



# PILOTS TO THE RESCUE

🐾 Let's collaborate to  
**SAVE LIVES!**

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Follow [@pilotstotherescue](https://www.instagram.com/pilotstotherescue)





# Our Mission

-  To **prevent at-risk animals from being euthanized** by transporting them via air and ground transportation to give them the best chance at adoption.
-  Volunteer pilots and drivers fly animals from critical situations to safety, ultimately **saving lives**.



## The Problem

\*Every year, approximately 920,000 animals in US shelters are euthanized, according to the ASPCA. This number could be **significantly reduced** if there were a way to transport animals from overburdened shelters to rescues and adoption centers with capacity to give these animals a chance to find their forever homes.

## Our Solution

Pilots To The Rescue uses **ground transport** and **volunteer pilots** to safely and quickly move pets in need. Air transport is often the only option available for at-risk animals, as ground transportation can take over 24 hours with multiple trip segments and may not be safe for some animals.





## Meet “Big Paw”

2024 was a landmark year for Pilots To The Rescue with the acquisition of our Kodiak plane, affectionately named 'Big Paw.'

This plane **enables us to transport more animals in a safer and more reliable manner**, and will enable us to reach remote areas in disaster response. We can transport up to 100 dogs and cats in this new plane.



# About Our Work



🐾 We fly and utilize **transport vans for transportation under 500 miles.**

🐾 Rescue missions are typically once or twice per week.

🐾 In 2025, we celebrated **a decade** of saving lives.

🐾 Influencers and reporters often **join** our mission.

🐾 We **welcome** our brand partners on rescue flights!



# Our Impact Saving Lives

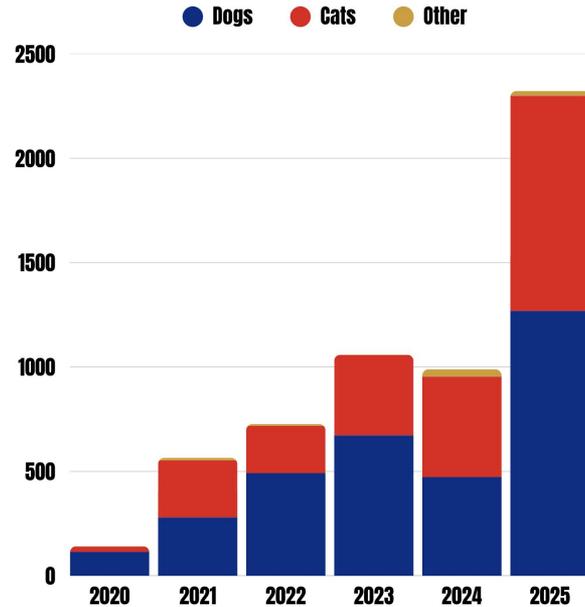


Rescue Coverage Area



*Our base of operations  
Essex County Airport  
Fairfield, NJ*

*100+ shelter partners  
across 29 states*



# Reaching New Audiences with Popular Content Creators



Influencers frequently join our missions to provide their audiences with a behind-the-scenes look at our live-saving work.



Reece Wallace is a professional mountain biker, content creator, producer, and private pilot from Vancouver Island, British Columbia. He has 134K followers on Instagram

[@reece\\_wallace](https://www.instagram.com/reece_wallace)



Animal Advocate Kyle Thomas is the #1 highest earning TikTok personality in the UK with 34 Million followers, plus 1.3 Million on Instagram and 213K on Facebook

[@kylethomas](https://www.instagram.com/kylethomas)



Gabby Epstein (3.7 Million on Instagram and 71K on TikTok) and Nicole Patrick (25.8K on Instagram) are the founders of Rescue Spot, a pet adoption platform

[@gabbyepstein](https://www.instagram.com/gabbyepstein)



Elias Friedman is a New York Times bestselling author, photographer and Founder of The Dogist reaching 2.3M on TikTok, 7.6M on Instagram and 1M on Facebook

[@thedogist](https://www.instagram.com/thedogist)



@pilotstotherescue

# Driving Awareness via Social Media



23.5M | 103K  
2025 Views | Followers



4.2M | 92.1K  
2025 Views | Followers



N/A | 8.4K  
2025 Views | Followers



379K | 38.7K  
2025 Views | Followers



129K | 5.8K  
2025 Views | Followers



43.5K | 2K  
2025 Reach | Followers

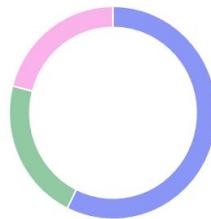
250K

Total Followers  
\*As of Dec 2025

28M

Total Views  
\*10M Organic

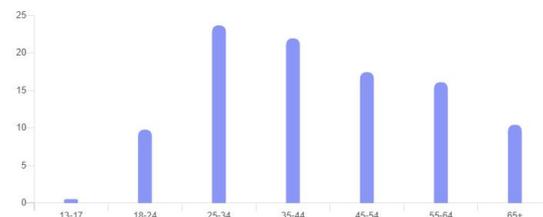
Gender



Female  
Unknown  
Male

\*Instagram

Age



\*Instagram

# Driving Media Coverage

In 2025, local and national broadcast, print, and online coverage for Pilots To The Rescue reached a total audience of more than 3.1 billion.

Coverage highlights included an exclusive story and video interview with Michael Schneider in the *New York Post*, a live interview on *FOX 5 New York*, a feature segment on *Inside Edition*, and a full-page article in the print and online editions of *Pet Age* that featured corporate sponsors Bissell, Tito's Vodka, and Hartz. Media outreach efforts are developed in close collaboration with sponsors to ensure brand messaging is thoughtfully integrated into media outreach.

Pilots To The Rescue also receives regular inbound inquiries from top-tier national news organizations, including the Associated Press, Reuters, and local television stations, reflecting a strong and growing foundation of earned media visibility.

**336 Articles**

**3.13B Total UVM**

Insights by  **similarweb**

**NEW YORK POST**



**FOX 5 ATLANTA**



**WMUR 9 abc**

**yahoo!**



**WVLT LOCAL 8**



**abc 15 WPDE.COM**



**INSIDE EDITION**





# Collaborators

we have **Teamed Up** with



THE HUMANE SOCIETY  
OF THE UNITED STATES



Stella & Chewy's





**JOIN OUR  
MISSION!**



# What Does Collaboration Look Like?



## CONTRIBUTE TO A REAL MISSION

Participate in a mission rescuing at-risk animals and make a tangible impact. Your company can participate in the mission in-person, or remotely with a brand takeover. Either way, you will be increasing awareness of animal rescue and contributing to a real public benefit.



## SOCIAL REACH

We help our collaborators get exposed to new audiences with a clear message, leading to high conversion rates. The content also connects them with their own communities in an interactive and real way.



## BRAND

All of our collaborators agree that we help them build a more authentic brand, which shows their commitment to positive social change. We even find perfectly matched brand ambassadors for fly-alongs and further outreach.



## SALES

According to Nielsen,  $\frac{2}{3}$  of consumers are more willing to pay extra for products and services that come from companies who are committed to positive social impact. We help our collaborators show commitment to social impact.



## PRESS

Our media team pitches and secures media coverage for sponsored missions. We work with your media team to ensure consistent messaging.



## EMPLOYEE MORALE

Employees love connecting to our mission. Our collaborators have all seen their employees' morale, fulfillment, and engagement improve as a result of our work together.





# All Sponsors Receive These Core Benefits



## Brand Exposure & Visibility

- Logo Featured on all Collateral: Print/Digital/Social
- Official Sponsor Recognition on PilotsToTheRescue.org
- Custom Brand Decal on Rescue Aircraft and Vehicles
- Recognition in Press Releases & Mission Media Coverage
- Pre- & Post-Mission Mentions across all Social Media

## Mission Day VIP Experience

- Invitation to Mission Day Event
- Meet & Greet with Pilots and 'Top Dog'
- Tour of the Aircraft
- Check Presentation
- Media Opportunities

## Post-Mission Recognition

- Post-Launch Celebration with PTTR Leadership
- Feature in PTTR's Annual Report & Newsletter
- Analytics Report on Sponsorship Impact



# Sponsorship Levels

## Navigator

*\* Includes all Core Benefits, plus:*

- **1** Sponsored Rescue Mission
- **4** VIP Guests Invited to Mission Day
- **Small** Brand Decal on Rescue Aircraft & Vehicles
- **3 Months** of **Usage Rights** (to repurpose our mission content for your own marketing) + **Whitelisting Privileges** (to boost content for enhanced reach)
- **Micro Influencer Exposure** (PTTR invited influencers wear sponsor branded merch)

**\$5,000+**

## Co-Pilot

*\* Includes all Core Benefits, plus:*

- **2** Sponsored Rescue Missions
- **6** VIP Guests Invited to Mission Day (1 fly along)
- **Medium** Brand Decal on Rescue Aircraft & Vehicles
- **6 Months** Usage Rights + Whitelisting Privileges
- **Enhanced** Social Media & Press Coverage
- **Mid-Tier** Influencer Exposure (our influencers often showcase sponsors in their social content, providing additional brand visibility)

**\$15,000+**

## Pilot

*\* Includes all Core Benefits, plus:*

- **4** Sponsored Rescue Missions
- **10** VIP Guests Invited to Mission Day (2 fly along)
- **Large** Brand Decal on Rescue Aircraft & Vehicles
- **12 Months** Usage Rights + Whitelisting Privileges
- **Premium** Social Media and Press Coverage
- **Macro** Influencer Exposure
- **Live Stream** with Top Dog
- **Industry Exclusivity** (your brand is the exclusive sponsor in your industry)

**\$50,000+**



SPONSORSHIP BENEFITS	NAVIGATOR	CO-PILOT	PILOT
Rescue Mission(s) taking off because of <u>YOU!</u>	1	2	4
VIP Participants Invited to Mission Day	4	6	10
VIP Participants Invited to Fly Along		1	2
Custom Brand Decal on Rescue Aircraft & Vehicles (decal size varies by tier)	✓	✓	✓
Logo Featured on all Collateral: Print/Digital/Social	✓	✓	✓
Official Sponsor Recognition on PilotsToTheRescue.org	✓	✓	✓
Recognition in Press Releases & Mission Media Coverage	✓	✓	✓
Pre- & Post-Mission Mentions across all Social Media	✓	✓	✓
Check Presentation & Media Opportunities on Mission Day	✓	✓	✓
Post-Launch Celebration with PTTR Leadership	✓	✓	✓
Feature in PTTR's Annual Report & Newsletter	✓	✓	✓
Analytics Report on Sponsorship Impact	✓	✓	✓
Mission Content Usage Rights + Whitelisting Privileges	3 Months	6 Months	12 Months
Increased Press, Social Media, & Influencer Exposure		Enhanced	Premium
Live Stream with Top Dog			✓
Industry Exclusivity (your brand is the exclusive sponsor in your industry)			✓



# MICHAEL SCHNEIDER

Founder & Executive Director | AKA “Top Dog”

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