

NZAVS Business Alliance

Align your business with a like-minded audience.



Business Alliance Membership \$250 +GST per year

A listing in the Business Alliance Directory on our website, in our Annual Report, as well as in our magazine, Cruelty Free NZ.

PLUS

Use of
the special
**Business
Alliance
emblem**



There are also many more exciting opportunities to choose from:



15% off NZAVS Magazine Advertising

Full Page: \$800	now only \$680
Half Page: \$400	now only \$340
Quarter Page: \$200	now only \$170
Eighth Page: \$100	now only \$85

Prices are +GST and for one edition only.
Creatives to be provided by you, the company, and approved by NZAVS.
100 words max.

- Reap the benefits of **cheaper advertising** in our Cruelty Free NZ Magazine — Business Alliance Members receive a **15% discount!**
- Be advertised via your own listing on our **Business Alliance Directory**. We have a hard copy version in our Cruelty Free NZ magazine (two issues of our magazine are produced per year) and, we have an **online version** that sits permanently on our website.
- Have free access to the **NZAVS Business Alliance Emblem**. This can be used freely on social media and with permission on your website and packaging. We'll also send you a Business Alliance sticker for storefront windows! More than one sticker is available for companies with multiple stores upon request.
- You'll be listed in our Annual Report that we send out to our supporters.
- Other opportunities might arise as well! For example, having your products featured in a Christmas themed promotional email to our supporters about ethical Christmas gifts (no additional cost). These types of opportunities are not guaranteed — extra perks like this might pop up during the year if they fit into current campaigns.
- Fundraise for NZAVS via point of sale donations, product sales or by creating special codes for customers to use.
- We are also open to collaborating with Business Alliance Members in other ways so get in touch if you have ideas!

Point-of-Sale Donations

Your customers can add a donation to their purchase, at no cost to you, in your online or physical shop for a set period of time with a minimum time period of one month. This campaign will be promoted on the NZAVS FB page.

Creatives to be provided by you, the company, and approved by NZAVS. 100 words maximum.

Proceed Giving

A percentage of the sales of an allocated product goes to NZAVS for a period of one year or by negotiation. NZAVS and you as a Business Alliance member promote the product on Facebook and Instagram, and NZAVS deserves the right to use one such item in a giveaway competition.



Visit nzavs.org.nz/business-alliance

for more information including our terms & conditions.



nzavs.org.nz



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@NZAVS



@endinganimaltesting

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