



American College of
Veterinary Sports Medicine
and Rehabilitation®

Sponsorship Opportunities

The members of the ACVSMR recognize the challenging times. The COVID19 pandemic has affected the whole world in its economic, social, and professional interactions, as well as from an educational aspect. In response to this, the College has created new opportunities for Sponsorship of the ACVSMR. We have updated our social media platforms, expanded our reach, and created online learning opportunities for veterinarians at all levels from students through to specialists.

Sponsorship Reach

The ACVSMR is a young but growing college made up of hundreds of Diplomates who have specialized in either canine or equine sports medicine and rehabilitation. We are predominantly based in North America but members live around the world. Fifty percent of our members are in academia and have a strong voice in the education of future veterinarians.

The college has an active Facebook page with well over 5,000 followers and a busy Instagram page, both visited by Veterinary Specialists, primary care veterinarians, veterinary students, veterinary related professionals and the public.

In April of 2020, the ACVSMR began a series of student focused webinars offered twice monthly that has become our well-known Student Webinar Series (SWS)

with over 100 registered students for each webinar. We maintain a list of students who have requested information and updates about the SWS. That list has now grown to almost 600 students and continues to grow as students return to the classroom. In addition to student online learning the ACVSMR has decided to put on its own virtual meeting on November 7, 2020. In past years, the college has had a day of lectures at both the VMX conference in February and the ACVS conference in October. At each conference, the day of lectures has been well attended with a full room of over 300 licensed veterinary professionals. We expect well over this number to attend the upcoming virtual conference and will reach at least 10,000 potential attendees in our advertising of this as well as future meetings.

Sponsorship Levels

The ACVSMR has created sponsorship opportunities to fit the needs of every partner. Each level offers exposure in multiple areas of outreach throughout the year. More importantly, it indicates that the partner is a supporter of the work the ACVSMR is doing in expanding the knowledge of VSMR in the veterinary community and the difference its members make in the lives of the animals they treat and the lives of the people who care for those animals.

Sponsorship levels are for a 12 month period from date of establishment unless otherwise specified.

Videos are produced by the partner and provided to the ACVSMR in mp4 format to be inserted into a powerpoint or similar program as described in each level where applicable.

DIAMOND PARTNER - \$15,000

Special recognition as **Diamond** Partner for:

- All in-person and virtual conferences and continuing education meetings put on by the ACVSMR including our first virtual conference scheduled for Nov 7th, 2020
- Future scheduled scientific sessions that are provided with other Colleges, or national conferences.
- Recognition and complimentary sponsorship for eight (8) student educational webinar series
- Exclusivity. Only one diamond partner for each product/service category.

Other benefits include:

- Ability to present up to eight (**8**) **minutes of video time** played during our first virtual continuing education meeting, and in future scheduled conferences or seminars (time may be shortened for single lecture seminars/webinars). This time can be split up as the partner chooses in sections no less than one minute in length, e.g., two four minute videos, OR four two minute videos, OR eight one minute videos, or any combination adding up to 8 minutes of video time presented to attendees
- Recognition as Diamond Partner on the following media forms:
 - ✓ ACVSMR website
 - Click through logo on every page of the website including member-only areas
 - Product highlights available on student page
 - ✓ Monthly e-newsletter
 - Double-Height banner ad (located on the side or top of the newsletter) in every monthly newsletter
 - Featured in “Spotlight on a Partner” short article (**twice per year** for the newsletter)
 - ✓ Social Media – complimentary “spotlight” of a product or service **twice per year** in each venue
 - ACVSMR Facebook
 - ACVSMR Instagram
- Logo to be displayed on all advertisements regarding meetings that are provided during the partnership term.

PLATINUM PARTNER - \$10,000

Special recognition as a **Platinum** Partner for:

- All in-person and virtual conferences and continuing education meetings put on by the ACVSMR including our first virtual conference scheduled for Nov 7th, 2020
- Future scheduled scientific sessions that are provided with other Colleges, or national conferences.
- Recognition and complimentary sponsorship for six (6) student educational webinar series
- Exclusivity. Only one Platinum Partner for each product or service category.

Other benefits include:

- Ability to present up to five **(5) minutes of video time** played during our first virtual continuing education meeting, and in future scheduled conferences or seminars (time may be shortened for single lecture seminars/webinars). This time can be split up as the partner chooses in sections no less than one minute in length, e.g., two videos of two and a half minutes each, OR five one minute videos, or any combination adding up to 5 minutes of video time presented to attendees
- Recognition as a Platinum Partner on the following media forms:
 - ✓ ACVSMR website
 - Click through logo on every page of the website including member-only areas
 - Product highlights available on student page
 - ✓ Monthly e-newsletter
 - Double-Height banner ad (located on the side or top of the newsletter) in every monthly newsletter
 - Featured in “Spotlight on a Partner” short article (**twice per year** for the newsletter)
 - ✓ Social Media – complimentary “spotlight” of a product or service **once per year** in each venue
 - ACVSMR Facebook
 - ACVSMR Instagram
- Logo to be displayed on all advertisements regarding meetings that are provided during the partnership term.

GOLD PARTNER - \$8,000

Special recognition as a **Gold** Partner for:

- All in-person and virtual conferences and continuing education meetings put on by the ACVSMR including our first virtual conference scheduled for Nov 7th, 2020
- Future scheduled scientific sessions that are provided with other Colleges, or national conferences.
- Recognition and complimentary sponsorship for four (4) student educational webinar series
- Exclusivity. Only one Gold Partner for each product or service category.

Other benefits include:

- Ability to present up to three **(3) minutes of video time** played during our first virtual continuing education meeting, and in future scheduled conferences or seminars. This time can be split up as the partner chooses in sections no less than one minute in length, e.g., two videos of one and a half minutes each, OR three one minute videos, Or one two minute and two one minute videos adding up to 3 minutes of video time presented to attendees
- Recognition as a Gold Partner on the following media forms:
 - ✓ ACVSMR website
 - Click through logo on every page of the website including member-only areas
 - Product highlights available on student page
 - ✓ Monthly e-newsletter
 - Double-Height banner ad (located on the side or top of the newsletter) in every monthly newsletter
 - ✓ Social Media – complimentary “spotlight” of a product or service **once per year** in each venue
 - ACVSMR Facebook
 - ACVSMR Instagram
- Logo to be displayed on all advertisements regarding meetings that are provided during the partnership term.

SILVER PARTNER - \$5,000

Special recognition as a Silver Partner for:

- All in-person and virtual conferences and continuing education meetings put on by the ACVSMR including our first virtual conference scheduled for Nov 7th, 2020
- Future scheduled scientific sessions that are provided with other Colleges, or national conferences.
- Recognition and complimentary sponsorship for two (2) student educational webinar series

Other benefits include:

- Ability to present a one **(1) minute of video** played during our first virtual continuing education meeting, and in future scheduled face-to-face conferences or seminars.
- Recognition as a Silver Partner on the following media forms:
 - ✓ ACVSMR website
 - Click through logo on every page of the website including member-only areas
 - Product highlights available on student page
 - ✓ Monthly e-newsletter
 - Single-Height banner ad (located on the side or top of the newsletter) in every monthly newsletter
 - ✓ Social Media
 - ACVSMR Facebook
 - ACVSMR Instagram
- Logo to be displayed on all advertisements regarding meetings that are provided during the sponsorship term.

BRONZE PARTNER - \$3,000

Special recognition as a Bronze Partner for:

- All in-person and virtual conferences and continuing education meetings put on by the ACVSMR including our first virtual conference scheduled for Nov 7th, 2020
- Future scheduled scientific sessions that are provided with other Colleges, or national conferences.
- Recognition and complimentary sponsorship for one (1) student educational webinar series

Other benefits include:

- Able to present a one (1) minute video during one (1) of the following educational sessions:
 - ✓ Our first virtual continuing education meeting
 - ✓ Future scheduled face-to-face conferences
 - ✓ Future scheduled seminars during your sponsorship term.
- Recognition as a Bronze Partner on the following media forms:
 - ✓ ACVSMR website
 - Click through logo on every page of the website including member-only areas
 - Product highlights available on student page
 - ✓ Monthly e-newsletter (Complimentary Single-Height banner ad located on the side or top of the monthly newsletter during the sponsorship term (12months).
 - ✓ Social Media
 - ACVSMR Facebook
 - ACVSMR Instagram
- Logo to be displayed on all advertisements regarding meetings that are provided during the sponsorship term.

OTHER OPTIONS FOR SPONSORSHIP

Unable to join us on any of the above levels, but want to be featured at our upcoming meeting?

- ✓ \$2,000 - Video brought and produced by Partner up to 2 minutes OR two (2) one minute videos to be presented during lunch break or any other break of the partner's choosing
- ✓ \$1,000 - Video brought and produced by Partner (maximum of 1 minute) as introduction of your company and product or service during a break of the partner's choosing
- ✓ \$500 - Logo to be displayed on the first slide of two lectures of the partner's choosing

Interested only in the Student Webinar Series?

- ✓ \$225 – Logo displayed and up to 1 min video played at one Student Webinar of the partner's choosing (if available, limited to no more than 2 partners per webinar)
- ✓ \$200/webinar for more than one webinar up to 3 webinars in a row of either equine or canine - Logo displayed and up to 1 min video played at one Student Webinar of the partner's choosing (if available, limited to no more than 2 partners per webinar)

For questions and more information, contact: Sponsorship@vsmr.org