

THE LUXURY AMENITY PET PARTNER PROGRAM

by The V.I.PUP Collection

Elevating resident experiences in Middle Tennessee and Franklin's premier luxury communities.

PROGRAM OVERVIEW

The Luxury Pet Amenity Partner Program is a concierge-level, subscription-based service that **elevates pet-friendly living in luxury apartment communities**. Each month, your residents enjoy curated pet events, thoughtful gifting, and branded touchpoints—fully planned, styled, and hosted by The V.I.PUP Collection. This white-glove experience **enhances retention**, improves resident satisfaction, and **positions your community as a premier pet-forward destination**.

WHAT YOUR COMMUNITY RECEIVES EVERY MONTH

- Curated Pet Events
- Move-In Pet Welcome Boxes
- Engagement Touchpoint
- Branded Décor & Signage
- Engagement Report

WHY COMMUNITIES LOVE THIS PROGRAM

- High-impact **resident experiences** with minimal staff involvement
- Strengthens your **pet-friendly** brand identity
- Creates **memorable**, Instagram-worthy experiences
- Consistency that drives **satisfaction and renewals**
- Clear **engagement reporting** for onsite and regional teams

LET'S GET STARTED

Request a proposal, book a discovery call, or begin onboarding:

✉ www.thevipupcollection/program

📧 info@thevipupcollection.com



“LUXURY LIVING, UNLEASHED”



PARTNERSHIP TIERS AT A GLANCE

ESSENTIAL

1 event • Up to 10 welcome boxes •

Touchpoint • Engagement report

PREMIUM

2 events • Up to 15 welcome boxes •

Touchpoint • Engagement report

ELITE

3 events • Up to 20 welcome boxes •

Touchpoint • Premium report

HOW IT WORKS

1. **DISCOVER**— We learn about your community, goals, and resident profile.
2. **ONBOARD**— Provide your branding and preferences; we prepare your launch plan.
3. **LAUNCH**— We host monthly events, deliver gifting, and provide ongoing engagement reporting.