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[NEW! K9 CA\\$H](#)

# NEW ADOPT JOY™ EVENTS AND HOW TO EARN K9 CA\$H!



WRITTEN BY  
**Staff Writer**  
JUNE 3, 2025

## INTRODUCING: NEW ADOPT JOY™ EVENTS AND HOW TO EARN K9 CASH!

Check out the information below to learn more about our new incentive program to earn even more cash for your organization through dog adoptions.

### K9 CASH PARTNER BONUS:

The infographic below illustrates how Adoption Partners can earn with our new K9 Cash Partner Bonus program – including Monthly Cash Bonuses, End of Year Cash, and how that integrates with our established Adoption Partner Rewards program.

K9CASH

PARTNER BONUS



INTRODUCING: K9 CASH PARTNER BONUS

We are increasing our support for in-store dog adoptions to drive an overall increase by the end of the year. This includes new adoption events to add even more in-store opportunities to drive dog adoptions.

There will be TWO more opportunities for Adoption Partners to receive dog-specific cash payouts, in addition to Adoption Partner Rewards. Check out the information below on how your organization can earn more cash through dog adoptions!

1. MONTHLY CASH BONUS

Adoption Partners will receive \$100 for every incremental dog adoption versus the same month in 2024.

Cash bonuses will be paid out in the month following when they were earned. Monthly Cash Bonus runs from July 2025 through January 2026.

2. END OF YEAR CASH

When Adoption Partners complete at least two dog adoptions during any of the six adoption event dates below, they will be entered to win End of Year Cash. There are 33 cash prizes ranging from \$5,000 to \$100,000. The more adoption events your organization participates in, the more entries and chances to win!

The K9 Cash-eligible events will be held on July 26\*, August 23, September 27, October 25\*, December 6, and January 17.

PLUS, ADOPTION PARTNER REWARDS

In addition to these exciting new bonus opportunities, your organization will continue to be eligible to earn Adoption Partner Rewards as you normally do, as well as our special 2-for-1 Adoption Partner Rewards during our National Adoption Weeks in July and October.

This means that your organization could potentially earn a Monthly Cash Bonus, End of Year Cash, AND Adoption Partner Rewards!

ADOPT JOY™ ADOPTION EVENTS:

Between July 2025 and January 2026, we are partnering with PetSmart to host monthly adoption events focused on dogs, called Adopt Joy™ adoption events.

**Event dates are July 26\*, August 23, September 27, October 25\*, December 6, and January 17.** *\*Indicates an event date on a National Adoption Week (NAW) Saturday.* These events will be communicated to customers as a NAW event and will also be eligible for 2-for-1 Adoption Partner Rewards.

When you complete at least two dog adoptions on the dates above, you can earn entries for the End of Year Cash drawing! See details below for how you can max out your potential entries and win big in January:

# DRAWING ENTRIES

1 Qualifying Event	=	1 Entry
2 Qualifying Events	=	2 Additional Entries
3 Qualifying Events	=	3 Additional Entries
4 Qualifying Events	=	4 Additional Entries
5 Qualifying Events	=	5 Additional Entries
6 Qualifying Events	=	6 Additional Entries
Potential Total = 21 Entries!		

On every Adopt Joy™ adoption event date that an Adoption Partner completes at least two (2) dog adoptions, they will be entered into a drawing for End of Year Cash. The more event dates that your organization participates in, the more entries and chances to win!\*

*Example: Group A participates in four out of the six months of events, so they receive one entry for the first month, two more for the second month, three more for the third month, and four additional for the fourth month, for a total of 10 entries.*

\*Adoption event participation does not need to be on consecutive months to qualify. All adoptions must be started and completed in AME on the adoption event date in order to qualify.

# BONUS PAYOUT

Grand Prize (1 winner): \$100,000  
Second Prize (2 winners): \$50,000  
Runner-Ups (30 winners): \$5,000

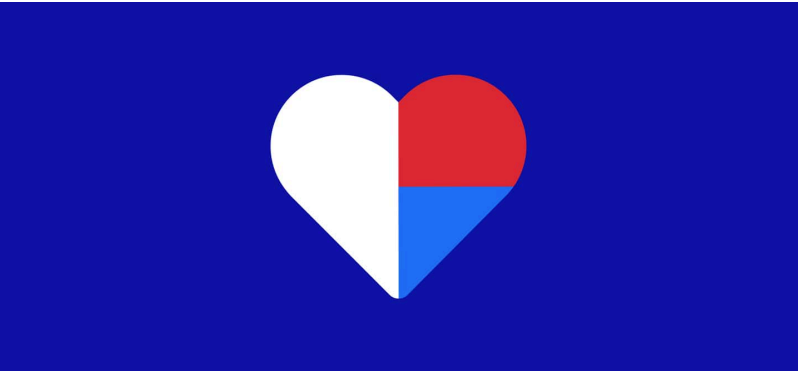
Adoption partner organization must be in good standing at the time of the drawing to be eligible for the bonus.  
Drawing will take place on January 23, 2026, and the bonus will be paid out by January 31, 2026.

Full rules and details about the 2025 Incentive Program for PetSmart Charities Adopt Joy Adoption Events [here](#)



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Valid 09/02/2025 – 09/30/2025. All donations must be made online at petsmartcharities.org to be eligible for matching. Alphaia will match donations up to \$65,000. Donations made on petsmartcharities.org are not eligible for Treats points. Funds will be used to support PetSmart Charities mission. PetSmart Charities is a registered nonprofit 501(c)(3) organization.

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# OFFICIAL RULES: 2025 INCENTIVE PROGRAM FOR PETSMART CHARITIES ADOPT JOY™ ADOPTION EVENTS



WRITTEN BY  
**Staff Writer**  
MAY 30, 2025

**Incentive Period:** July 1, 2025 – January 17, 2026

**Sponsored by:** PetSmart Charities, 19601 N. 27th Ave, Phoenix, AZ 85027

## Objective:

To reward Adoption Partners who actively support PetSmart Charities Adopt Joy™ Adoption Events, helping increase visibility and ultimately place more dogs in loving homes.

## Eligibility:

Open to all PetSmart Charities Adoption Partners in the U.S. and Puerto Rico who are in good standing throughout the entire Incentive Period and participate in at least one of the Adopt Joy™ Adoption Events which will take place on the following dates:

- July 26, 2025
- August 23, 2025
- September 27, 2025
- October 25, 2025
- December 6, 2025
- January 17, 2026

## How to Earn Entries:

Adoption Partners will earn entries for the award drawing based on the number of qualifying events they participate in. To qualify, a Partner must both (1) participate in an Adopt Joy™ Adoption Event and (2) successfully adopt out at least two dogs during that same event. Both adoptions at a single Adopt Joy™ Adoption Event must be started and completed in Adoptions Made Easy on the date of the Adopt Joy Adoption Event to qualify for entry.

The number of entries increases with each qualifying event, as follows:

- 1st qualifying event, earn 1 entry
- 2nd qualifying event, earn 2 additional entries

- 3rd qualifying event, earn 3 additional entries
- 4th qualifying event, earn 4 additional entries
- 5th qualifying event, earn 5 additional entries
- 6th qualifying event, earn 6 additional entries

**Total Potential Entries per Adoption Partner = 21****Awards:**

There is a total of 33 awards:

- One (1) award of \$100,000
- Two (2) awards of \$50,000
- Thirty (30) awards of \$5,000.

Award recipients will be selected at random on or about January 23, 2026, from among the eligible entries earned by all Adoption Partners during the Incentive Period. The awards will be paid out by PetSmart Charities by January 31, 2026. Limit one award per Adoption Partner.

ALL FEDERAL, STATE, PROVINCIAL AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY AWARD ARE THE SOLE RESPONSIBILITY OF THE SELECTED RECIPIENT.

**General Rules:**

By participating in this Incentive, Adoption Partners agree to be bound by the terms set out herein and the decisions of the Sponsor. All applicable federal, state and local laws and regulations apply. Adoption Partner participants hold the Sponsor and each of its respective officers, directors, members, managers, employees, agents, representatives, successors and assigns (collectively, the “Released Parties”) harmless from and against any third-party claims arising from participation in the Incentive. By participating in the Incentive, Adoption Partners agree that Released Parties will have no liability whatsoever for, and will be held harmless by Adoption Partners for any liability for any bodily injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from entry, the acceptance, possession, use or misuse of an award, if applicable, or participation in the Incentive or participation in any promotional activity related to the Incentive.

Sponsor reserves the right to modify, suspend or cancel the Incentive at any time, in whole or in part, if it becomes impracticable, impossible, or unreasonably difficult to administer due to circumstances beyond the Sponsor’s reasonable control, including but not limited to operational, legal, financial, or logistical challenges. The Sponsor is not responsible for any typographical or other error in the printing of the Incentive materials or the offering or announcement of the awards.

By participating in the Incentive, you hereby consent to Sponsor’s use of the participation in its internal communications and publications, and external social media and other marketing platforms. Participating in the Incentive constitutes permission to the Sponsor to use an Adoption Partner’s name, logo and other identifying information in connection with the administration of the Incentive and the marketing of the Incentive and PetSmart Charities generally.

You hereby represent and warrant that you have read the terms of the Incentive and are fully familiar with their contents and agree to be bound by them.

**Disputes:**

ADOPTION PARTNERS AGREE THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS INCENTIVE OR ANY AWARDS AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY THE APPROPRIATE STATE OR FEDERAL COURT LOCATED IN ARIZONA; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS INCENTIVE BUT IN NO EVENT ATTORNEYS’ FEES; AND (3) UNDER NO CIRCUMSTANCES WILL ADOPTION PARTNERS BE PERMITTED TO OBTAIN AWARDS FOR, AND ADOPTION PARTNERS HEREBY WAIVE ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET

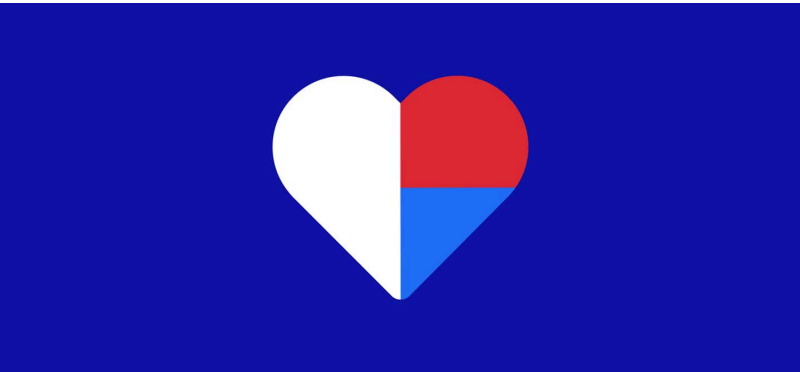
EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of this Incentive Program, or the rights and obligations of the Adoption Partners and Sponsor in connection with the Incentive, shall be governed by, and construed in accordance with, the laws of the state of Arizona, without giving effect to any choice of law or conflict of law rules (whether of the state of Arizona in the U.S. or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Arizona in the U.S.



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