



WELCOME

to the Kurgo® Affiliate Program



WELCOME

We believe your dog is more than just a pet.

She is your best friend, family member, hiking partner, and brewery adventure buddy. You go everywhere together—maybe it's to the ends of the earth, maybe it's to the end of the trail.

We want to help you go safely, comfortably, and happily together. That's why we specifically design our products to make adventuring with your dog easier than ever before.



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OVERVIEW

We are happy to see you here!

We are dedicated to offering the best value for high quality, innovative products that are built to last. Every Kurgo® product reflects our dedication to improving the lives of dogs and their owners, one adventure at a time.



OVERVIEW

Our Gear

Kurgo® products include apparel, backpacks, car safety gear, harnesses, seat covers, leashes and collars.

Our products cultivate confidence and enhance the bond between human and dog.



Kurgo® Do's & Don'ts

Our Brand Is:

- Outdoor active in all weather
- Travel safety-oriented for adventurous dog moms and dads
- Hiking in the mountains
- Running on dirt roads and trails
- State parks, open spaces, and dog-friendly national parks
- Swimming in lakes, rivers, and oceans
- Camping in tents, cabins, and cars
- Kayaking, paddle boarding, boating, and rafting
- Cross Country skiing, and snow shoeing
- Rugged, field-tested, and built to last

Our Brand Is Not:

- In the home or hotel
- Wearing static collars
- Swimming in pools
- "Fashion" dog apparel
- Breed specific
- Unsafe
- Manicured lawns, gardens, and landscapes



Who is the Kurgo® Customer?

The Kurgo® customer believes dogs are not just pets; they are best friends and family members. From road trip to campsite to summit, their pups tag along on every adventure.

Whether they are a seasoned hiker or weekend warrior, our customers seek gear that helps them more confidently adventure with their dog beyond the neighborhood walk.





Who is the Kurgo® Customer?

When creating content for the Kurgo® brand, ask yourself the following questions to see if you are clearly communicating the brand.

- Is your communication expert and knowledgeable, yet conversational?
- Do your graphics focus on pets and their owner experiencing adventures together?
- Do your graphic elements communicate the personality of the Kurgo® brand?

Additional Brand Support

Product Notes

Kurgo® is open to promotional offers and discount codes when working with affiliates. We do have site-wide promotions throughout the year and always offer free shipping for purchases over \$50.

If you'd like to promote one of our Kurgo® products, we'd be happy to send you free gear for you to review. Each of our products comes with guidelines to follow and can be found in our affiliate box file once signing up.

Qualifications

To qualify for the Kurgo® affiliate program, your website needs to be active for at least 6 months with a weekly following of active users. Your content must be relevant, authentic, and consistent for the Kurgo® customer.

Affiliate Box File

Product file images, banners, videos, GIFs, and logos for our brand can be found in our [Affiliate Box File](#)

For Billing and commission, please sign up through [Pepperjam](#)

If you need additional assets, please reach out to our affiliate team as affiliate@kurgo.com

FAQ

Why haven't I heard back about my application?

It takes 1-3 business days for applications to process through the Pepperjam platform. If you have not heard back before then please contact us at affiliate@petsafe.net.

When do I get paid?

Affiliates will receive credit for clicks/purchases up to 30 days after the first click.

Why do you ask about our billing information?

We need your updated billing information to make sure we pay you on time and through your correct banking account.

Thank you!

**Our team looks forward
to working with you.**

