

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 2019 Sponsorship** outlines the benefits you receive for investing with CVMA.
- **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,



Gail E. Marshall
Director of Learning and Sponsorship
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Power of Partnership

Partnership Opportunities | 2019

Education

Program	Sponsorship Levels	Page No.
CE Agricultural Animal	\$500 - \$7,500	4
CE Equine	\$500 - \$7,500	5
CE Southwest	\$1,700 - \$7,500	6
CE West	\$1,700 - \$7,500	7
Professional Development Series	\$1,600 - \$3,900	8
Send-a-Student	\$150	9
SkiCE	\$1,700 - \$8,000	10
Webinars	Varied	11

Leadership

Program	Sponsorship Levels	Page No.
BIG Ideas Forum - Fall or Spring	\$1,700 - \$5,000	12
<i>Power of 10</i> Practice Managers	\$500 - \$15,000	13-14

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CVMA CE Agricultural Animal

Advocacy Education Support Leadership

January 2020 - 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	✓	✓	✓	✓

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CVMA CE Equine

Advocacy Education Support Leadership

December 2019 - 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>
Partnership Investment	\$7,500	\$5,000	\$1,600	\$500
Partner Rewards				
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	✓	✓	✓	✓

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CVMA CE Southwest

Advocacy Education Support Leadership

October 12-13, 2019 — 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>
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 beer pairing dinner	2	2	1

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Power of Partnership

CVMA CE West

Advocacy Education Support Leadership

June 7-9, 2019 – 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

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CVMA Professional Development Series 2019/2020

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
To Be Determined

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, and in the CVMA *VOICE*.

Power of Partnership

CVMA SKiCE 2020

Advocacy Education Support Leadership

January 26-29, 2020 - 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	✓	✓	✓

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 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 BIG Ideas

Advocacy Education Support Leadership

CVMA BIG Ideas | Spring 2019

CVMA BIG Ideas | Fall 2019

The BIG Ideas Forum is a member benefit session that provides a “deep dive” into a hot topic. Held biannually, BIG Ideas 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	✓	✓	✓

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Power of Partnership

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

Advocacy Education Support Leadership

October 2019 through September 2020

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>
<i>Partnership Investment</i>	\$15,000	\$3,000	\$1,500	\$500
<i>Partner Rewards</i>				
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>
Partnership Investment	\$15,000	\$3,000	\$1,500	\$500
Partnership Rewards				
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.