



ACVO/StokesRx

2018 ACVO Service Animal Event Sponsor Levels

Thank you for considering sponsorship of the ACVO/StokesRx National Service Animal Eye Exam event.

In 2017 we benefited from press coverage that reached an audience of over 212+ million (print/TV media) with an additional 2 billion reached through online media. Our program also won the NAVC Veterinary Innovation Council (VIC) Award this February! We invite you to become a part of this wonderful program, contact us to secure your sponsorship today!

SPONSOR LEVELS

Platinum (Namesake - secured through 2019)	\$50,000+ (unavailable)
Gold	\$20,000 - \$49,999
Silver	\$5,000 - \$19,999
Bronze	\$1,000 - \$4,999

Sponsors will receive varying levels of recognition in press releases, printed promotions, logo use and digital media. Sponsorship levels and inclusions are listed on the following page.

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

Promotion timeline: February 1, 2018 – July 31, 2018

PRESS COVERAGE LINKS

[View the pre-event press release](#)

[View feedback from public on Facebook](#)

[View articles and listen to interviews of national and local press coverage from 2017](#)

[View VIC Award Announcement](#)

Contact ACVO Director, Stacey Daniel at 208-466-7624 or office18@ACVO.org if you would like to discuss sponsorship options or have questions.

2018 ACVO National Service Animal Eye Exam Event Sponsorship Opportunities

Timeline of Exposure: February 1st - July 31st	Sponsorship Levels (Total cash and In-Kind)			
	Platinum \$50,000+ (unavailable)	Gold \$20,000-\$49,999	Silver \$5,000 - \$19,999	Bronze \$1,000 - \$4,999
** Exposure format for digital (with hyperlink) and printed media:	Namesake	Large logo	Medium logo	Name only
Pre-Event				
Acknowledgment included in HTML email campaigns to veterinary ophthalmologists and staff participating in the event.	✓	✓	✓	✓
Acknowledgment included in HTML email campaigns to past participants (15K individuals) and all non-profit supporters (representing over 4.5M people) asking them to disseminate to their members/clients. <i>Inclusion will be dependent upon timing of sponsorship commitment.</i>	✓	✓	✓	✓
Company name included in pre-event releases to national press organizations (Jan-May).	✓	✓	✓	✓
Pre-event releases provided to participating veterinary ophthalmologist's clinics to be released for local coverage.	✓	✓	✓	✓
Event name and logo to include sponsor name; to be used in all promotional materials.	✓			
Involvement in the PR planning/review process and website messaging development.	✓			
Event				
Company logo, description and contact info with a hyperlink to your website included in the sponsorship recognition areas of www.ACVOEyeExam.org site.	✓	✓	✓	✓
Social Media – An individual post will be issued to our Facebook and Instagram account to thank you and link to your company.	✓	✓	✓	
Company name included in additional release encouraging visits to the clinics during the event. This is a special release in late April.	✓	✓		
Company name, description and contact info in text (no logo or hyperlink) listed in recognition areas of websites.				✓
Post Event				
Company name included in post-event article in the ACVO newsletter (600 circulation to diplomates and residents).	✓	✓	✓	✓
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.	✓	✓	✓	
ACVO & Other Conferences				
One complimentary booth at the ACVO annual conference.	1st Option	2nd Option	3rd Option	
Full sponsorship amount to be calculated into the vendor/sponsor policy for booth placement.				✓
Conference booth: Large company logo added to the exhibit booth panel to be promoted at AVMA, ACVO, and participating state veterinary medical association conferences (that our Diplomates set up over the year). The display may also be shown at other veterinary shows and can be purchased by our individual Diplomates for display in their offices around the country.	✓	✓		
AVMA conference booth:				
Sponsorship amount will be included in booth selection priority placement.	✓	✓	✓	✓
Logo inclusion on printed materials to DVMs regarding event when possible, promo items (e.g. roller bags, dog tags, etc.) and on-site referral documents.	✓			
Name inclusion on printed materials to DVMs regarding event when possible brochures.			✓	✓

✓ = Included items.