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## DOGS NZ – NESTLE PURINA PARTNERSHIP ANNOUNCEMENT

Dogs NZ is very pleased to announce our new partnership with Nestlé Purina PetCare - Pro Plan, commencing 1 January 2020.

This brings to a close our valued, long-standing naming rights sponsorship with Masterpet and marks the beginning of a new era of investment in our organisation that leverages Nestle Purina's global nutrition expertise, strong market presence and proven experience in building shared value with partner organisations.

Nestlé Purina New Zealand has a proven track record of strong partnerships and collaborations; notably its 50+ year's support for the NZ Sheep Dog Trial Association, and as the proud principal sponsor of the SPCA.

Our new partnership will focus on programmes to:

- Support New Zealand Dog owners and breeders in highlighting the importance of health and the role that nutrition plays in all stages of a dog's life
- Drive awareness and support for Dogs NZ programs of
  - Canine Health and Welfare
  - Training and dog safety
- Collaborate on membership growth and engagement programmes and initiatives (Club, shows, junior, dog sports)

We are confident that these will deliver real, tangible benefits for Dogs NZ members.

The partnership agreement includes Nestlé Purina Pro Plan naming rights to: Dogs NZ National Shows, Exhibition Venues, Junior programmes and Canine Good Citizen. We are excited by the opportunities to lift our game through joint partner advertising and events activations, such as club marketing and event tool kits.

The agreed partnership is initially for a term of three years with rights of renewal for a further two years.

We look forward to working with Nestlé Purina PetCare as together we grasp the opportunities created by our partnership.

*Kind regards*

A handwritten signature in black ink, appearing to read "Brian Harris", written over a light blue horizontal line.

Brian Harris  
President , Dogs New Zealand

