Sponsorship Opportunities

2023 Calendar Year

CVMA Colorado Veterinary Medical Association
CVMA Mission

Our mission is to enhance animal and human health and welfare, and advance the knowledge and wellbeing of Colorado veterinarians.

In short...we are here to make life better for veterinarians and their teams.
With over half of licensed veterinarians in Colorado, CVMA represents the **largest group of veterinary professionals in the state**.

The CVMA name and reputation have **nationwide recognition**.

**Our 2,700+ members** extend far beyond Colorado, encompassing professionals from nearby states and from as far away as Alaska.

*Let’s make double the impact: We invite you to join us in supporting the veterinary profession in the Rocky Mountain region.*
Continuing Education Programs

New! CVMA now offers flexible sponsorship packages designed for all. Select from Gold, Silver, or Bronze levels for CVMA programs listed below.

Specifics are included for each program; reference section for more details.

In-person CE events (pages 5-9):
- CVMA West 2023 – Durango, CO – September 31-October 1
- SkiCE 2024 – Steamboat Springs, CO – January 2024 (dates coming soon!)

Virtual CE options (pages 10-12):
- Feline Interactions (2 hours)
- OSHA Safety Training (2 hours)
- Drug Compounding (2 hours)
- Senior Care and Mobility (2 hours)

Other opportunities:
- Substance Use Prevention Training (pages 13-17)
- Veterinary Practice Act 101 Training (page 13-17)
- Power of 10 (pages 18-21)
- Chapter events (page 22-24)
CVMA West 2023 Details

Offering high-quality CE opportunities is a vital part of CVMA’s mission and commitment to Colorado veterinarians. CVMA West offers a unique blend of continuing education in a destination location that reaches veterinarians in the furthest corners of the state.*

- **Date:** September 30-October 1, 2023
- **Topic:** Coming soon!
- **Attendance:** 75-100 attendees each year
- **Location:** DoubleTree by Hilton in Durango, Colorado

*Limited sponsorships available.
SkiCE 2024 Details

Lovingly dubbed the “crown jewel” of CVMA’s destination CE offerings, SkiCE offers the ultimate blend of education and adventure. SkiCE is one of CVMA’s longest running education programs, offering a unique schedule of 12 hours of CE mixed with full days of skiing for attendees.*

- **Date:** January 2024 *(exact dates coming soon!)*
- **Topic:** Small Animal and Equine Ophthalmology
- **Attendance:** 90-110 attendees each year (50% from in-state, 50% from out-of-state)
- **Location:** Steamboat Springs, Colorado

**Other details**
- Event features CE in the mornings and afternoons with time built in for skiing during the day
- The 2022 and 2023 SkiCE events were so popular they sold out months in advance
- Many attendees are practice owners or practice leaders

*Limited sponsorships available.
## In-person CE Sponsorship Packages and Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>GOLD: $2,500</th>
<th>SILVER: $1,500</th>
<th>BRONZE: $800</th>
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</thead>
<tbody>
<tr>
<td>Logo placement in promotional event emails</td>
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<td>Logo placement in printed promotional material*</td>
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<td>Logo placement on program website with live link to sponsor website</td>
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<tr>
<td>Recognition during program by host</td>
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<tr>
<td>Complimentary CVMA membership for company representative</td>
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<tr>
<td>Static advertising space on program website</td>
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<tr>
<td>Recognition in the CVMA app news feed when the program is mentioned</td>
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<td>List of attendees (name, clinic, city, state)</td>
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<td>Opportunity to deliver live remarks</td>
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<td>Table space for duration of in-person program</td>
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<td>Scholarships (2) to distribute for free registration</td>
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<tr>
<td>List of emails from attendees who opt-in to receive sponsor communications</td>
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<tr>
<td>Opportunity to pose questions (2) to attendees in the post-program survey</td>
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*Deadline for print varies; contact CVMA for details.

Limited sponsorships available at each level, sponsorships available first-come, first-serve. In-kind sponsorships will be recognized at-value with completed in-kind form.
CVMA CE On Demand!
On Demand CE Details

Back by popular demand, CVMA will be producing virtual education that is bite-size, convenient, and easily accessible to veterinarians all throughout the state in 2023.

- **Release date:** Spring 2023
- **Reach:** In 2020 and 2021, 425 veterinarians purchased CVMA’s virtual CE
- **Other details**
  - Format: 1 hour recorded webinars
  - 6 hours total of education offered
  - Available to all veterinarians in 2023 and 2024
  - Covers topics including feline interactions, senior care, and drug compounding
# On Demand CE Sponsorship Packages and Benefits

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<td>List of attendees (name, clinic, city, state)</td>
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<tr>
<td>Opportunity to provide pre-recorded commercial</td>
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<td>Scholarships (2) to distribute for free registration</td>
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Substance Use Prevention Training
Substance Use Prevention Training

Per Colorado law, every veterinarian licensed in Colorado is required to complete a minimum of 1 CE hour of substance use prevention training each license renewal cycle.

This is a unique opportunity for sponsors to reach a wide audience in both 2023 and 2024, all for one cost!

- **Release date:** Summer 2023
- **Reach:** 1,964 veterinarians completed the Substance Use Prevention Training when it was offered in 2022; potential to reach 4,000 + veterinarians licensed in Colorado
- **Other details**
  - 1-hour recorded webinar
  - Available to all veterinarians throughout 2023 and 2024
  - Meets the state requirement for veterinarian license renewal
Veterinary Practice Act 101 Training
Veterinary Practice Act 101 Training

Per Colorado law, every veterinarian licensed in Colorado is required to complete a minimum of 1 CE hour of jurisprudence CE on the Colorado veterinary practice act each license renewal cycle.

This is a unique opportunity for sponsors to reach a wide audience in both 2023 and 2024!

- **Release date:** Summer 2023
- **Reach:** Potential to reach 4,000+ veterinarians licensed in Colorado
- **Other details**
  - 1-hour recorded webinar
  - Available to all veterinarians throughout 2023 and 2024
  - Meets the state requirement for veterinarian license renewal

CVMA
Colorado Veterinary Medical Association
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Logo placement in promotional event emails</th>
<th>Logo placement in printed promotional material*</th>
<th>Logo placement on program website with live link to sponsor website</th>
<th>Recognition during program by host</th>
<th>Complimentary CVMA membership for company representative</th>
<th>Static advertising space on program website</th>
<th>Recognition in the CVMA app news feed when the program is mentioned</th>
<th>Opportunity to provide pre-recorded commercial</th>
<th>Table space in education room at Convention 2024</th>
<th>Scholarships (2) to distribute for free registration</th>
<th>List of emails from attendees who opt-in to receive sponsor communications</th>
<th>Opportunity to pose questions (2) to attendees in the post-program survey</th>
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Power of 10 Details

Growing the next generation of veterinary leaders in Colorado is vital to the CVMA mission. The Power of 10 Leadership Academy is designed to provide 10 competitively selected, recently graduated veterinarians with 10 critical trainings in leadership, communications, and evolving professional issues.

- **Date:** November 2023-September 2024
- **Attendance:** 10 veterinarian leaders
- **Other details**
  - Sponsor representatives are invited to attend 6 sessions to interact directly with program participants and build lasting relationships
  - Culminates with a graduation ceremony at CVMA Convention 2024 where academy participants and sponsors are recognized
Power of 10 Sponsorship Benefits

**Power of 10 sessions for sponsors to attend:**

- Friday, November 17, 2023 – Denver, CO | Skills Lab: CliftonStrengths and VIA Character Strengths
- Friday, January 19, 2024 – Denver, CO | Skills Lab: Purpose Driven Leadership
- Friday, March 15, 2024* – Denver, CO | Skills Lab: Financial Wellbeing
- Friday, May 17, 2024* – Franktown, CO | Skills Lab: Veterinary Conflict Management
- Friday, June 21, 2024* – Denver, CO | Skills Lab: Crucial Conversations, Caring for the Caregiver, and Self-care
- September 2024* – TBD | Graduate Celebration at CVMA Convention 2024

*Dates subject to change.*
## Power of 10 Sponsorship Packages and Benefits

<table>
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<tr>
<th>Benefit</th>
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<tr>
<td>Recognition in one CVMA blog post and eVOICE with Power of 10 program</td>
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<td>List of attendees (name, clinic, city, state)</td>
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<tr>
<td>Opportunity for company representative to attend 2 sessions (Silver) or 6 sessions (Gold)</td>
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<tr>
<td>Opportunity to provide remarks at beginning of 1 educational session (5 minutes)</td>
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*Limited sponsorships available at each level, sponsorships available first-come, first-serve.*
Chapter Event Details

Looking for a more intimate sponsorship opportunity? Sponsoring a local chapter event is a great way to connect with small groups of CVMA members. Chapter events offer CE to members and are designed to provide a local CVMA feel for geographic collections of members. Chapters 2, 6, and 7 have multiple opportunities available each year!

- **Dates:** Ongoing throughout the year, dates vary depending on chapter
- **Attendance:** 15-50 attendees each event
- **Location:** Determined by the chapter; typically held at local restaurants and meeting spaces along the Front Range; can also be virtual events.
Chapter Event Sponsorship Benefits

Sponsorship: Prices vary. Contact us for details!

- Sponsor logo featured on website with live link
- Sponsor logo included in every marketing email with live link
- Sponsor logo recognition on pre-session intro slides
- Opportunity for sponsor representative to address the audience (5 minutes)
- Opportunity for sponsor representatives to socialize with attendees
- Opportunity to offer 1-3 door prizes to attendees at each event
- Display table at in-person events
- List of attendees and emails from attendees who opt-in to receive sponsor communications