

PICKUPS FOR PAWS

LMA In-Dealership Campaign

June 1-30, 2022



Pickups for Paws is returning as the Metro Detroit Chevy Dealers
2nd QTR In-Dealership Campaign.

LOTS OF FLEXIBILITY:

Your dealership will team up with a local animal non-profit in your community... You get to choose which one (feel free to help more than one). Then you and the animal non-profit can determine how your dealership can best make a difference.

This campaign can be customized to fit your dealerships and the animal non-profit's needs.

- ✓ Your dealership will contact the animal non-profit and will work out the details.
- ✓ If you choose to host a donation drive, we will provide you with a collection display.
- ✓ We will provide you with in-dealership and digital assets.
- ✓ You will receive a monetary allotment that is reimbursable through the LMA.

IDEAS FOR THIS CAMPAIGN:

- ✓ Donation Drive – Collect pet food and supplies.
- ✓ Sponsor an event in your local community and collect donations for your local animal non-profit in the back of a Chevy on display. (The community event you sponsor does NOT have to be related to animals).
- ✓ Host an event at the animal non-profit and deck it out in Chevys.
- ✓ Host a pet adoption day at your dealership.
- ✓ Run an advertising campaign showcasing your support.
- ✓ Fill up Chevy's with wish list items and caravan them to your local animal non-profit. Contact your local paper for coverage / PR.

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YOUR DEALERSHIP RECEIVES:

- ✓ Reimbursable Monetary Allotment.
- ✓ Donation drive Silverado replica box – Let us know by April 30 if you do NOT need this.
- ✓ Floor clings, tabletop display, poster
- ✓ Digital assets to promote the campaign.

LMA PROMOTION OF CAMPAIGN:

- ✓ Digital advertising
- ✓ Social Media
- ✓ eBlasts
- ✓ Partnership promotions
- ✓ Television PSA

TIMING:

DATES	ACTION
By April 29	Let LMA know if you need a donation box and dealership materials - email erin@chevydetroit.com
On or before May 30	Receive donation box and dealership materials
Wednesday, June 1	Campaign begins
Thursday, June 30	End of campaign - take down materials
Before August 14	Email all documentation to events@chevydetroit.com