

# **Colorado Association of Certified Veterinary Technicians Sponsorship Guide 2023-2024**



# Why CACVT?



**CACVT has been credentialing technicians since 1995, currently serving over 3400 members from the veterinary community. We're the perfect hub for meaningful connections!**

CACVT's mission is to credential and empower veterinary technicians, creating sustainable positive impact in the veterinary community.

# Email Advertising

## Monthly Newsletter Feature

Our monthly newsletter, CACVT Connect, is emailed to all CACVT members and has an average open rate of 50%. The newsletter feature can include one or more of the following: company logo, advertisement of a new product, marketing blurb, or a different feature based on your company's needs. Each ad will include a square graphic with a short description.

**\$225 for one ad in one CACVT Connect newsletter**

**\$400 for one ad in two CACVT Connect newsletters**

# Email Advertising, continued

## Email Communication Feature

CACVT periodically sends out solo emails focused on informative or urgent content. With an average open rate of 62%, a solo email is the perfect way to reach Colorado's veterinary technicians!

Have an important message you want to stand out to our membership? CACVT would be happy to hear about any communications you want us to send on your behalf. The content of the email communication feature is subject to CACVT approval. Please email [erin@cacvt.org](mailto:erin@cacvt.org) for more information.

**\$1500 for one solo communication sent on behalf of your company**

*Limit one per quarter*

# Event Sponsor (In-person)

In addition to the Spring Conference, CACVT organizes several annual events that offer sponsorship opportunities. These opportunities range from hosting a table to promoting marketing materials through event communications. To explore our upcoming events and sponsorship options, please visit our website and navigate to Sponsorship under the Events tab.

## **Gold Sponsor \$1500**

Gold sponsors are invited to join us in-person to host a booth. Gold sponsors can also give a brief presentation to attendees during the event. Logo will be included on event marketing materials such as email, event web page, and our social media.

## **Silver Sponsor \$1000**

Silver sponsors are invited to join us in-person at the event to host a booth display. Logo will be included on event marketing materials such as email, the event web, and our social media.

## **Bronze Sponsor \$500**

Bronze sponsors will mail in marketing materials for attendees to view at the conference. Logo will be included on event marketing materials such as email, CACVT website, and our social media.

# Event Sponsor (In-person) Continued

## **Speaker Sponsor**

Does your company have a great speaker? We would love to hear about them! To discuss, email [executivedirector@cacvt.org](mailto:executivedirector@cacvt.org)

## **Supporting Sponsor \$300**

Company logo will be included on event marketing materials such as email, CACVT's website, and our social media.

## **Social Event Sponsor \$1000 and up (varies per event)**

CACVT loves organizing social events to foster engagement among the technician community and provide our members with opportunities to network and have fun. We invite you to become a social event sponsor, where your support will cover the cost of the event. As a sponsor, you will have the opportunity to attend the event, distribute your marketing materials, and deliver a brief presentation. Additionally, your company logo will be prominently featured on all marketing materials associated with the event.

## **Prize Pack \$100**

CACVT hosts giveaways for interactive attendees at events. Prize pack winners will go home with a gift card and your marketing materials.

# Event Sponsor (Virtual)

**CACVT aims to have inclusive CE options for members who prefer online CE.**

## **Gold Sponsor \$1500**

An opportunity to either share a pre-recorded marketing video or have a company representative give a brief 5-10 presentation at the event. Your marketing materials shared on-screen during a break and your logo on marketing materials for the event and shared on CACVT social media. You will also receive a sponsor thank you at the beginning and end of the event.

## **Silver Sponsor \$1000**

An opportunity for your marketing materials to be shared on-screen during a break at the event, your logo on marketing materials for the event and shared on CACVT social media. You will also receive a sponsor thank you at the beginning and end of the event.

\*As a benefit to Gold and Silver Sponsors, attendee information will be provided for those who consent to post-event sponsor communications.

# Event Sponsor (Virtual) Continued

## **Bronze Sponsor \$500**

Your logo on marketing materials for the event and shared on CACVT social media. You will also receive a sponsor thank you at the beginning and end of the event.

## **Supporting Sponsor \$300**

Your logo on event marketing materials and CACVT social media.

## **Prize Pack \$100**

CACVT hosts giveaways for interactive attendees at events. Prize pack winners will receive a gift card and your marketing materials.





**Please let us know if you have any questions or don't see a sponsorship option that works for you. We look forward to partnering with you!**

**Text or call: 303-318-0652**

**Email [executivedirector@cacvt.org](mailto:executivedirector@cacvt.org)**