

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 2018 partnership opportunities, all designed to offer you the greatest value:

- **Menu of Sponsorship Opportunities** explains how the opportunities and investments work
- **Benefits of Your 2018 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,



Sara Eberhardt
Manager of Sponsorships and Learning
303.539.7260 | saraeberhardt@colovma.org
191 Yuma Street, Denver, CO 80231

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. We provide an overall menu of opportunities and you are able to 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 | 2018

Advocacy

Program	Sponsorship Levels	Page No.
Advocacy Training	\$500 - \$2,500	4
Media and Crisis Communication Training	\$500 - \$2,500	5

Education

Program	Sponsorship Levels	Page No.
CE Agricultural Animal	\$500 - \$7,500	6
CE Equine	\$500 - \$7,500	7
CE Southwest	\$1,600 - \$7,500	8
CE West	\$1,600 - \$7,500	9
Convention	\$500 - \$6,000	10
Professional Development Series	\$1,600 - \$3,900	11
Send-a-Student	\$150	12
SkiCE	\$1,600 - \$8,000	13
Webinars	Varied	14

Support

Program	Sponsorship Levels	Page No.
Convention Registration Brochure & Program	Varied	15
CVMA eVOICE Banner Ads	\$175/4 weeks	16
CVMA Voice Quarterly Magazine	Varied	17
Chapter Visits	\$8,000	18
Healthy New Pet Guide (2018)	Varied	19

Leadership

Program	Sponsorship Levels	Page No.
BIG Ideas Forum - Fall or Spring	\$1,600 - \$5,000	20
<i>Power of 10</i> Practice Managers	\$500 - \$15,000	21-22

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CVMA Advocacy Training

Advocacy Education Support Leadership

February 15, 2018

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- \$2,500 \$2,500

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$2,500	\$1,500	\$500
<i>Partner Benefits</i>			
Opportunity to address audience	10 minutes	2 minutes	
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	2 reps	1 rep	1 rep
Sponsor sign at program	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program host	✓	✓	✓

Sponsor logos will be included in printed materials only if a sponsorship agreement has been reached by the print production deadline.

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CVMA Media and Crisis Communication Training

Advocacy Education Support Leadership

April 19, 2018

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, concise, and consumes less time when these same training techniques are applied in the exam room.

Sponsorship Levels **Exclusive Sponsorship**
 \$500 - \$2,500 \$2,500

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$2,500	\$1,500	\$500
<i>Partner Benefits</i>			
Opportunity to address audience	10 minutes	2 minutes	
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	2 reps	1 rep	1 rep
Sponsor sign at program	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program host	✓	✓	✓

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Power of Partnership

CVMA CE Agricultural Animal

Advocacy Education Support Leadership

January 2019 – Location TBD, CO

Our agricultural animal education program was introduced in 2018 and we are excited to include this each year in our portfolio of events! With a focus on large animal, this opportunity creates variety in our education programs. CE Agricultural Animal provides eight continuing education hours of lecture and hands-on wet lab, which affords animal healthcare industry partners the opportunity to deepen or build relationships with our large and mixed animal veterinarians.

Sponsorship Levels **Exclusive Sponsorship**
 \$500- \$7,500 \$7,500

Benefits and Opportunities

<i>Partnership Level:</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$7,500	\$5,000	\$1,600	\$500
<i>Partner Rewards</i>				
Opportunity to address audience	10 minutes	5 minutes	2 Minutes	
Recognition in printed promotional material	✓	✓	✓	✓
Display table at program	3 Reps	2 Reps	2 Reps	1 Rep
Sponsor sign at event	✓	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓	✓
Sponsor logo on website promotion	✓	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓	✓
Recognition by program host	✓	✓	✓	✓

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 Equine

Advocacy Education Support Leadership

December - Franktown, CO

This annual education program is designed for the equine and mixed practice practitioner. Attendees receive eight CE credit hours in an engaging and informative event, which includes a lecture and a hands-on wet lab component. Become a partner with our CE Equine event to help deepen and build relationships with large and mixed animal veterinarians.

Sponsorship Levels **Exclusive Sponsorship**
 \$500- \$7,500 \$7,500

Benefits and Opportunities

<i>Partnership Level:</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$7,500	\$5,000	\$1,600	\$500
<i>Partner Rewards</i>				
Opportunity to address audience	10 minutes	5 minutes	2 Minutes	
Recognition in printed promotional material	✓	✓	✓	✓
Display table at program	3 Reps	2 Reps	2 Reps	1 Rep
Sponsor sign at event	✓	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓	✓
Sponsor logo on website promotion	✓	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓	✓
Recognition by program host	✓	✓	✓	✓

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 Southwest

Advocacy Education Support Leadership

October 13-14, 2018 — Durango, Colorado

CVMA CE Southwest brings education to southwest Colorado with an expanded weekend of high-level CE. This unique 2-day education opportunity is designed for small animal veterinarians and attracts attendees from southwestern Colorado and surrounding states. The program delivers 12 hours of continuing education, in addition to social activities and recreational opportunities in a stunningly beautiful destination.

Sponsorship Levels **Exclusive Sponsorship**
 \$1,700 - \$7,500 \$7,500

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$7,500	\$5,000	\$1,700
<i>Partner Rewards</i>			
10 registration scholarships for sponsor identified clients	✓		
Opportunity to address audience	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 presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Sponsor logo on website promotion	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓
Recognition by program host	✓	✓	✓
Ticket(s) to the beer pairing dinner	2	2	1

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 1-3, 2018 — Palisade, CO

CVMA CE West presents 12 hours of practical continuing education against a stunning backdrop in Colorado’s Western Slope. This program features topics of interest to small and mixed animal practitioners. Partner with us at CE West and see for yourself how the program is a perfect combination of professional education and outdoor fun in Colorado’s premier wine region!

Sponsorship Levels **Exclusive Sponsorship**
 \$1,700 – \$7,500 \$7,500

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
Partnership Investment	\$7,500	\$5,000	\$1,700
Partner Rewards			
10 registration scholarships for sponsor identified clients	✓		
Opportunity to address audience	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 presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Sponsor logo on website promotion	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓
Recognition by program host	✓	✓	✓
Ticket(s) to the wine pairing dinner	2	2	1

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 Convention 2018

Advocacy Education Support Leadership

September 20-23, 2018 – Loveland, CO

Do you want to be apart of the largest gathering of veterinary professionals in Colorado? The Colorado Veterinary Medical Association’s annual convention offers a variety of opportunities for leadership, learning, advocacy, and celebration. With an attendance of more than 700 individuals, the convention provides sponsors an exceptional opportunity to reach veterinarians, their team members, and others engaged in animal health and welfare. This large-scale event 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 (standard rates)

- 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

<i>Sponsorship Opportunities</i>	<i>Exclusive Sponsorship</i>	<i>Co-Sponsorship</i>
Casino Night	\$3,000	\$1,000
Celebration Luncheon	\$5,000	\$2,500
Cell Phone Charging Station	\$1,000	N/A
Exhibit Hall Refreshment Station	\$2,000	\$1,000
Golf Tournament	\$2,000	\$500
Mobile App	\$1,500	\$500
Morning Keynote	\$1,500	\$500
Networking Lunch	\$5,000	\$2,000
Opening General Session	\$10,000	\$5,000
Padfolios	\$3,500	N/A
PopSocket® Phone Stands	\$4,000	N/A
Printer Station	\$1,500	N/A
Push Notifications on App	N/A	\$150/each
Send-A-Student	N/A	\$150/student
Speakers and Sessions*	\$2,500	\$1,500
Tote Bag Inserts	N/A	\$500
Tote Bag Logo	\$3,500	\$1,500
Water Bottles	\$2,000	N/A
Wi-Fi	\$1,500	N/A

**For more information on sponsoring a speaker or specific track such as agricultural animal, complementary medicine, equine, exotic & wildlife, or small animal, contact Sara Eberhardt at 303.539.7260 or saraeberhardt@colovma.org.*

Do you want an opportunity that is not listed above? Contact Sara to discuss!

Power of Partnership

CVMA Professional Development Series 2018/2019

Advocacy Education Support Leadership

The Professional Development Series provides an outstanding line-up of six learning experiences in biomedical science. With nationally recognized speakers, each lecture offers five hours of CE credit on Wednesday afternoons. Veterinarians and veterinary technicians receive clinical education on new essential topics each series, featuring case-based, interactive sessions with experts. Every program allows for attendees (typically 60-90 per program) to interact with sponsors during breaks. This is a great way to deepen existing relationships or build new ones with small animal veterinarians.

Proposed topics: Anesthesia and sedation, dentistry, pain management, soft tissue surgery, toxicology, and wound management.

Denver, CO Program Dates

September 12, 2018
 October 3, 2018
 November 14, 2018
 February 13, 2019
 March 13, 2019
 April 10, 2019

Sponsorship Levels
 \$1,600 - \$3,900

Exclusive Sponsorship
 \$3,900

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$3,900	\$2,500	\$1,600
<i>Partner Benefits</i>			
Opportunity to address audience	10 minutes	2 minutes	
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	2 reps	1 rep	1 rep
Sponsor sign at program	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program host	✓	✓	✓

Sponsor logos will be included in printed materials only if a sponsorship agreement has been reached by the print production deadline.

Power of Partnership

CVMA Send-A-Student

Advocacy Education Support Leadership

Support the next generation of veterinary medicine! The Send-A-Student program allows Colorado State University (CSU) veterinary students to participate in CVMA Convention and/or BIG Ideas Forum that complements their learning curriculum. To help ease the economic challenge of attending veterinary school, students are afforded the opportunity to participate scientific sessions, social events, issue forums, and – most importantly – developing their leadership skills by observing their role models in action.

Multiple sponsorships encouraged!

Sponsorship Level
\$150/each student

Benefits and Opportunities



Each sponsorship provides transportation, lodging, meals, and registration fees for a student to attend the annual CVMA Convention and/or BIG Ideas Forum. 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 professionals and allows you to engage with our newest veterinarians.

As a Send-a-Student sponsor, you are recognized for your contribution on signage at the annual CVMA Convention, in the CVMA *VOICE*, and PetAid Colorado's annual report.

Power of Partnership

CVMA SKiCE 2019

Advocacy Education Support Leadership

January 27-30, 2019 - 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
\$1,700 – \$8,000

Exclusive Sponsorship
\$8,000

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$8,000	\$5,000	\$1,700
<i>Partner Rewards</i>			
Opportunity to host prize drawing at company table	✓		
Opportunity to present CE material (50 min)	✓		
Opportunity to address audience	10 minutes	5 minutes	
Recognition in printed promotional material	Logo	Logo	Logo
Display table at program	3 reps	2 rep	1 rep
Sponsor sign at program	✓	✓	✓
Sponsor logo on presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition in CVMA eVOICE and/or VOICE	✓	✓	✓
Recognition by program host	✓	✓	✓

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Power of Partnership

CVMA Webinars

Advocacy Education Support Leadership

As part of its educational offerings to members and other stakeholders, 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

<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

Power of Partnership

CVMA Advertising Opportunity: CVMA Convention 2018 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.

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

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.

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CVMA Advertising Opportunity: CVMA eVOICE Banner Ad

Advocacy Education Support Leadership

The eVOICE is the weekly CVMA newsletter that keeps members updated and informed on timely topics and information from CVMA announcements and offerings to all the “need to know” veterinary profession highlights of the week. Readers include 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. The eVOICE banner ad is placed prominently at the top of the newsletter, making it the first item readers see when they open their weekly newsletter.

Advertising Details

eVOICE Banner Ads
<i>2018 Advertising Rates*</i>
\$175 / week with a four (4) week commitment required for standard, <u>static</u> ad

*Other options may be available for a premium price; please inquire.

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CVMA Advertising Opportunity: 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>			
<i>2018 Advertising Rates*</i>	<i>1x</i>	<i>2x</i>	<i>4x</i>
¼ Page	\$455	\$430	\$410
½ Page	\$750	\$700	\$670
Full Page	\$1125	\$1095	\$1070
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. Please inquire.

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

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CVMA Chapter Visits 2018

Advocacy Education Support Leadership

May through July 2018

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 Level
\$8,000

Benefits and Opportunities

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>
<i>Partnership Investment</i>	\$8,000
<i>Partner Rewards</i>	
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 presentation	✓
Sponsor logo in e-mail promotion	✓
Sponsor logo on website promotion	✓
Recognition in CVMA eVOICE	✓
Recognition by program host	✓

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CVMA Advertising Opportunity: 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	\$295
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

*2018 rates; subject to change.

Power of Partnership

CVMA BIG Ideas

Advocacy Education Support Leadership

CVMA BIG Ideas | Spring 2018: March 23-24 in Golden, CO

CVMA BIG Ideas | Fall 2018: November 2-3, 2018 in Colorado Springs, 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 biannually and is designed to probe emerging issues with the potential to affect animal health and welfare, the profession, and the association. CVMA provides this continuing education opportunity with the goal of developing knowledge around an 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
\$1,700 -\$5,000

Exclusive Sponsorship
\$5,000

Benefits and Opportunities

<i>Partnership Level:</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$5,000	\$2,500	\$1,700
<i>Partner Rewards</i>			
Opportunity to address audience	10 minutes	2 minutes	
Recognition in printed promotional material	Logo	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 in presentation	✓	✓	✓
Sponsor logo in e-mail promotion	✓	✓	✓
Recognition by program host	✓	✓	✓

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

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

<i>Partnership Level</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
Partnership Investment	\$15,000	\$3,000	\$1,500	\$500
Partner Rewards				
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 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	✓	✓	✓	✓

Power of Partnership

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

<i>Partnership Level (continued)</i>	<i>Presenting Sponsor (category exclusive)</i>	<i>Premier Sponsor</i>	<i>Hosting Sponsor</i>	<i>Supporting Sponsor</i>
<i>Partnership Investment</i>	\$15,000	\$3,000	\$1,500	\$500
<i>Partnership Rewards</i>				
Recognition in CVMA convention program	✓	✓	✓	✓
Basic ad on CVMA online Marketplace webpage with icon indicating P10 PM sponsorship	✓	✓	✓	✓
Recognition in printed materials	Logo	✓	✓	✓
Recognition in printed materials distributed to program participants	Logo	✓	✓	✓
Sponsor logo on signage at sessions	✓	✓	✓	✓
Sponsor logo on presentation at sessions	✓	✓	✓	✓
Sponsor logo in e-mail promotions	✓	✓	✓	✓
Sponsor logo on P10 PM webpage	✓	✓	✓	✓
Recognition in CVMA eVOICE	✓	✓	✓	✓
Recognition by session host	✓	✓	✓	✓

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