



Your PAWfect Home Sweepstakes Marketing Toolkit

The Berkshire Hathaway HomeServices PAWfect Home Sweepstakes is a national campaign but with this toolkit, you can localize the initiative and leverage its paw-some marketing potential to strengthen your existing connections and make new ones.

The Basics

1. Campaign runs from April 11 - June 6
2. Website to sign up: www.bhhs pawfecthome.com
3. All Sweepstakes-approved marketing collateral is available on REsource Center > Marketing REsource.
4. The full name of the sweepstakes is the Berkshire Hathaway HomeServices PAWfect Home Sweepstakes. On second reference, you don't need to capitalize the PAW, and can just write Pawfect Home Sweepstakes or Pawfect Home.
5. Eligibility. (see official sweepstakes rules). Non-eligible: Employees, consultants, independent contractors, interns (who have within the past six (6) months, performed services and immediate family members.

Beyond Pawfect

The key to localizing this campaign is to get participants to do something after they submit and have that action come back to you, so you can interact, engage and connect with them. Here are a few ideas for going beyond Pawfect:

- Idea 1: Encourage attendees to post a photo of their pet after they complete the submission and tag your social media page when they post. (This is easy to do on Facebook and Instagram.) Repost those who tag you and reach out to thank them!
- Idea 2: Announce that for every submission sent that posts and tags you after, you'll donate X amount to a local animal shelter. If you're looking for local rescues and shelters for this idea, consider these Atlanta options:
 - Atlanta Humane Society
 - Atlanta Dog Rescue Cafe
 - Lifeline Animal Project
 - Furkids Rescue + Shelters Sanctuary
 - iWag
- Idea 3: Host a Pawfect Party (or Pawty): Purchase food from a local bakery or restaurants and cater an outdoor, pet-friendly picnic for your past, present and future clients. Set up games they can play with their pets (e.g. a ball-throwing/frisbee area) and give out treats for the pets. The cost of admission? One entry to the Pawfect Home Sweepstakes! (As a bonus you could also partner with a local rescue, invite a representative to the event and give people the opportunity to donate or learn more about adopting/fostering pets.)

Visit the BHHS Marketing REsource Center for Marketing Materials



Share
on Social!

Social Media Suggested Content

1. Have you joined the Berkshire Hathaway HomeServices PAWfect Home Sweepstakes? It's a chance to win your pet a custom-built, life-sized pet home that's an exact replica of your own. Comment below with the name of your pet and enter the sweepstakes at www.bhhspawfecthome.com!

#BHHS PAWfectHome #BHHS GeorgiaProperties

2. Join the Berkshire Hathaway HomeServices PAWfect Home Sweepstakes today and you'll have a chance to win your pet a custom-built, life-sized replica of an incredible home - yours! Visit www.bhhspawfecthome.com to enter and after you do, post a photo of you and your pet and tag us, so we can share!

#BHHS PAWfectHome #BHHS GeorgiaProperties

3. You might know Berkshire Hathaway HomeServices Georgia Properties as an award-winning new home construction brokerage but did you know we now also specialize in pet homes? Well, PAWfect homes to be exact. When you enter the official Berkshire Hathaway HomeServices PAWfect Home Sweepstakes, you'll have a chance to win your pet a custom-built, life-sized replica of your own home, just for them! Enter today at www.bhhspawfecthome.com. After you enter, post a photo with your pet and tag us so we can share in the excitement with you!

#BHHS PAWfectHome #BHHS GeorgiaProperties

4. The Berkshire Hathaway HomeServices PAWfect Home Sweepstakes is seriously pawsome. It's your chance to win your pet a custom-built, life-sized replica of your home, just for them! Enter at www.bhhspawfecthome.com. After you enter, post a photo and tag us. For every tag we receive, we'll donate \$[AMOUNT] to [LOCAL ANIMAL ORGANIZATION]. Because every pet should have the chance to experience a Pawfect Home.



How's that Pawfect Sweepstakes entry doing?

Can you even imagine how cozy your pet would be in a custom-built, life-sized home just for them? Make their dreams come true by entering the Berkshire Hathaway HomeServices Pawfect Home Sweepstakes before it ends June 6!

Hurry up and enter TODAY so your favorite four-legged friend (or if your pet's a snake, no-legged friend) can live in a home that's seriously Pawfect.

Enter for a Chance to Win

Send an Email!

Email 1:

1. Subject: Have you submitted an entry to the PAWfect Home Sweepstakes yet?

Copy:

The Berkshire Hathaway HomeServices PAWfect Home Sweepstakes is here and it's an incredible opportunity to win your pet a custom-built, life-sized replica of your home!

Our pets are our best friends, there for us whenever we need them, and they deserve a home to call their own. With this Sweepstakes, they can get one.

To submit, visit www.bhhspawfecthome.com and after you complete your entry (it takes no time at all), post a photo of you and your pet and tag [ENTER YOUR INSTAGRAM HANDLE OR FACEBOOK PAGE NAME HERE], so we can repost! [IF YOU ARE DOING THE LOCAL DONATION, ADD THIS LINE: For every post, we're donating \${Insert Amount} to {Insert Name of Animal Shelter/Organization}. It's our way of giving back and finding even more pets the forever homes they deserve.]

If you have any questions about the Sweepstakes (or about buying or selling your own home), reach out any time.

2. Email 2:

Subject: Enter today to win a custom, life-sized home for your pet!

Copy:

We love pets. They're the cutest, friendliest four-legged friends around. And with the Berkshire Hathaway HomeServices PAWfect Home Sweepstakes - running now through June 6 - we can do something special just for them.

Enter today at www.bhhspawfecthome.com for a chance to win your pet a custom-built, life-sized replica of your home. After you submit, post a photo of your pet and tag us, [INSERT INSTAGRAM HANDLE OR FACEBOOK PAGE] so we can share the news with the world! [ADD ONLY IF DONATING: For every post we receive, we'll donate \${Amount} to {Local Animal Organization}. Because every pet deserves a Pawfect Home, not just ours.

Join the sweepstakes today. We're rooting for you (and your adorable pet) to take home the win!

Eligibility: The BHHS Pawfect Home Contest is open only to legal residents of the 50 United States and the District of Columbia, Canada, Mexico, the United Kingdom, Portugal, Greece, and Spain, who have mental capacity and are at least eighteen (18) years of age or the age of majority in their country, province, or state of residence, whichever is older. **Any individuals (including but not limited to employees, consultants, independent contractors, and interns)** who have, within the past six (6) months, performed services for Sponsor, Administrator, Telescope, Inc., HSF Affiliates LLC, HomeServices of America, Inc., Berkshire Hathaway Energy, Berkshire Hathaway Inc., Columbia Insurance Company, BBDO Worldwide, BBDO USA, LLC dba BBDO Minneapolis, or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or awarding the Grand Prizes and/or their respective parent, subsidiary, affiliated, and successor companies as well as franchisees (collectively, the “Promotion Entities”), **and immediate family and household members** of such individuals, **are not eligible to enter.** “Immediate family members” shall mean parents, step-parents, children, step-children, siblings, stepsiblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three (3) months a year, whether related or not.