



Veterinary
Hospital
Managers
Association

Opportunities and Benefits of Corporate Sponsorship



Partnering in

*ADVANCING MANAGERS
TRANSFORMING PRACTICES*

VHMA CORPORATE SPONSORSHIP OPPORTUNITIES



Please review BAP Benefits Definitions.

Business Alliance Partners Level		Consultant Membership	Partner Logo Use	Partner Acknowledgment on newsletter and website	Use of Membership Mailing List	Partner eNews (bi-monthly member newsletter)	Exhibit Booth at Annual Conference	Partner Acknowledgement on monthly Educational Webinars	Annual Conference Sponsor Forum	Industry Advisory Committee	Annual Partner Member Survey
PLATINUM*	15K	✓	✓	✓	3X	6X	✓	✓	✓	✓	✓
GOLD**	10K	✓	✓	✓	2X	4X	\$250 off regular booth rate				
SILVER	6K	✓	✓	✓	1X	2X	\$100 off regular booth rate				

*Five years of continuous Silver and/or Gold sponsorship required

**Three years of continuous Silver sponsorship required

Educational Sponsorship Opportunities

Annual Conference:

- \$4,500* - **Platinum Educational Sponsorship** – includes a complimentary exhibit space and opportunity to make a 5-minute presentation during the exhibitor forum (*\$3,650 For Platinum BAPs and includes a bag insert)
- \$2,750 - **Gold Educational Sponsorship** – includes acknowledgement of sponsorship on meeting materials.
- \$2,500 – **Internet Sponsorship** for event attendees (signs displaying sponsorship acknowledgement)
- \$2,500 – **Bag Sponsorship** for event attendees (logo to be included on attendee bag)
- \$1,000 – **Mobile App Ad**
- \$1,000 – **Bag Inserts**
- \$850 – **Exhibit Booth**

Regional Workshop:

\$3,000 – The VHMA offers six (6) **exclusive lunch sponsorship** opportunities for these single-day regional events. One sponsor per event has the opportunity to make a 5-minute presentation to the attendees during the lunch meal. Cost sharing sponsorship opportunities may be available (i.e. two sponsoring companies per event at \$1,500 each).

Management Exchange:

\$3,500 – The VHMA offers two (2) **exclusive lunch sponsorship** opportunities for this 2.5 day meeting. Each sponsor has the opportunity to make a 5-minute presentation to the attendees during a lunch meal (one sponsor per day).

Advertising Sponsorship Opportunities

\$2,000 - VHMA Featured ads in VETted (6 opportunities annually, \$2,000 per ad). Each 4.13 x 10.75 VHMA full-color ad features a 1'x1' "Thank you to our sponsor" with the sponsor's logo.

VHMA Business Alliance Partner Program is open to qualifying companies offering products and services designed to address the professional business needs of today's veterinary practice. The VHMA Business Alliance Partner Program offers scaled financial commitments with qualifying benefits. The VHMA Business Alliance Partner Program is administered by the VHMA Industry Liaison Committee that recommends Business Alliance Partner approval to the VHMA Board of Directors. Industry stakeholders who wish to become a VHMA Business Alliance Partner should submit the Business Alliance Partner Contract for approval.

The VHMA Business Alliance Partner Program provides an opportunity for veterinary industry stakeholders to join the VHMA in advancing and assuring a high overall quality of professional service in the veterinary field. The VHMA places tremendous value on the working relationship it has cultivated with industry companies and their individual representatives. It is a partnership that has advanced not only the association's mission but also the profession.

BAP Benefits Definitions

Consultant Membership - VHMA offers an array of individual membership categories - Consultant Membership is for individuals and companies who provide management or other specific services on a contractual basis to veterinary hospitals. As part of your BAP partnership a complimentary Consultant Membership is provided to your representative(s) so they have full access to membership benefits and can receive member-relevant communications.

Partner Logo-Usage - The VHMA has developed a specific branded logo for each BAP partnership level. VHMA encourages our BAPs to utilize the partner logo to advertise your commitment to veterinary practice management professionals through your partnership with VHMA. A formal logo usage policy is provided. The partner logo should not be used in a way that would imply an endorsement.

Partner Acknowledgement on newsletter and website - VHMA is extremely proud of the partnerships and strategic alliances we have built through the BAP program. VHMA will proudly display a list of our partnerships on the VHMA website.

Use of Membership Mailing List - VHMA knows how important it is to be in direct contact with veterinary practice management professionals so we will provide a one-time use member mailing list for your advertising purposes annually (may be multiple times annually based on partnership level). The list will be provided upon request in an electronic form. The list will include physical mailing addresses only. The artwork to be mailed must be approved in advance.

Partner eNews (bi-monthly member newsletter) - VHMA publishes a bi-monthly partner electronic newsletter to our membership. The newsletter is another opportunity for our partners to connect with management professionals directly. The newsletter is the place where our BAPs can share exciting news about their products and/or services. Each BAP is limited to 50-70 words of text. Your logo and URL link image will be included.

Exhibit Booth at Annual Conference - The VHMA's Annual Conference (held in the fall each year) is another great opportunity for our partners to directly communicate and interact with management professionals. The VHMA encourages our partners to participate in this annual event to give members the opportunity to learn more specifically about your products and/or services.

Partner Acknowledgement on Monthly Educational Webinars - VHMA offers free monthly educational webinars to our membership. Acknowledging the support of our Platinum BAP partners is another way to visibly reinforce your support of the VHMA and our members monthly.

Annual Conference Sponsor Forum - Each year at our Annual Conference VHMA is proud to highlight the support of our Platinum BAP partners by providing them with stage-time. Our Platinum BAPs enjoy the opportunity to present a 5-minute presentation to the entire conference group to highlight their products and/or services.

Industry Advisory Panel - The VHMA values the strategic partnerships that we have built through the BAP partnership program. Through the Industry Advisory Panel our Platinum BAP sponsors can have input and provide advice to the association on successfully building relationships with the industry's vendor community.

Annual Partner Member Survey - The VHMA understands that veterinary practice management professions can provide valuable feedback to our partners on issues most affecting them in practice, as well as the development of products and/or services. Platinum BAP partners enjoy the opportunity to participate in an annual member survey to get valuable feedback as they need it.

VHMA BUSINESS ALLIANCE PARTNERSHIP CONFIRMATION OF TERMS

The Veterinary Hospital Managers Association, Inc. ("VHMA") is a nonprofit, Section 501(c)(6) tax exempt association and the Company named on the Business Alliance Partner Program Application desires to support VHMA's activities ("Activities"). The purpose of this Confirmation is to ensure that both VHMA and the Company agree on the terms of recognition to be provided for Company's support.

1. **VHMA Program.** During the one year term of this Confirmation, VHMA agrees to identify and acknowledge Company as a Business Alliance Partner of VHMA, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and applicable U.S. Treasury regulations ("Sponsorship"). Such identification and acknowledgment will include displaying Company's corporate logo and certain other identifying information in connection with VHMA Activities. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment will be determined by VHMA in its sole discretion. VHMA and Company agree that the purposes of the Activities is educational in nature and that no product promotion or advertising services by VHMA is intended in connection with the Activities.
2. **Mutual License of the Intellectual Property.** VHMA and the Company are each the sole owner of all right, title, and interest to VHMA's and the Company's respective property, including each party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Property"). VHMA and the Company hereby grant to other party a limited, non-exclusive license to use certain of its intellectual property, including names, trademarks, and copyrights in connection with Company's Sponsorship of VHMA. It is understood that each party retains the right to review and approve in advance all uses of its intellectual property, which approval shall not be unreasonably withheld.
3. **Sponsorship Payment.** Company agrees to make a cash contribution to VHMA annually for each year covered by this Confirmation. A 25% deposit of such amount is due with the Application, with the remaining balance due within sixty (60) days thereafter. The payments described in this paragraph shall constitute payment by Company solely for Company's Sponsorship of VHMA. Such payments shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by VHMA on behalf of Company, or income from a partnership or joint venture.
4. **Relationship Between the Parties.** The parties agree that this Confirmation is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of VHMA does not constitute VHMA's endorsement, guarantee, acceptance, or approval of Company, its services, products, programs, or activities.
5. **Limitation of Liability; Indemnification.** The parties shall indemnify and hold each other, and their respective directors, officers, affiliates, and employees, harmless against any claim, loss, liability, suit or judgment (including attorneys' fees) that may arise as a result of the negligence or misconduct by the party in connection with this Sponsorship.
6. **Term and Termination of Confirmation.** This Confirmation is subject to the approval of the VHMA Board of Directors. This Confirmation will terminate at the end of the year for which Sponsorship payment is made or immediately upon written notice from one party to the other. Upon termination or expiration of this Confirmation, all rights and privileges for use of each party's Property shall expire, and each party shall discontinue the use of the other party's Property. If Confirmation is terminated prior to the conclusion of the year for which Sponsorship payment is made, payment will be refunded on a prorated basis.
7. **Confidential and Proprietary Property.** VHMA and Company, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.
8. **VHMA Policies.** By submission of this application, Company agrees to adhere and abide by all VHMA polices, including **VHMA Community and Directory Rules and Etiquette.**
9. **Miscellaneous.** Either party's waiver of, or failure to exercise, any right provided for in this Confirmation shall not be deemed a waiver of any further or future right under this Confirmation. This Confirmation is binding on the parties, their successors and assigns, provided that no party may assign this Confirmation without the consent of the other party.

Agreement for Use of VHMA Business Alliance Partner Logo

VHMA restricts the use of the Business Alliance Partner (BAP) logo as stated in the following policy:

The Veterinary Hospital Managers Association (VHMA) – Business Alliance Partner logo is the property of VHMA. However, VHMA grants a license to use the BAP logo to its BAP program participants in good standing. Only BAP program participants who have maintained their BAP program status can use the BAP logo. BAP program participation is renewed annually. BAP program participants are NOT authorized to use any other logo or trademark that is the property of VHMA.

BAP program participants in good standing are authorized to use the BAP logo for the purpose of identifying their program participation and status. The BAP logo may NOT be used in any manner to imply that a BAP program participant is in any way an agent of BAP program or the VHMA or that the BAP program or the VHMA in any way warrants, approves, or endorses the BAP program participant or any product or service provided by the BAP program participant.

The BAP logo is intended for educational purposes only. VHMA retains the right to review and approve in advance all uses of the BAP logo.

The BAP program participant shall use the BAP logo representative of their BAP program status.



The right to use the BAP logo shall terminate and be revoked upon the BAP program participant's failure to remain in good standing, in the event of misuse by the BAP program participant as determined by VHMA, or any other breach of this Policy for Use. Upon such termination and/or revocation, the BAP program participant will eliminate the use of the BAP logo from all materials regardless of whether such materials are preprinted or pre-existing at that time.

Legal action will be taken against anyone who uses the BAP logo in violation of the above policy.



Veterinary Hospital Managers Association, Inc.

Business Alliance Partner Application and Confirmation

Company Name: _____

Contact/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone and Fax: _____

E-mail Address: _____

Company Web site Address: _____

Product/Service Category (check all that apply):

- Accounting and Financial Services
- Advertising Services and Materials
- Biologicals
- Business and Personnel Forms
- Computer Hardware and Software
- Diagnostics
- Food
- Hospital Equipment
- Hospital Supplies

- Legal Services and Products
- Management Consulting
- Office Supplies
- Parasiticides
- Pharmaceuticals
- Staff Training Services and Products
- Publications
- Web site Products and Services
- Other:

Sponsorship

Yes, our company would like to apply to be a **VHMA Business Alliance Partner** at the following sponsorship level:

- Platinum (\$15,000)*
- Gold (\$10,000)**
- Silver (\$6,000)

*Five years of continuous Silver and/or Gold sponsorship required.

** Three years of continuous Silver sponsorship required.

Payment

Payment Type: check Visa Mastercard Discover American Express

Credit Card Number: _____

Expiration Date: _____ Card security code (CSC): _____

Name on credit card (PLEASE PRINT NEATLY): _____

Complete billing address: _____

Signature of credit card holder: _____

• All funds should be in U.S. dollars.

• VHMA Business Alliance Partnerships are renewed annually. The terms of this sponsorship relationship are confirmed on the next page.

* VHMA Business Alliance Partnership is subject to the approval of the VHMA Board of Directors.

Submission of this form indicates your agreement to the sponsorship terms provided on the page **VHMA BUSINESS ALLIANCE PARTNERSHIP CONFIRMATION OF TERMS in this packet.**

Return this form and payment to:

VHMA • P.O. Box 2280 • Alachua, FL 32616-2280

518-433-8911 • fax 888-795-4520 • admin@vhma.org • www.vhma.org



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