Let’s Collaborate!
Pilots To The Rescue's Pawsome Commitment

Pilots To The Rescue (PTTR) is a non-profit, volunteer-driven, 501c3 public benefit animal rescue aviation organization.

Millions of cats and dogs in shelters around the United States need new homes. Approximately one million cats and dogs are euthanized in our country each year. PTTR is committed to reducing these numbers!

How do we work towards this goal? PTTR rescues cats and dogs at-risk of euthanasia by transporting them to where they can be adopted and saved.
Since 2020, we’ve rescued more than 1,000+ animals from high-risk areas, and we are committed to many more.

Our impact has spread across these states!

<table>
<thead>
<tr>
<th>Year</th>
<th>Dogs</th>
<th>Cats</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>115</td>
<td>25</td>
<td>2</td>
</tr>
<tr>
<td>2021</td>
<td>280</td>
<td>273</td>
<td>12</td>
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<tr>
<td>2022</td>
<td>492</td>
<td>226</td>
<td>9</td>
</tr>
<tr>
<td>2023</td>
<td>128</td>
<td>226</td>
<td>9</td>
</tr>
</tbody>
</table>

*As of February 2023*
Who we’ve worked with
Our 2022 Reach

Social Media

Age of Followers

- 18-24: 2.2%
- 25-34: 9.9%
- 35-44: 14.9%
- 45-54: 23.0%
- 55-64: 25.7%

Gender Distribution

- Women: 84%
- Men: 16%

*97% of our audience is located in the United States

Page Reach

- Facebook: 1.2M
- Instagram: 1.2M

Followers

- Facebook: 64K*
- Instagram: 32K*

Publications/Media

- NBC
- Discovery
- Yahoo!
- ABC
- People
- U.S. News
- Fox
- CBS
We’re not only aviators and rescuers. We’re also storytellers.

The Transporters Campaign: Helping Senior Pets Find Their Forever Homes
**CAMPAIGN ACHIEVEMENTS**

**ORGANIC SOCIAL PERFORMANCE**
- 138.6K Impressions
- 117.1K Reach
- 5.5K Likes

**PAID SOCIAL PERFORMANCE**
- $47.7K Spent
- 5.3M Impressions
- 1.5M Reached
- 29.8K Landing Page Views
- 43.1K Link Clicks
- 609.1K Post Engagements

**LANDING SOCIAL PERFORMANCE**
- 7.3K Sessions
- 386 Goal Completions

**TV REACH: 39,746,085**
(CLICK HERE FOR DETAILS)

Stella & Chewy's Give: produced film, pushed content through PR channels (put us on national media tour) and social media channels, donated $$, donated premium dog food.

"PTTR was able to balance getting us brand recognition with the authenticity of the mission. They can really get a message to consumers: we know what real life is, and we can bring that authenticity to a brand."

- **Brand Manager, Stella & Chewy**
**CASE STUDY 2**

“PTTR does storytelling in an amazing, spectacular way. You're literally flying through the air with dogs in a small plane, rescuing in real time. It’s so tangible. PTTR’s storytelling is very touching, compelling, and meaningful.”

– Founder, The Dogist

Dogist Give: Co-created content, pushed content through PR and social media channels, donated premium apparel, and created a fundraiser.
CASE STUDY 3

“A lot of the draw of working with PTTR is the creativity that can be used for storytelling. It is a very visual partnership and a unique way to connect with other viewers. Since social media is an ever-hungry beast, their real, ‘homegrown’ footage is wonderful.”

– Director of Content & Social Media, CUDDLY
Collaborator Benefits

**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.

**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.

**PRESS**
Our partnerships have been featured across a variety of publications, including expanding our collaborators’ reach.

**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.

**SALES**
According to Neilsen, ⅔ 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.

**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.

We invite you to be part of the story!
What does corporate collaboration look like?

❤️ SPONSOR A RESCUE MISSION
❤️ CREATE CONTENT TOGETHER
❤️ LEVERAGE BRAND AMBASSADORS
❤️ GET SOCIAL MEDIA AND PRESS EXPOSURE

Let’s brainstorm what would be best for you!

Minimum donation $5,000+
Michael Schneider
Founder and Executive Director
(AKA “Top Dog”)
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212.404.6936

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