicate pet relief locations onsite for your staff
- will be onsite to assist your staff / volunteers for the duration of the show.

WHAT TO DO BEFORE THE SHOW?

- Complete the Subaru partnership contract
- Designate a single contact from your organization who will be the day to day contact for coordinating the adoption events with our Subaru Pet Coordinator.
- Designate a PR contact or spokesperson who will coordinate having animals onsite for potential black tie/charity events and/or TV interviews with local affiliates during the show. Please note, these activities may be outside of published adoption event hours.
- Provide your organization's contact information, logo, mission statement, social handles and URLs.
- Provide your organizations Certificate of Insurance and health and/or vaccination records for all animals that will be onsite for the adoption events. Ensure that all animals are up to date on all vaccinations including Bordetella.

WHAT TO DO BEFORE THE SHOW?

- Coordinate your staff and volunteers and ensure all staff are aware of the contract guidelines and are prepared to follow onsite procedures. It is important to have sufficient coverage for each shift for the run of show. If relying on volunteers, be sure that they can be counted on to follow the instructions provided by the Subaru Pet Coordinator.
- Promote your participation at the show on your website, newsletter and social media platforms. Please refer to Subaru-provided Media Kit for guidance. If you plan to incorporate the Subaru logo in any materials or social posts, please submit these for Subaru logo approval prior to publication.
- Prepare and submit the appropriate tax documents in order to receive donation payment.

WHAT DO YOU NEED TO BRING?

- Four to six highly adoptable puppies, dogs or special needs animals. Dogs must be on a collar/lead **OR** in a crate when they are not inside the dog park enclosure. Animals are not permitted to “walk” the show other than for entry and exit to and from the building and for rest breaks.
- Enough water/food bowls, food, treats, pee pads, waste bags and disinfectant cleaners for the four-hour shift. Space within the display is **very** limited so everything including personal, promotional items and supplies should be able to fit inside a 51"W x 27.6"H x 24.6"D deck box being provided for storage. Any additional materials beyond what will fit within the deck box cannot be left anywhere within the enclosure or the overall Subaru display.
- One (1) banner or poster, 200 brochures per day of attendance, and either a binder or tablet highlighting information and photos of other animals(cats) the shelter has available for adoption.
- One (1) crate or small pen to allow a dog a break from the public if necessary (this is at the discretion of the shelter). This can be placed inside the pets' side of the display. The crate should be able to accommodate the largest dog participating.
- Enough staff/volunteers to manage the animals brought to the show. We do not recommend more than 6 ppl.



REQUIREMENTS

- Your organization must track all adoptions, applications received, and donations resulting from the show daily by logging back into the registration site when you receive a notification from Subaru. We recommend that you:
 - A) Indicate “SUBARUXAUTOSHOW” on any applications taken at the show or on any applications that result from your presence at the show and/or
 - B) provide all visitors with a printed flyer/business card that indicates SUBARUXAUTOSHOW (ex. SUBARULAAUTOSHOW), this will allow you to identify the lead when they return to your organization to adopt an animal.
- Many shows have live media opportunities either on a separate press day or during the show. If interviews with local media are scheduled, you should plan to have your PR or spokesperson onsite. Interviews must be scheduled during regular operating show hours. Your designated representative will be provided with talking points, promotional guidelines and must mention Subaru and Subaru Loves Pets in any interviews.
- Your staff and volunteers should wear shelter branded apparel.



REQUIREMENTS

- Your organization is responsible for cleaning up and removing all waste from the building daily at the end of each shift. Waste must be removed from the booth and may **not** be left at the auto show site.
- Subaru requires that anyone under the age of 18 must be accompanied by an adult. NO EXCEPTIONS
- Subaru requires a digital waiver be completed by any guest before entering the park. Your staff should work with the Subaru Pet Coordinator to ensure all guests have signed the waiver.
- Your onsite point person and Subaru Pet Coordinator should work together to determine how many people they feel comfortable having inside the enclosure at any one time and monitor the gate accordingly. (*note some shows may not allow the pet interaction and if so, only your staff and pet coordinator should be inside of the gate)
- Animals should be bathed and looking their best before being brought to the show.
- You will need to ensure all of your volunteers are aware of these requirements.

PROMOTIONAL BEST PRACTICES

- Promote, Promote, Promote! The more people are aware of these adoptions, the more pets we help and the more donations and support your organization and your animals will receive. If you are unsure about how to promote, please refer to the Subaru Loves Pets Social Media Guidelines or ask the Subaru team for help and always mention Subaru Loves Pets and the auto show name when promoting these events on your social media platforms.
- Please submit any printed materials you include the Subaru logo on for approval by Subaru. If your organization requires items not mentioned previously, please discuss with the Subaru team, as space is limited. We strive to maintain the visual appeal of the pet area.
- The pet area should always be kept neat and tidy. If your staff or volunteers need to take a break, they should do so away from the exhibit in designated show concession areas. To the public, we are always on duty.
- Always treat guests with kindness and respect, they are potential customers, potential adopters and potential donors. Defer to your Subaru Pet Coordinator if you experience any issues or receive questions specific to Subaru.

SHOW RELATIONSHIP POLICIES

- Our ability to bring adoptable pets to all auto shows was established in the understanding that this is always a non-for-profit activation. Please refrain from selling any goods, conducting any raffles, prize drawings or contests while on-site at the show. The primary purpose of your attendance is to draw public awareness to the animals in need. Please use your brochures/flyers or business cards to drive visitors to your for-profit events on your own platforms. Subaru and/or our auto show partners will not be able to co-promote any for-profit endeavors.
- Please be considerate and respectful of other show exhibitors. Please do not speak poorly of other show exhibitors to visitors. Please refrain from visiting their exhibits during your scheduled shifts while in uniform. Please also do not walk any animals through any other exhibits. Animals are to be walked only in the designated areas dictated by show management and your Subaru Pet Coordinator.
- If an auto show reaches out to your organization without contacting or including Subaru, please defer to your Subaru contacts immediately. Your contracted relationship is between your organization and Subaru of America, Inc. Subaru should be a part of all conversations around your participation at an auto show.



COVID 19 MEASURES

We are aware that the current COVID-19 situation is requiring everyone to take extraordinary measures to keep our people and pets safe and in good health. It is of utmost importance to Subaru to protect our staff, our customers and our partners, as well as pets in need.

- Given recent events surrounding COVID-19, we have worked with show management and depending on the situation leading up to the show and the comfort level of each show and show attendee communities we will implement certain protective measures.
- The Subaru Pet Coordinator will advise the organization of all measures show management are implementing regarding cleaning, sanitizing and social distancing within the show hall.
- If an organization has registered for the event and become aware that a staff or volunteer has tested positive for COVID or are otherwise unwell within 10 days of the show, we ask that the individual refrain from attending the show and interacting with the animals or public.

CONTACTS

Any inquiries regarding enrollment, your contract, changes to your schedule or changes to your information:

subaruevents@ansira.com

1-844-785-7446

Any inquiries regarding your partnership with Subaru, including media requests and PR:

Julie Campbell, Subaru Auto Shows and Events Specialist

856-488-3074,

jcampbell@subaru.com

Any inquiries regarding your onsite needs or onsite information:

Shannon Williams, Subaru Lead Pet Coordinator

708-860-3381

Swilliams@showmaxmarketing.com

