

# Power of Partnership

## Partner. Connect. Succeed.

In today's complicated world, we all need a little bit of "easy." We invite you to partner with the Colorado Veterinary Medical Association (CVMA) as we support the dynamic issues surrounding veterinary medicine, its leaders, and teams. We are working smarter to match your strategies with remarkable opportunities to maximize results and serve you better.

CVMA is a proactive professional association of more than 2,350 veterinary medicine professionals. Our mission is to enhance animal and human health and welfare, and advance the knowledge and wellbeing of Colorado veterinarians. When you partner with CVMA you will gain valuable exposure and opportunities to discuss your products and/or services with the people who make purchasing decisions.

The enclosed packet includes an overview of 2017 partnership opportunities, all designed to offer you the greatest value:

- **Menu of Sponsorship Opportunities** explains how the opportunities and investments work
- **Benefits of Your 2017 Sponsorship** outlines the benefits you receive for investing with CVMA (and our charitable partner PetAid Colorado)
- **Partnership Opportunities** provides an itemized list of all the CVMA exposure options
- **Individual Property Sheets** detail information about each sponsorship/advertising opportunity and the benefits you receive

If you have an idea for an opportunity you don't see listed here, please let us know—we want to help you succeed in your sponsorship goals!

After you review the enclosed materials, we welcome the opportunity to discuss partnership and how you can be a champion in the veterinary community.

Thank you for your time and consideration.

Sincerely,



Samantha Hoyt  
Manager of Learning and Partnerships

# Power of Partnership

## Menu of Sponsorship Opportunities

Sponsorship opportunities are organized around the four core pillars that build the foundation of how we serve and strengthen the veterinary community in Colorado: Advocacy, Leadership, Education, and Support.

Each opportunity has multiple levels of involvement, with each assigned an investment level and specific benefits. Now it's easy to see the overall menu of opportunities and choose your participation by level of financial support. Once you choose your sponsorship platform, our staff will work to customize the final details.

As a valued partner of CVMA, any cause-related opportunities your company invests in with our charitable partner, PetAid Colorado, is also factored in to your overall level of support:

- |                 |                     |
|-----------------|---------------------|
| ○ Platinum Plus | Over \$35,000       |
| ○ Platinum      | \$25,000 - \$35,000 |
| ○ Gold          | \$15,000 - \$24,999 |
| ○ Silver        | \$10,000 - \$14,999 |
| ○ Bronze        | \$5,000 - \$9,999   |
| ○ Copper        | \$1,250 - \$4,999   |

When you partner with CVMA, you lend your voice and show your support to the veterinary community at large. Whether you sponsor one of our many offerings, exhibit at our annual convention, or advertise in one of our publications, you will be reaching all levels of the veterinary profession in Colorado.

***That's the Power of Partnership.***

# Power of Partnership

## Partnership Opportunities

### Advocacy

Program	Sponsorship Levels
Advocacy Training	\$1,500 -\$2,500
Media and Crisis Communication Training	\$1,500 - \$2,500

### Education

Program	Sponsorship Levels
CE Southwest	\$1,700 -\$7,500
CE West	\$1,700 -\$7,500
Convention	\$500 - \$6,000
Podcast	varied
Professional Development Series	\$1,600 - \$3,900
Send-a-Student	\$150
SkiCE	\$1,800 - \$8,000
Webinars	Varied

### Support

Program	Sponsorship Levels
Advertising Opportunities	Varied
CVMA <i>VOICE</i> quarterly magazine	Varied
Chapter Visits	\$8,000
Healthy New Pet Guide (2018)	Varied

### Leadership

Program	Sponsorship Levels
BIG Ideas Forum - Fall or Spring	\$1,500 - \$5,000
Mentorship Program	\$2,500 - \$7,500
<i>Power of 10</i> Leadership	\$500 - \$15,000
<i>Power of 10</i> Practice Managers	\$500 - \$15,000

# Power of Partnership

## CVMA Advertising Opportunities: 2018 CVMA Healthy New Pet Guide

Advocacy  Education  Support  Leadership

The *Healthy New Pet Guide* is given to 35,000 individuals who adopt an animal from Metro Denver Animal Welfare Alliance shelters. Year after year, this full-color booklet continues to connect veterinarians with new clients—and includes information to help adopters get their new pets off to a healthy start and a lifetime of veterinary care. Individuals can select one of the participating veterinary practices listed for a free examination within seven (7) days of the adoption. This allows CVMA members to establish a rapport with new pet owners and generate permanent clients. The *Healthy New Pet Guide* helps vendors advertise their pet-related product or service to 35,000 new pet-owners in the Denver Metro Area.

### Advertising Details

<i>Healthy New Pet Guide</i>	Rates
<i>Advertising Rates*</i>	
1/6 Page	\$250
1/4 Page	\$450
1/2 Page	\$800
Full Page	\$1525
Page Opposite from Exam Sheet	\$1700
Page 1	\$1700
Inside Front Cover	\$1725
Back Cover	\$1750

\*2017 rates; 2018 rates subject to change.

# Power of Partnership

## CVMA Advertising Opportunities: CVMA *VOICE* Magazine

Advocacy  Education  Support  Leadership

The *VOICE* is a quarterly, full-color magazine that updates our members and the Colorado veterinary community on trends in veterinary medicine and association initiatives. Our readership includes Colorado veterinarians engaged in all facets of general and specialty practice, as well as veterinary school faculty, veterinarians in public service and industry, and students. In addition to being distributed to over 2,300 + CVMA members, the *VOICE* is also distributed once a year (Issue #3) to all veterinarians licensed in Colorado regardless of membership.

### Advertising Details

<i>The VOICE Magazine</i>			
<b>2017 Advertising Rates*</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
¼ Page	\$440	\$420	\$395
½ Page	\$725	\$695	\$650
Full Page	\$1095	\$1075	\$1050
Artwork Due Date: Issue #1= January 15, Issue #2 = April 15, Issue #3 = July 15, Issue #4 = October 15			

\*\*Premium positions (inside front and back cover; back cover) may also be available for an additional premium increase.

\*\* Ads placed in issue #3 only to take advantage of mailing to all Colorado DVMs, add 10% premium to price listed.

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## CVMA Advocacy Training

Advocacy  Education  Support  Leadership

February 16, 2017

This day-long workshop helps veterinarians build the skills and knowledge necessary to effectively advance (or thwart) public policy that affects the veterinary profession at the national and state levels. The workshop is designed to build issue knowledge, hone advocacy skills and bolster participants' confidence in their ability to effectively advance the veterinary profession's legislative and regulatory agenda.

**Sponsorship Levels**                      **Exclusive Sponsorship**  
 \$500- \$6,000                                      \$6,000

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$2,500	\$1,500	\$500
<i>Partner Rewards</i>			
Opportunity to address audience	10 Minutes	2 Minutes	
Category exclusivity	✓		
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	2 reps	1 rep	1 rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓

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## CVMA BIG Ideas

Advocacy  Education  Support  Leadership

CVMA BIG Ideas | Spring 2017: March 30–31 in Colorado Springs, CO  
 CVMA BIG Ideas | Fall 2017: October 20–21, 2017 in Beaver Creek, CO

The BIG Ideas Forum is a member benefit showcase that provides a “deep dive” into a hot topic. CVMA convenes the BIG Ideas Forum twice each year and is designed to probe emerging issues with the potential to affect animal health and welfare, the profession, and the association. The Forum explores one pre-selected issue with the help of issue experts who share subject matter expertise and engage participants in dialog about the issue. CVMA provides this continuing education and leadership opportunity as a forum for discussion of issues relevant to veterinary medicine with the goal of developing knowledge around the issue, engaging participants in thoughtful dialog, advancing the agenda of the association, and introducing students and members to the governance process within an association.

**Sponsorship Levels**                      **Exclusive Sponsorship**  
 \$1,500 - \$5,000                                  \$5,000

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$5,000	\$2,500	\$1,500
<i>Partner Rewards</i>			
Opportunity to present remarks	10 Minutes	3 Minutes	
Category exclusivity	✓		
Remarks at welcome reception	✓	✓	
Recognition in printed promotional material	Logo	Logo	
Recognition in BIG promotional material	Logo	Logo	Logo
Display table at program	3 reps	2 reps	1 rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition by program emcee	✓	✓	✓

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## CVMA CE Southwest

Advocacy  Education  Support  Leadership

October 14-15, 2017 — Durango, Colorado

CVMA CE Southwest brings education to southwest Colorado with an expanded weekend of high-level CE. Mark your calendars for October 2017 in Durango, Colorado. This unique education opportunity is designed for small and large animal veterinarians in southwestern Colorado and surrounding states, and delivers 12 hours of continuing education, social activities, and recreational opportunities in a highly appealing destination. CE Southwest affords animal healthcare industry partners the opportunity to deepen or build relationships with veterinarians while enjoying the relaxed yet inspiring environment for learning and socializing.

### Sponsorship Levels      Exclusive Sponsorship

\$1,700 – \$7,500

\$7,500

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
	One Only	One Only	
<i>Partnership Investment</i>	\$7,500	\$5,000	\$1,700
<i>Partner Rewards</i>			
Remarks at Welcome Reception	✓	✓	
Opportunity to address audience at lunch	10 minutes	5 minutes	
Recognition in printed promotional material	✓	✓	✓
Display table at program	3 Reps	2 Reps	1 Rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Sponsor logo on website promotion	✓	✓	
Recognition in CVMA eVOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓
Ticket to the Beer Pairing Dinner	2	2	1
10 Registration Scholarships for sponsor identified clients	✓		

*Sponsor logos will be included in printed pre-meeting materials provided a sponsorship agreement has been received by the print production deadline.*



# Power of Partnership

## CVMA CE West

Advocacy  Education  Support  Leadership

June 2-4, 2017 — Palisade, CO

CVMA CE West presents 12 hours of practical continuing education against a stunning backdrop of mesas and fruit farms on Colorado’s gorgeous Western Slope. Featuring topics of interest to small and large animal practitioners alike. Participants come for the education and stay for the beauty – to stroll through vineyards in the heart of Colorado wine country, explore high-mesa lakes, or raft the mighty Colorado. CVMA CE West is the perfect combination of professional education, wine-related events, and exceptional recreation.

### Sponsorship Levels      Exclusive Sponsorship

\$1,700 – \$7,500

\$7,500

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
	One Only	One Only	
<b>Partnership Investment</b>	\$7,500	\$5,000	\$1,700
<b>Partner Rewards</b>			
Remarks at Welcome Reception	✓	✓	
Opportunity to address audience at lunch	10 minutes	5 minutes	
Recognition in printed promotional material	✓	✓	✓
Display table at program	3 Reps	2 Reps	1 Rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Sponsor logo on website promotion	✓	✓	
Recognition in CVMA eVOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓
Ticket to the wine pairing dinner	2	2	1
10 Registration Scholarships for sponsor identified clients	✓		

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# Power of Partnership

## CVMA Convention 2017

Advocacy  Education  Support  Leadership

September 21-24, 2017 — Loveland, CO

The Colorado Veterinary Medical Association’s annual convention—the largest gathering of the veterinary community in Colorado—offers a variety of opportunities for leadership, learning, advocacy, and celebration. With an attendance of more than 800 individuals, the convention provides sponsors an exceptional opportunity to reach veterinarians, their team members, and others engaged in animal health and welfare. The CVMA convention affords sponsors a variety of exciting, fun, and unique ways to demonstrate support for CVMA’s mission and opens the door to Colorado’s veterinary market.

### **Exhibit Booth Costs**

- 1 standard booth = \$1,295
- 1 premium booth = \$1,595
- 1 corner booth = \$1,895
- 2 standard booths = \$2,331
- 2 premium booths = \$2,871
- 2 corner booths = \$3,411

### **Sponsorship Opportunities**

Connection Builders	Exclusive	Co-Sponsorship
Casino Night	\$3,000	\$1,000
Celebration Luncheon (Saturday)	\$5,000	\$2,500
Cell Phone Charging Station	\$1,500	\$750
Exhibit Hall Refreshment Stations	\$2,500	\$1,000
Golf Tournament	\$3,000	\$500
Keynote Breakfast	\$1,500	\$500
Mobile APP	\$1,500	\$500
Networking Lunch (Friday)	\$5,000	\$2,000
Opening Session		
Pad folios/Notebooks	\$2,500 or in kind	N/A
Printer Station	SOLD	SOLD
Push Notifications through Mobile APP	N/A	\$150-\$500
Send-a-Student	N/A	\$150/student
Tote Bag Inserts (6x9 postcard recommended)	N/A	\$500
Tote Bag Logo	\$4,000	\$1,000
USB Flash Drive Convention Proceedings	\$4,000	N/A
Water Bottles	\$2,000	N/A
Wi-Fi in Meeting Rooms/Splash Page	\$1,500	N/A

# Power of Partnership

## CVMA Convention 2017 (continued)

Education Opportunities	Exclusive	Co-Sponsorship
Agricultural Animal	\$2,500	\$1,500
Beyond Medicine	\$2,500	\$1,500
Complementary Medicine	\$2,500	\$1,500
Equine	\$2,500	\$1,500
Exotic & Wildlife	\$2,500	\$1,500
Small Animal	\$2,500	\$1,500
Small Animal Symposium	\$2,500	\$1,500
Learning Labs		Value based on content

*\*Information on specific speakers and topics will be available spring 2017. Contact Samantha Hoyt-303.539.7260 or samanthahoyt@colovma.org*

**Have an idea for an opportunity you don't see listed here? Let us know—we will help you succeed in your sponsorship goals!**

# Power of Partnership

## CVMA Convention 2017 Registration Brochure & Program

Advocacy  Education  Support  Leadership

Advertising in our CVMA convention publications allows you to reach your potential clients before, during, and after the event to reinforce your presence as an exhibitor and sponsor. The Registration Brochure will be sent to approximately 5,000 veterinarians in Colorado and throughout the United States.

The Convention Program will be distributed to all attendees who repeatedly refer to the publication for information before, during, and after the program.

### Advertising Details

<i>Partner Level:</i>	<i>Presenting</i>	<i>Hosting</i>	<i>Supporting</i>	<i>Contributing</i>	<i>Participating/ Exhibitor</i>
Full-page advertisement in the Registration Brochure	4C: \$420	4C: \$515	4C: \$600	4C: \$700	4C: \$825
Half-page advertisement in the Registration Brochure	4C: \$250	4C: \$350	4C: \$400	4C: \$450	4C: \$525
Full-page advertisement in the Convention Program	Free	\$305	\$425	\$525	\$650
Half-page advertisement in the Convention Program	Free	\$185	\$250	\$325	\$395

*Premium Positions may be available; please inquire.*

**SAVE!!! Place your ad in both the registration brochure and program and save 10% on each.**

# Power of Partnership

## CVMA Chapter Visits 2017

Advocacy  Education  Support  Leadership

May through July

Join the CVMA CEO and CVMA President-elect as they travel to 17 Chapters throughout Colorado to discuss and exchange initiatives and ideas about CVMA and the veterinary profession. Learn what CVMA is doing to serve the veterinarians of Colorado and advance the profession. Be on the forefront of new ideas and get to know veterinarians throughout Colorado.

### Sponsorship Levels

\$8,000

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>
	One Only
<i>Partnership Investment</i>	\$8,000
<i>Partner Rewards</i>	
At Welcome Reception	✓
Opportunity to address audience at Dinners	10 minutes
Recognition in printed promotional material	✓
Display table at program	3 Reps
Sponsor sign at event	✓
Sponsor logo on Power Point display	✓
Sponsor logo in e-mail promotion	✓
Sponsor logo on website promotion	✓
Recognition in CVMA eVOICE	✓
Recognition by program emcee	✓

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# Power of Partnership

## CVMA Media and Crisis Communication Training

Advocacy  Education  Support  Leadership

April 20, 2017

When delivering facts about animal health topics, general pet care, potential legislation, crisis situations, or hot media “run-away” stories, the person on the spot – or in front of a camera or reporter – MUST know crisis and media communications skills and MUST have had the opportunity to practice in a mock setting. For any person who will represent their practice or their organization, media and crisis communication training is essential. Those who “wing it” because it seems like an easy task will many times regret the experience, or worse, create a negative impression and perhaps generate a new crisis. Media and crisis communication training is also an excellent foundation for ALL types of communications skills, including social media. Client communication becomes more focused, more clear, and consumes less time when these same training techniques are applied in the exam room.

**Sponsorship Levels**                      **Exclusive Sponsorship**  
 \$500 - \$6,000                                      \$6,000

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$6,000	\$2,500	\$500
<i>Partner Rewards</i>			
Opportunity to address audience	10 Minutes	2 Minutes	
Category exclusivity	✓		
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	3 reps	2 rep	1 rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓

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# Power of Partnership

## CVMA *Power of Ten* for Practice Managers (P10 | PM)

Advocacy  Education  Support  Leadership

October 2017 through September 2018

P10 | PM is designed to function as a parallel program to P10 | Veterinarians and is designed to provide 10 competitively selected hospital managers with critical training in leadership, communications and evolving issues. P10 | PM starts with a weekend-long initial gathering followed by a series of day-long education sessions throughout the year.

**Sponsorship Levels**  
\$500 - \$15,000

**Exclusive Sponsorship**  
\$15,000

### Benefits and Opportunities for Customization

<i>Partnership Category</i>	<i>Presenting Sponsor</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
	<b>Category Exclusive</b>			
<b>Partnership Investment</b>	\$15,000	\$3,000	\$1,500	\$500
<b>Partnership Benefits</b>				
Footer banner on CVMA online Marketplace	Free (\$1,000 value)			
Four-color half-page ad of choice in one issue of <i>VOICE</i> magazine	Free (\$725 value)			
Opportunity to present education module during one program	2 hours	1 hour		
Complimentary CVMA Affiliate membership	2	1		
Enhanced ad on CVMA online marketplace.	Free (\$499 value)	75% discount (\$375 value)	50% discount (\$250 value)	
Remarks at one education session	15 minutes	10 minutes	5 minutes	
Education Sessions that company rep may attend	All	3	2	1
Company representative(s) invited to invitation-only cocktail reception during CVMA convention, including P10   PM participants, facilitators, and CVMA leadership	3	2	1	1
Recognition in <i>VOICE</i> magazine article announcing the P10   PM program	✓	✓	✓	✓
Recognition in CVMA convention program	✓	✓	✓	✓
Basic ad on CVMA online Marketplace webpage with icon indicating P10   PM sponsorship	✓	✓	✓	✓

# Power of Partnership

## CVMA *Power of Ten* for Practice Managers (P10 | PM) (Continued)

<i>Partnership Category</i>	<i>Presenting Sponsor</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
	<i>Category Exclusive</i>			
<i>Partnership Investment</i>	\$15,000	\$3,000	\$1,500	\$500
<i>Partnership Benefits</i>				
Recognition in printed materials	Logo	✓	✓	✓
Recognition in printed materials distributed to program participants	Logo	✓	✓	✓
Sponsor logo on signage at sessions	✓	✓	✓	✓
Sponsor logo on PowerPoint at sessions	✓	✓	✓	✓
Sponsor logo in e-mail promotions	✓	✓	✓	✓
Sponsor logo on P10   PM webpage	✓	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓	✓
Recognition by session emcee	✓	✓	✓	✓

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# Power of Partnership

## CVMA Professional Development Series 2017/2018

Advocacy  Education  Support  Leadership

The Professional Development Series brings practitioners a new installment of six high-caliber lectures each year with nationally recognized speakers discussing recent advances in veterinary medicine and sharing personal insights. All six lectures offer five hours of CE credit each and are presented on Wednesday afternoons from 1:00 to 6:00 PM. The Series provides 30 hours of high-quality continuing education to veterinarians and veterinary technicians, and each program includes refreshment breaks where the attendees (typically 60-90 per program) interact with sponsors for 30 minutes.

### Denver, CO 6 Lecture Dates:

September 6, 2017	Neurology	Christopher Mariani, DVM
October 18, 2017	Oncology	Jenna Burton, DVM
November 8, 2017	Dermatology	Jim Noxon, DVM
February 14, 2018	Behavior	Christopher Pachel, DVM
March 14, 2018	TBA	
April 11, 2018	Radiology	Anthony Fischetti, DVM

### Sponsorship Levels Exclusive Sponsorship

\$1,600 - \$2,500                      \$2,500

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$3,900	\$2,500	\$1,600
<i>Partner Rewards</i>			
Opportunity to present CE material	10 Minutes	5 Minutes	2 Minutes
Recognition in printed promotional material	✓	✓	✓
Display table at each sponsored event	✓	✓	✓
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓

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## CVMA Send-A-Student

Advocacy  Education  Support  Leadership

Sponsorship Level  
\$150

The Send-a-Student program enables CSU veterinary students to participate in CVMA meetings. Students are afforded the opportunity to attend scientific sessions, social events, issue forums, and – most importantly – develop leadership skills by observing their role models in action. Sponsor a veterinary student to attend CVMA’s annual convention or a BIG Ideas Forum.

### Benefits and Opportunities for Customization

Your sponsorship provides transportation, lodging, meals, and registration fees for students attending the annual CVMA convention and/or a BIG Ideas Forum. All Send-a-Student sponsors are recognized for their contribution on signage at the annual convention and in the CVMA *VOICE* and PetAid Colorado’s annual report.

Your gift doesn’t just Send-a-Student to a CVMA program – it builds the future of veterinary medicine by cultivating the next generation of veterinary professionals.

# Power of Partnership

## CVMA SkiCE 2018

Advocacy  Education  Support  Leadership

January 28-31, 2018 - Vail, CO

SkiCE is one of CVMA’s longest running continuing education programs created shortly after the Vail resort was founded in the early 60s! Each January, this meeting brings together CVMA members and out-of-state veterinarians to enjoy Colorado’s world-class skiing and to learn from some of the top minds in veterinary medicine. Course subject matter varies each year, but past programs have focused on hot topics in small animal specialties such as dermatology, infectious disease, neurology, cardiology, oncology, emergency medicine, ophthalmology, and more! With lectures in the early morning and late afternoon, attendees have plenty of time to hit the slopes, play in the snow, meet with sponsors, or just enjoy some free time. SkiCE offers veterinarians and technicians 14 hours of continuing education credit as well as a family-friendly experience at one of the world’s premier ski resorts.

### Sponsorship Levels      Exclusive Sponsorship

\$1,800 - \$8,000

\$8,000

### Benefits and Opportunities for Customization

<i>Partnership Level:</i>	<i>Presenting Sponsor (Exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$8,000	\$5,000	\$1,800
<i>Partner Rewards</i>			
Opportunity to present CE material	1 Hour	3 Minutes	
Opportunity to host prize drawing	✓		
Category exclusivity	✓		
Remarks at welcome reception	✓		
Recognition in printed promotional material	Logo	Logo	Logo
Recognition in SkiCE Registration Brochure	Logo	Logo	Logo
Display table at program	4 reps	2 rep	1 rep
Sponsor sign at event	✓	✓	✓
Sponsor logo on Power Point display	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program emcee	✓	✓	✓

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# Power of Partnership

## CVMA Webinars

Advocacy  Education  Support  Leadership

As part of its educational offerings to members and other stakeholders, the Colorado Veterinary Medical Association (CVMA) delivers webinars – which are live, online educational presentations during which participating viewers can submit questions and comments. Some CVMA webinars are archived for later access (and the archived version, designed for individual rather than group viewing, does not allow the submission of questions and comments).

CVMA’s goal with webinars is to deliver education that is practical and stimulating, in an easily accessible format to participants throughout the state. Topics can range from biomedical science to practice health to professional issues. Webinars may not exceed 60 minutes in length, and must be structured to allow participant interaction with the presenter.

## Partner Opportunities

CVMA can deliver webinars in partnership with other organizations in the animal health community. In these cases, CVMA provides the technology platform, uses its print and electronic communications channels to brand and market the webinar, and coordinates registration of participants (which is complimentary). CVMA staff schedules, orchestrates, and hosts webinar delivery, and provides post-program statistics and registrant data to the partner organization.

The partner organization provides the content expert for the webinar, who may be located in any geographic location that has the technology required to attach to the webinar platform. The partner organization is afforded access to these CVMA resources, members, and stakeholders by providing an educational grant that is based on the partner’s category in the CVMA Partnership Rewards program, as follows:

## Benefits and Opportunities for Customization

<i>Rewards Category</i>	<i>Category Investment</i>	<i>Educational Grant</i>
Platinum Plus	Over \$35,000	Two Complimentary
Platinum	\$25,000 - \$35,000	One Complimentary
Gold	\$15,00 - \$24,999	\$1,000
Silver	\$10,000 - \$14,999	\$1,500
Bronze	\$5,000 - \$9,999	\$2,000
Copper	\$1,250 - \$4,999	\$2,500