



ACVO/StokesRx

SPONSOR LEVELS

Platinum

\$50,000+ (namesake sponsor – Stokes through 2019)

Gold

\$20,000 - \$49,999

Silver

\$5,000 - \$19,999

Bronze

\$1,000 - \$4,999

Promotion timeline: January 1, 2017 – July 31, 2017

Thank you for considering sponsoring the ACVO/Stokes Rx National Service Animal Eye Exam event. In 2016 we benefited from press coverage that reached an audience of over 210M (print/TV media) with an additional 2 billion reached through online media. Become a part of this wonderful program and contact us to secure your sponsorship today!

Each sponsor level will receive recognition as defined categorically below. Sponsors will receive varying depth of recognition in press releases, printed promotions, logo use and digital media. A full description of each benefit, including circulation of some publications where we received coverage in 2016, is linked on page two of this document.

Note that according to the ACVO Sponsor/Vendor policy, Service Animal Program donations will be calculated into overall annual involvement and thus will be considered when determining booth placement and sponsorship preferences for the fall conference; this applies to all categories below.

RECOGNITION

Platinum: \$50,000+

Sponsorship benefits include all listed in Gold, Silver and Bronze, in addition to:

(Namesake sponsorship has been generously sponsored by Stokes Rx through 2019.)

- Event name to include sponsor name; to be used in all promotional materials.
- Event logo including sponsor name; visually branded on all promotional materials.
- Involvement in the PR planning/review process and website messaging development.
- 1st choice of location of complimentary booth at annual conference.

Gold: \$20,000 - \$49,999

Sponsorship benefits include all listed in Silver and Bronze, in addition to:

- Company name included in additional release encouraging visits to the clinics during the event. This is a special release late April only.
- Conference booth:
 - Large company logo directly added to the exhibit booth panel to be promoted at the AVMA, ACVO, and many participating state veterinary medical association conferences (to be set up by our Diplomates in those states over the year). The display may also be made at other veterinary shows such as the North

America Veterinary Conference and/or W. States Veterinary Conference, and can be purchased by our individual Diplomates for display in their offices around the country.

- Large company logo with a hyperlink to your website included in the sponsorship recognition areas of www.ACVOeyeexam.org site.
- [Facebook](#) related social media – An individual post will be issued to our Facebook account to thank and link to your company.
- AVMA conference booth:
 - Sponsorship amount will be included in booth selection priority placement.
 - Logo inclusion on printed materials explaining event to doctors.
 - Logo inclusion on handouts to DVMs regarding event when possible (e.g. roller bags, dog tags, etc.) and on-site referral documents.
- One complimentary booth at the ACVO annual conference, with 2nd option selection behind the Platinum sponsor.

Silver: \$5,000 - \$19,999

Sponsorship benefits include all listed in Bronze in addition to:

- Company name included in post-event releases providing ALL of the above contacts with final numbers regarding the event, highlighting a ‘marketable’ story uncovered during the event.
- Small company logo with hyperlink shown in recognition areas of www.ACVOeyeexam.org and www.ACVO.org websites and related social media.
- Logo and hyperlink included in HTML email campaign to veterinary ophthalmologists and staff organizing the event.
- Logo and hyperlink included in HTML email campaign to past participants (6K individuals) and all non-profit organizations [representing over 4.5M people] asking them to disseminate to their members/clients.
- Listing of company thanking them for sponsorship, short company description and link to URL on the ACVO social media platform(s).
- AVMA conference booth:
 - Sponsorship included in booth selection priority placement.
 - Name inclusion on printed materials explaining event to doctors.
 - Name inclusion on handouts to DVMs regarding event when possible (e.g. roller bags, dog tags, etc.)
- One complimentary booth at the ACVO annual conference, with 3rd option selection behind the Gold sponsors.

Bronze: \$1,000 - \$4,000

Sponsorship benefits include:

- Company name included in pre-event releases to national press organizations (Dec-May).
 - Pre-event releases provided to participating veterinary **ophthalmologist’s** clinics to be released at a local level for local coverage.
- Post-event article in the ACVO newsletter [600 circ. to diplomates and residents].
- Company name in text (no logo or hyperlink) listed in recognition areas of websites.
- Company name included in HTML email campaign to veterinary ophthalmologists and staff organizing the event (no logo or hyperlink).
- Company name included in HTML email campaign to past participants (15K individuals) and all non-profit organizations [representing over 4.5M people] asking them to disseminate to their members/clients (no logo or hyperlink) inclusion will be dependent upon timing of sponsorship commitment.
- Full sponsorship amount to be calculated into the vendor/sponsor policy for booth placement for purchased booths.

PRESS COVERAGE

[View pre-event press release](#)

[View history of postings and feedback from public on Facebook site](#)

[View articles and listen to interviews of national and some local press coverage](#)

Contact ACVO Director, Stacey Daniel at 208-466-7624 or office17@ACVO.org if you would like to discuss sponsorship options or have questions.