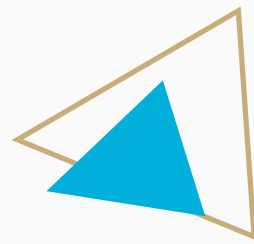


BUSINESS PARTNERSHIP PROGRAM



800 Southwest Drive, Cheyenne, WY 82007



ABOUT CAS

Established over 50 years ago by a dedicated group of citizens, the Cheyenne Animal Shelter stands as the foremost community-based animal shelter and resource center in Wyoming, proudly serving Cheyenne and Laramie County. Over the past half-century, our unwavering commitment has been to provide safe housing, compassionate care and second chances to homeless and displaced pets. We firmly believe that every animal has either experienced or deserves to experience the love of a caring individual or family. Because of that bond, we are part of the local fabric of critical social services. Together, we strive to ensure that both pets and people have access to the necessary resources, preserving the profound and invaluable human-animal bond—a truly precious gift that life has to offer.

Animals find their way to the shelter for various reasons, such as escaping from home or posing a threat to the community. Some animals arrive having endured abuse, neglect, or abandonment. Beyond providing care for these animals, we offer a range of programs and services. These include a behavior hotline, assistance with rehoming, support with pet food and supplies, and low-cost vaccine clinics along with spay/neuter days. These comprehensive efforts aim to address the challenges faced by many in our community. Most importantly, our dedicated shelter staff, foster families, and volunteers play a crucial role in giving these pets a second chance to experience love and companionship.

The Power of Our Reach



Boost brand awareness while reaching a potentially untapped audience through our business partnership program!



MORE THAN
346,000
PAGEVIEWS
LAST YEAR



MORE THAN
5,060
EMAIL
SUBSCRIBERS



MORE THAN
2,500
ADOPTIONS
LAST YEAR



MORE THAN
17,780
FACEBOOK
FOLLOWERS



MORE THAN
1,730
INSTAGRAM
FOLLOWERS



MORE THAN
2,500
TIKTOK
FOLLOWERS



MORE THAN
3,750
DONORS
LAST YEAR



MORE THAN
200
ACTIVE
VOLUNTEERS



CITY OF CHEYENNE PET STATISTICS



Pets are integral members of our community, and many people consider them members of their families. They provide companionship, reduce stress, and bring joy to peoples' lives.

According to US Census Bureau, there are 27,816 households in the City of Cheyenne.

Statistics were estimated using the calculations from the American Veterinary Medical Association and multiplying them by the number of households based on the Census.



10,681
Dog-Owning
Households



7,065
Cat-Owning
Households



17,079
Number of Dogs



12,712
Number of Cats

BUSINESS PARTNERSHIPS AT-A-GLANCE



Pet Friendly Business Initiative	\$2,500
Pet-Focused Businesses Marketing Initiative	\$3,000
Pet Friendly Lodging Program	\$3,000
Pet Inclusive Housing Initiative	\$2,500-\$5,000
Pet Friendly Workplace Initiative	\$2,500
We Love Our Pets Too! Sponsorship	\$2,500
Don't Call Us Again This Year! Sponsor Program	\$4,500-\$7,500

Combine Any Business Partnership Initiative with our "Don't Call Me Again This Year!" Package & Save 10%.



To sign up, visit our website at:
www.cheyenneanimalshelter.org/business-partnerships
or scan the QR code above.

PET FRIENDLY BUSINESS INITIATIVE

Allowing pets at your establishment enables you to broaden your target market and distinguish yourself from competitors. It presents a valuable opportunity to strengthen the connection between you and your customers. Moreover, embracing pet-friendly policies creates a chance to leverage the presence of pets for marketing purposes, such as through engaging social media posts. By fostering a welcoming environment for both customers and their pets, businesses can enhance their appeal and foster positive relationships with a wider audience.

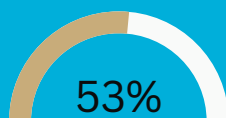
Better Cities for Pets conducted a Pets Welcome pilot in Franklin, Tennessee. Of the residents surveyed:

- 79% value pets being welcome in businesses.
- 65% said having pets around helps build social connections.
- 49% are more likely to visit a business that's pet friendly.

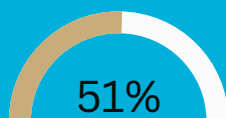
They also surveyed business owners. Of the business owners surveyed:

- 48% said more pet friendly policies would increase pedestrian traffic to the downtown area.
- 56% strongly agreed that pet friendly businesses are good for the community.

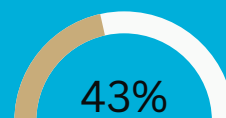
As part of the Mars Petcare Better Cities for Pets 2020 Report, people were asked which public spaces they would be more comfortable at if they had a pet along. The study found that:



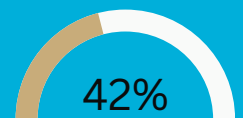
Outdoor
Stores or
Events



Outdoor
Seating at
Restuarants



The Workplace



Indoor Stores
or Events

Our Pet Friendly Business Initiative has everything you need to get started including a "Pets Welcome" starter kit, advertising, and a window cling to display!



PET FRIENDLY BUSINESS INITIATIVE



\$2,500/YEAR



Window Cling & Code of Conduct Sign

Participating businesses will receive a "Pet Friendly Business" window cling and a Code of Conduct Sign that outlines basic rules for pets on the premises.



Social Media Feature

Each business will receive a social media feature on the Cheyenne Animal Shelter Facebook and Instagram social media pages.



ePet Prints Newsletter

Businesses will be included in our ePet Prints Newsletter directory of pet-friendly businesses which reaches more than 5,000 subscribers.



Website Listing

A dedicated listing in our pet friendly business directory on our website with business logo, name, description, and a website link.



Digital Website Badge

The Cheyenne Animal Shelter will provide participating businesses a digital badge to display on their website, certifying that they are pet friendly.



Adoption Packet Directory

Business listing will be included in our electronic adoption packets. Listing will have business name, contact information, and a brief description of services offered.



"Pets Welcome" Starter Kit

The "Pets Welcome" starter kit includes everything you need to get started as a pet friendly business including access to the resource library, a watering bowl, treats, pet waste bags, lint roller, hand sanitizer, pet-friendly wipes, and a welcome mat.

PET- FOCUSED BUSINESSES

Marketing Initiative

Looking for new and innovative opportunities to market your business to your target audience? What better way could there be than to leverage the Cheyenne Animal Shelter assets? This initiative was curated with pet-focused businesses such as pet food stores, groomers, boarding facilities, trainers, and sitters in mind.

Let us help be a part of building your business! From food and accessories to doggie bags and kitty litter, pet lovers welcoming a new member into their family are going to need a few essentials. Seeing your brand associated with the Cheyenne Animal Shelter, the organization they've chosen to adopt from, could be the push they need to go from a potential customer to a loyal customer.

By participating in our pet-focused businesses marketing initiative, businesses will be able to market directly to their target audience through our newsletter, electronic adoption packets, website, and more! Give back while giving your business a boost!

PET-FOCUSED BUSINESSES MARKETING INITIATIVE

\$3,000/Year

Ad in Bi-Weekly ePet Prints Newsletter

Participating businesses will have a dedicated ad in our bi-weekly ePet Prints Newsletter (26 emails in total) which goes out to more than 5,000 subscribers.



Coupon in Adoption & Tenant Packets

Participating businesses will have the option to include a coupon for their business in our electronic adoption packets and in the tenant packets.



Website Listing

Participating businesses will have a dedicated listing on our website with their logo, name, description, and a link to their website.



Social Media Feature

Each business will receive a social media feature on the Cheyenne Animal Shelter Facebook and Instagram social media pages.



Adoption Kennel Sponsor

Participating businesses will have a plaque with their name attached to an adoption kennel for one year.



Business Featured on Lobby Televisions

Your business ad will be featured on the televisions behind the adoption desk and the surrender/reclaim desk in the front lobby.



PET FRIENDLY LODGING PROGRAM

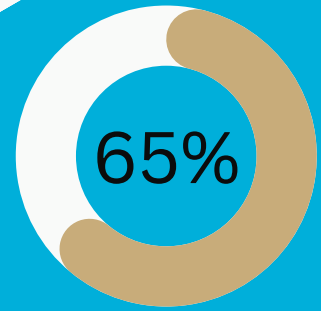
The Mars Petcare Better Cities for Pets 2020 Report found that **74% of pet parents** between the ages of 18-34 want to bring their pet along on future trips.

According to HotelChamp, "The rate at which pet owners take their furry friends for holiday travel has **increased by 19% over the last decade**. As a result, **bookings for pet travel have increased by more than a third** compared to pre-pandemic."

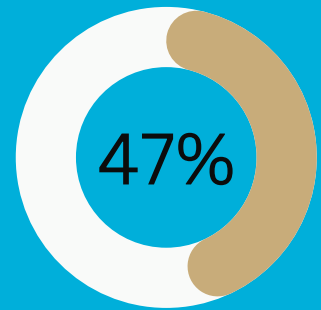
There are many benefits to offering pet friendly accommodations including:

- Standing out from competitors.
- Inspiring brand loyalty.
- Higher likelihood that they'll book a room again.
- Generating referrals from pet owners reviews.
- Fetching premium rates by offering pet amenities like pet dishes and beds.

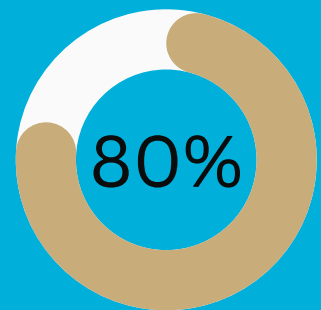
The Cheyenne Animal Shelter makes it easy and convenient for you to provide guests with a pawtastic stay with our lodging program which features pet guest packages as well as other assets to market and promote the service.



% that say they're likely to bring pets with them on future travel



% that would cancel a vacation rather than leave their pet behind



% of Millennial & Gen Z pet parents that prioritize finding pet friendly accommodations

**Data from 2020 Better Cities for Pets Report*



PET FRIENDLY LODGING PROGRAM



\$3,000/YEAR

Website Directory Listing

A dedicated listing in our pet friendly business directory on our website with your logo, name, description, and a link to your website.

10 Dog Guest Packages

Each Dog Package includes everything you need to welcome dogs overnight at your lodging establishment including watering and food bowls, a toy, treats, and a dog bed.

Digital Website Badge

The Cheyenne Animal Shelter will provide participating lodging establishments a digital badge certifying that they are pet friendly to display on their website.

Pet Waste Station

CAS will provide a pet-waste station that can be installed on the premise to encourage guests to clean up after their pets. (Installation & maintenance not included)



10 Cat Guest Packages

Each Cat Package includes everything you need to welcome cats overnight at your lodging establishment including watering and food bowls, a toy, treats, a litter box, and a cat bed.

Code of Conduct Sign

Participating lodging establishments will receive a "Code of Conduct" sign that outline basic rules for pets on premise to prominently display.

Window Cling

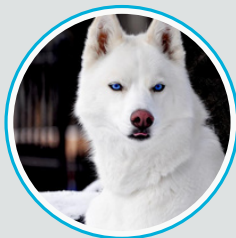
Participating lodging establishments will receive a "Pet Friendly Business" window cling to prominently display on their door or window.

PET INCLUSIVE HOUSING INITIATIVE

Pet inclusive housing continues to be a barrier for pet owners in the Greater Cheyenne area. Yet, pet-friendliness is one of the most important amenities on tenants' wish lists, ranking second behind budget.

Landlords restrict or ban pets for a number of reasons including liability, the potential for property damage, and/or insurance requirements. Yet, a national study conducted by the Foundation for Interdisciplinary Research and Education Promoting Animal Welfare (FIREPAW) found that restrictions on breed and size do not reduce liability, increase property values, or improve resident safety.

The FIREPAW study did find that "pet-friendly" policies lead to more qualified applicants, higher occupancy rates, and a happier community. The Pet Inclusive Housing Initiative study conducted by LRW on behalf of Michelson Found Animals and the Human Animal Bond Research Institute found that **only 9% of all pets caused damage** of any kind and that the **average cost to repair damages caused by pets was \$210**. Furthermore, the study shows that pet inclusive housing makes financial sense.



Cost-Effective

- The additional revenue collected by owners/operators in pet fees more than covers potential damages.



Lower Vacancy Rates

- Residents in pet friendly housing stayed **21% longer** than their non-pet friendly counterparts.
- Pet-friendly vacancies are faster and easier to fill according to survey respondents.



Larger Pool of Applicants

- Millennials now comprise the majority of residents in the housing market. They are also the largest pet-owning demographic.

In an effort to increase the number of pet friendly units available in the community, CAS is pleased to offer our Pet Friendly Housing Initiative. In addition to helping market pet friendly units, its offers tools and resources to address the most common landlord concerns.

PET INCLUSIVE HOUSING INITIATIVE



Bronze \$2,500	Silver \$3,000	Gold \$5,000
-------------------	-------------------	-----------------

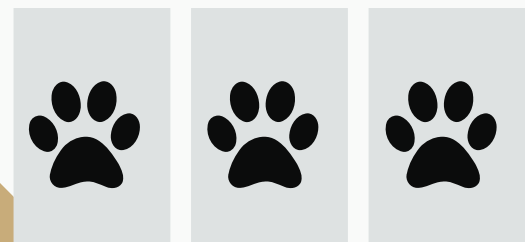
Electronic Adoption Packet Directory
A list of participating pet friendly landlords will be included in our digital adoption packets.



Pet Friendly Housing Registry
Participating landlords will be included in our online pet friendly housing registry.



Access to Electronic Resource Library
Participating landlords will have access to our resource library which contains templates for pet lease addendums, pet interview template to evaluate pets on an individual basis, tips on how to be a good pet neighbor, and more!



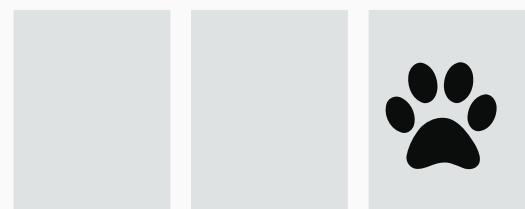
ePet Prints Newsletter
Participating landlords will be listed in a directory in our ePet Prints Newsletter, which is sent to over 5,000 email addresses.



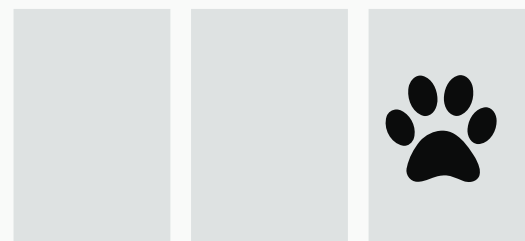
Welcome Gift Packets for New Tenants with Pets
Welcome gift packets include coupons from our pet-focused businesses & we love pets too partners, a discount coupon for the CAS store, pet treats, and more!



On-Site Vaccine & Check Your Chip Day
CAS will come to your location and offer a free vaccine clinic for tenants' pets once per year. We will also scan pets to make sure they have an up-to-date microchip.



Pet Waste Station
CAS will provide participating landlords with a pet waste station that can be installed on the premises to encourage tenants to clean up after their pets. (Installation and maintenance not included)

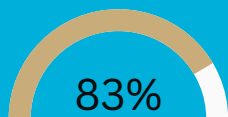




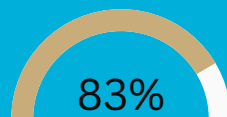
PET FRIENDLY WORKPLACE INITIATIVE

Allowing employees to bring their pets to work has many benefits for both employers and employees including building a sense of community, increasing employee recruitment and retention, and improving overall employee mental and physical health.

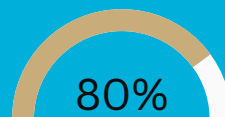
The 2017 Banfield Pet Hospital Pet Friendly Workplace PAWrometer survey of employees at pet friendly workplaces found that bringing pets to work:



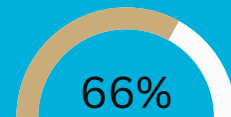
Reduced
Stress



Increased
Company
Loyalty



Improved
Morale



Increased
Productivity

LiveCareer studied peoples' perceptions of pets in the workplace. They found that **94% of people were supportive of pets in the workplace**. In addition, 52% of respondents reported that pet friendly benefits and policies were important and 49% said that a pet friendly work environment could convince them to take a job offer.

Pet friendly workplaces have been on the rise in Cheyenne since COVID. To support existing pet friendly workplaces and facilitate new pet friendly workplaces, the Cheyenne Animal Shelter created the Pet Friendly Workplace Initiative.

PET FRIENDLY WORKPLACE INITIATIVE

\$2,500/YEAR



Window Cling

Participating workplaces will receive a "Pet Friendly Workplace" window cling to prominently display, letting customers know employee pets are on the premise.



Access to Resource Library

Access our resource library which contains a pet friendly workplace policy, tips for pet safety, tips for handling customer concerns, and more!



Pet Waste Station

CAS will provide a pet waste station that can be installed on the premise to encourage employees to clean up after their pets. *(Installation & maintenance not included.)*



Website Listing

Participating businesses will have a dedicated listing in our pet friendly workplace directory on our website with their logo, name, description, and a link to their website.



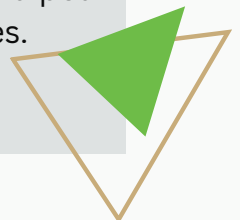
Digital Website Badge

Participating businesses will receive a digital badge to display on their website, certifying that they are a pet friendly workplace.



"Pets Welcome" Starter Kit

Includes everything you need to get started as a pet friendly workplace including a watering bowl, treats, lint roller, hand sanitizer, and pet friendly wipes.





WE LOVE PETS TOO!

Certain federal, state, and/or local laws may prohibit businesses from having pets inside their establishment. For other businesses, it may present a safety hazard. Although these businesses can't have pets inside, they can still help facilitate a pet friendly community.

The Cheyenne Animal Shelter created the "We Love Pets Too!" program to give businesses that can't allow pets in their establishments but that want to show their love and support for a pet friendly community in a positive, impactful way. Take advantage of coupon placement through the program to entice pet owners to your business and then provide them with a gift bag that they can take home to their pets.



WE LOVE PETS TOO!



\$2,500

1

Window Cling

Participating businesses will receive a window cling that lets pet owners know that pets aren't allowed but to ask inside how the business supports the Business Partnership Program.

2

Pet Naming Rights

The next pet to come into the shelter will be named after the participating business or a name of their choosing.

3

Adoption Kennel Sponsor

Participating businesses will have a plaque with their name attached to an adoption kennel for one year.

4

Digital Website Badge

Participating businesses will receive a digital badge to display on their website, letting pet owners know that pets aren't allowed in their business.

5

Pet Bag Giveaways

Participating businesses will receive 20 cat gift bags and 20 dog gift bags that contain pet treats, coupons, a toy, and either a pet first aid kit or pet water dispenser that customers can take home to their pets.

6

Coupon in Adoption & Tenant Packets

Participating businesses will have the option to include a coupon for their business in our electronic adoption packets and in the welcome packets for new tenants with pets.

DON'T CALL ME AGAIN THIS YEAR! SPONSOR PACKAGE



FUR BALL

The most important annual fundraiser for the Shelter, the Fur Ball features a fun-filled evening of dinner, drinks, and exciting auctions.

- Reserved table for ten
- Full page in auction guide
- Four bottles of wine
- Recognition at the event

CORGI DERBY

Enjoy some delicious cocktails, show off your derby attire and cheer on the Corgis as they run for the roses.

- Recognition at Event
- Banner on "Millionaires Row" (sponsor supplied)
- Logo on Poster & Flyer
- Social Media & Website Presence



CRITTER CAMP (1 WEEK)

Our popular summer day camp for children teaches respect and compassion for animals with fun educational activities.

- Logo on Event T-Shirt, Poster, & Flyer
- Social Media Recognition
- Website Presence

DOG JOG

An outdoor summer celebration featuring a fun walk for dogs and their humans.

- Booth Space at Pet Expo
- Logo on Event T-Shirt
- 4 Complimentary Registrations
- Logo on Social Media Promotions
- Up to 2 Banners at Event



ALL EVENTS

\$7,500

FUR BALL + 2 EVENTS

\$6,000

FUR BALL + 1 EVENT

\$4,500



BENEFITS TO THE COMMUNITY OF THE BUSINESS PARTNERSHIP PROGRAM



1

The partnership facilitates a coordinated, community-wide pet friendly initiative that will benefit businesses, pet parents, pets, and the community.

2

Partners will be included in a comprehensive online directory of participating pet friendly businesses.

3

The partnership will provide consistent signage and a shared code of conduct that makes it easier for both pet owners and businesses to know and uphold expectations.

4

The partnership will provide businesses with access to the tools and assets needed to be successful as a pet friendly business.

5

The partnership will foster a positive image for our current residents, potential residents, tourists and businesses that might be considering Cheyenne.

6

Through the partnership, your business can demonstrate its commitment to the Cheyenne Animal Shelter's mission to enhance the quality of life for animals and people through compassion, respect and education.



GET IN TOUCH

The Cheyenne Animal Shelter relies on the cooperation and generosity of our community every day. Over half of the Shelter's funding comes from the community and private donations. By joining forces with us, you become an integral part of these life-saving initiatives. Your support empowers us to make a difference in the lives of animals in need. Help us continue to extend a helping hand to them!

CONTACT US:



<https://www.cheyenneanimalshelter.org/business-partnerships>



+307-278-6195



nharrison@caswyo.org



800 Southwest Drive, Cheyenne, WY 82007



This program has been supported by a BETTER CITIES FOR PETS™ program grant from Mars Petcare.

Better **CITIES** for **pets**™
A MARS PETCARE PROGRAM

BETTER CITIES FOR PETS™ is a trademark of Mars, Incorporated and is used with permission.

