Thank you for considering sponsorship of the ACVO/Epicur National Service Animal Eye Exam event. In 2019 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! We invite you to become a part of this wonderful program, contact us to secure your sponsorship today!

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: March 2020 – July 2020*

### 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 2019
- View VIC Award Announcement

Contact ACVO Director, Stacee Daniel at 208-466-7624 or office20@ACVO.org if you would like to discuss sponsorship options or have questions.

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<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum (Namesake - secured through 2019)</td>
<td>$50,000+ (unavailable)</td>
</tr>
<tr>
<td>Gold</td>
<td>$20,000 - $49,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$5,000 - $19,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,000 - $4,999</td>
</tr>
</tbody>
</table>
# 2020 ACVO National Service Animal Eye Exam Event

## Sponsorship Opportunities

**Timeline of Exposure:** February 1st - July 31st

<table>
<thead>
<tr>
<th>Sponsorship Levels (Total cash and In-Kind)</th>
<th>Platinum ($50,000+ (unavailable))</th>
<th>Gold ($20,000-$49,999)</th>
<th>Silver ($5,000 - $19,999)</th>
<th>Bronze ($1,000 - $4,999)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Namesake</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Large logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Medium logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name only</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Exposure format for digital (with hyperlink) and printed media:**

- **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 (19K individuals) and all non-profit supporters (representing over 4.5M people) asking them to disseminate to their members/clients. *Inclusion will be dependent upon timing of sponsorship commitment.*
  - 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](http://www.ACVOEyeExam.org).
  - 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.
- 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.

- 1st Option ✓
- 2nd Option ✓
- 3rd Option ✓

✓ = Included items.