

GET INTO SOMETHING GOOD

2026 Partnership



OUR PETS ARE *Family*

A close-up photograph of a brown tabby cat with green eyes. The cat is looking upwards and to the right, with its right front paw raised towards the top of the frame. The background is a solid blue color.

75%

of U.S. adults own a pet¹

Pet Ownership

surpassed households with children in 2021 for the first time in two decades, the same year 1 in 5 U.S. households adopted a pet²

51%

of pet owners consider their pets to be as much a part of their family as a human family member³

UNDERSTANDING TODAY'S PET PARENTS,

Who are...



Younger

51%

of pet owners are Millennials or younger¹, with 88% of A35-44 owning at least one pet, the highest of any age group²



Female

~60%

of pet owners in the U.S. are women, also skewing slightly more affluent and older than the average pet owner³



Affluent

\$100K+

household incomes are most likely to own pets⁴, with the average American pet owner spending \$4,366 annually on their pets⁵



Omnichannel Shoppers

80%

of pet owners prefer to shop for their pets in-store. However, online shopping continues to rise, with 70% of shoppers reporting buying online in the past six months, a +9pp increase from 2022⁶



...in order to
reach them,
resonate
and make an
impact.



OUR COMMITMENT

to the Cause



 **NBCUniversal Local**





EVERY PET DESERVES A BETTER LIFE *with help from our Sponsors!*

NBCU Local's Clear The Shelters is an **annual nationwide pet adoption and donation campaign** held each August in **partnership with hundreds of local stations and thousands of local shelters**. Since its inception in 2015, the program has **helped more than 1.3 million pets find new homes** with the help of **1735 shelters**, and **raised more than \$5.6 million in donations**.



Click to Play Sizzle

**SHOW [SPONSOR'S]
COMMITMENT TO THE
CAUSE, WHILE DRIVING
BRAND AWARENESS & SALES**



*by partnering with
Clear The Shelters in 2026!*



CLEAR THE SHELTERS ADOPTIONS AND DONATIONS STAY STRONG YEAR AFTER YEAR!

Since 2015, **1,349,634** lives have been saved!



Cumulative Totals

THE KEY TO OUR SUCCESS

Is Partnership!

Each of these contributing partners plays a crucial role in bringing our initiative to life...



OUR STATIONS



- Month-long awareness
- CTS captains work with shelters
- On-going promotion & in-news coverage on NBC & Telemundo Stations

OUR SHELTERS



- Activating in-person events
- Executing signage, giveaways, hosting sponsors, reporting results

PET WELFARE ORGS



- WeRescue assists with virtual adoption
- Greater Good Charities hosts fundraising

NBCUNIVERSAL



- Multiple press releases raise awareness
- Magazine Articles in pet friendly publications
- NBCU Talent social posts

OUR SPONSORS!



Hill's Pet Nutrition is our 2026 Clear The Shelters Presenting Sponsor

- Multi-platform promotion
- Signage/brochures sent to shelters
- Products for adopting families
- Donation matching
- On-site support from sponsor employees



HOW IT WORKS

August 2026

Beginning August 1st, sustained messaging across platforms encourages audiences to **ADOPT AND DONATE**.

The Clear The Shelters website will be the hub for finding a pet or donating.

Our CTS TV special airs on NBC and Telemundo stations, celebrating the positive impact pets have on our lives across our markets.

City by City: Station markets hold live events at participating shelters.

WeRescue assists with the virtual adoption effort

Greater Good Charities fuels the donation efforts.

With the help of tremendous celebrity reach and a call to action from our sponsors, audiences are invited to support this worthy cause.



DRIVING IMPACT ACROSS THE MARKETING FUNNEL

Partners see lifts in brand awareness and actions

+13%
Unaided Awareness

+16%
Recommendation Intent

+5%
Purchase Intent

PLUS
+50%
Sponsorship Association

111K+

Attributed visits to the brand's website & KPI pages



Sponsor **OPPORTUNITIES**



 **NBCUniversal Local**



Opportunities for all budgets

MULTI-PLATFORM EXECUTIONS

to reach pet intenders and position your brand as champion of the cause

Turn-key

PROMOS

:15 Tagged spots promoting the event and/or the special



DIGITAL

Sponsored Editorial Video



SOCIAL

Talent-fronted reels; Adopt messaging



DONATION

Build good will by matching donations in local markets



Custom

CUSTOM CREATIVE

Custom produced :60/:30 spot; Digital content series



AT SHELTERS

Consumer engagement – meet new pet parents on the big day



DIGITAL INNOVATION ADS

Native Articles; Peacock Pause / Engagement Ad



SHOW INTEGRATION

Open House show sponsorship and integration with social



Beyond August

PET FLIGHT SPONSORSHIP

Help bring pets in need to cities with the greatest adoption demand. Brand presence on plane exterior; earned media



CTS LIFESTYLE SEGMENTS

Local Lifestyle Integration celebrating the initiative's success



PET SPOTLIGHT VIGNETTES

Custom produced :15/:30 spots highlighting pets awaiting adoption; Digital content series



PAWSITIVELY GOOD AWARDS

Honor shelter workers going the extra mile



Get the Word Out with **SPONSORED PROMOS***



Event Promos

Promote the adoption drive
Available on all screens
Can air throughout the month
of August



• :15 Event Promo
English



• :15 Event Promo
Spanish

Tune-In Promos

Promote the TV Special
Available on all screens
Can air in the week leading up to
the Special



• :15 Tune-In Promo
English



• :15 Tune-In Promo
Spanish

Connecting with **CONSUMERS**

On-Site at Participating Shelters

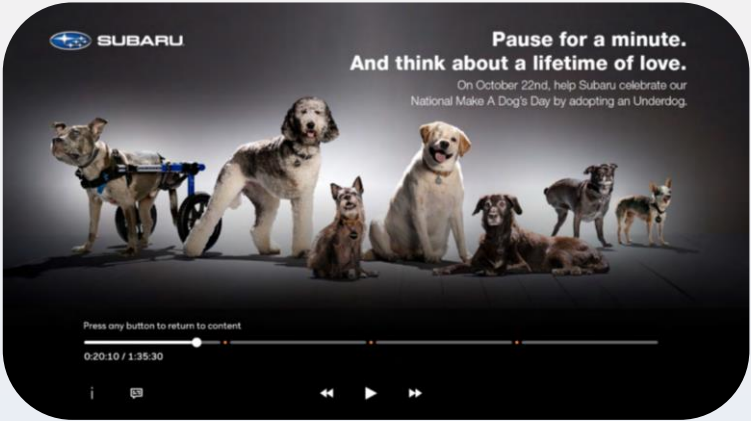
Increase reach and meet new pet families on the day their lives change for the better!

- Personal consumer outreach through Brand Representatives
- On-site display opportunities
- Distribution of product, coupons

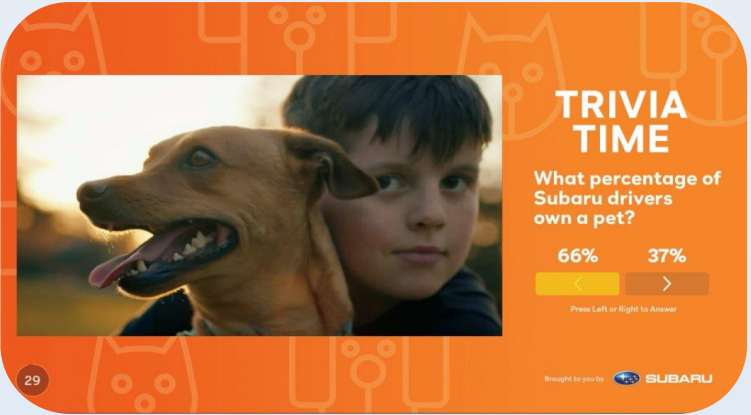


TARGET PEACOCK PET OWNERS

with Custom Ad Innovations



Pause Ad



Trivia Ad

Brands that leverage
Ad Innovations are
seeing the
results

+50%

Unaided Brand
Awareness
vs. Standard Ads

+8X

Composite Brand Lift
(3 Ad Innovations vs. 1-2)

ADOPT,
DON'T SHOP



CUSTOM



Local Lifestyle Integration

Tell your brand's pet care story with a longform integrated segment in Local Lifestyle programming! Two-minute segment spotlights sponsor's efforts and alignment with Clear The Shelters!

WEEKLY PET SEGMENT SPONSORSHIP

Local News / Local Lifestyle

Each week our local news or lifestyle programs welcome representatives from local pet shelters to promote pet adoption and introduce the furry friends who need forever homes.



- Billboard and spot placement adjacent to segments
- Companion digital display campaign
- Option to create a custom sponsored “Pet Walking Forecast” spot to air adjacent to segment



A PAWSOME OPPORTUNITY AWAITS

2026 Clear The Shelters Partnership



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