2027 CVMA PARTNERSHIPS

The mission of the Chicago Veterinary Medical Association (CVMA) to advance the veterinary profession through advocacy, engagement, and enrichment while protecting animal welfare and public health. Our member veterinarians and certified veterinary technicians are the highest-level in their fields committed to education, advocacy, networking, and tools to protect animal health.

Partners receive high-level exposure and branding opportunities by showing their support of the professionals and the organization. We want to spread the word of our partners. We will customize partnership opportunities to fit the needs of our sponsors while supporting those in the field of veterinary medicine. We will work within your budget to provide the best exposure for your situation. To learn more and or to be a partner, contact us at 630.325.1231 or write to Michele Cohen, Executive Director at mcohen@chicagovma.org.

Below are partnership options. These all can be packaged to fit the budgets of partners providing the best brand and product exposure.

CVMA Monthly Newsletter: Vet*Connect*Chicago $1,000 per edition. $8,000 for all 2027 newsletters (minimum of 11 newsletters)

Advertise in the CVMA electronic newsletter, **Vet*Connect*Chicago**, and reach an engaged audience of animal care professionals. **Vet*Connect*Chicago** is a communication distributed to more than 4,000 CVMA followers and members—with a customary open rate of 60 percent or more. It includes information on professional development opportunities, updates on animal care matters, relevant events, articles, member value-added benefits, networking opportunities, and more. This partnership includes

- Partner's logo in the newsletter which is linked directly to the company's website
- A piece explaining the partner's product and/or services is included in the newsletter
- Broadening the partner's brand awareness reach to more than 4,000 professionals in the field of veterinary medicine
- Archived newsletters with information about the partner are posted on the website

Web Seminar Lunch and Learn: $4,000 for one. $7,000 for two. Additional packages are available.

This is a new Continuing Education initiative to give our partners the opportunity to share knowledge that will help them in their roles. Partners would facilitate a real-time one-hour web seminar that would be recorded and archived on the CVMA website for on-demand viewing.

- Promoted in a minimum of two monthly Vet*Connect*Chicago newsletters
- CVMA will apply to have the event approved for one (1) RACE credit hour

- **Web seminar will be archived on the CVMA website for a minimum of two years and branded with the partnership giving continued exposure for two years with additional CVMA promotions throughout the two years**
- Web seminar topic is submitted and approved by the CVMA Education Committee
- Partner chooses the presenter
- Web seminar is presented on the CVMA web seminar platform

CVMA Guest Blogger: $2,500

Partners can gain brand recognition as a leader in veterinary medicine by showcasing educational content to a wide audience of quality veterinarians and certified veterinary technicians. This guest blog opportunity enables the partner's organization to share insights, expertise, and thought leadership with a highly engaged audience of professionals in animal care and welfare.

- Promoted in one monthly Vet*Connect*Chicago newsletter
- Blog topic and synopsis is submitted to CVMA for approval by the CVMA U Education Committee
- Blog will be archived on the website for a minimum of two years and branded with the partnership giving continued exposure

CE Participant Input Forms: $1,000

After each CVMA U course, attendees are sent an Input Form to complete to help CVMA maintain and provide best-in-class veterinary education. In 2027, we will distribute a minimum of eight surveys.

- Partner's logo will be linked to the business website on the email distributed to the course attendees
- A piece will be included in the email regarding the partner's services.

CVMA U In-Person Continuing Education Course Exhibitors: CVMA U has an uncompromising commitment to excellence in Continuing Education. CVMA offers six in-person classes a year**. See the below exhibit options from highest to lowest level.** We can arrange a personalized package partnership for flexibility and cost effectiveness.

In Person CE Platinum Level: $7,500

Maximize your visibility and engagement with our CVMA members and with others in the field of veterinary medicine. Connect in person with attendees at our continuing education classes which are held at Brookfield Zoo's Discovery Center. Platinum level partners introduce themselves and the course speaker. They receive:

- Larger, L-shaped exhibit space outside of the lecture room
- Opportunity to introduce the course presenter
- Recognition on an independent slide shown to registrants
- Recognition in two CVMA electronic Vet*Connect*Chicago newsletters
- CVMA website recognition for a minimum of two months as an education platinum sponsor
- Platinum partnership signage
- Opportunity to provide a seat drop for each attendee
- Maximum of 4 complimentary lunches for company representatives at the on-site CE event

In Person CE Gold Level: $5,500

A gold level exhibitor at $5,000 can have a meaningful impact on your business, putting your brand in front of all CVMA members and others in the field of veterinary medicine. Connect in person with our attendees at our continuing education seminars. Gold level partners receive:

- Exhibit space outside of the lecture room
- Recognition on a slide in the class auditorium
- Recognition in one CVMA electronic Vet*Connect*Chicago newsletter

- CVMA website recognition for one month
- Gold partnership signage
- Maximum of 3 lunches for company representatives at CE event

In Person CE Silver Level: $2,700

A silver level sponsorship at $2,500 is an effective way to increase visibility with CVMA members and others in the field of veterinary medicine, with the opportunity to connect in person with attendees at our continuing education courses. Silver level sponsors receive:

- Exhibit space outside of the lecture room
- Shared exhibitor signage
- Maximum of 3 lunches at the CE event

In Person CE General Exhibitor: $1,800

Connect your business with professionals in the Chicagoland region through an exhibitor space with the CVMA. We are dedicated to the health and well-being of animals, and we strive to fulfill the educational needs of our members by providing nationally acclaimed continuing education (CE) programs, member services, networking and fostering public awareness. This exhibitor hall package includes

- Exhibit space outside of the lecture room
- Shared sponsorship signage
- Maximum of 2 lunches

Online Education Program: $2,700 per course. Packages and exclusivity available.

CVMA has online real-time and on-demand education programs. Partners can connect their brand with best-in-class online education for veterinarians and certified veterinary technicians. Partners will receive

- Promotions in a minimum of two electronic Vet*Connect*Chicago newsletters that promote the course
- Promotions in isolated education communications
- Social media exposure
- Recognition of the online course partner(s) at the beginning of each week of the online course with independent slides included on the screen and contact information
- CVMA Website recognition

Certified Veterinary Technician Program: $3,000 CVMA is pleased to introduce its Certified Veterinary Technician (CVT) program. CVMA has a CVT Membership Tier and program to support the value of the CVTs, to spread the word about their roles, and to provide quality education opportunities. Partners will

- Be recognized with its logo in 3 CVMA newsletters that promote the programs and information about the programs.
- Be recognized on the CVT Corner of the CVMA website
- Be eligible to include an informative article on the role of a CVT to be published on our website and promoted in our newsletter when posted. *Note: Article content must be approved by the CVMA U Education Committee.*

Scholarship Program: $3,500 CVMA promotes quality education and supports the future of the field of veterinary medicine. This program is an opportunity to partner with the CVMA to provide scholarships to both veterinary students and CVTs who need to take licensing and/or certification examinations. Scholarships will be earned by 7 scholarship applicants who will be working in the Chicago area upon completion of their education programs. The partner will

- Have the opportunity to present the scholarship to the recipients
- Introduce themselves and their services at CVMA's Annual December Meeting

- Have an exhibit table at the December course when the Annual Meeting takes place
- Have exposure in two CVMA newsletters
- Have exposure on the CVMA website
- Receive social media exposure

Pet Loss Programs, Exclusive annual partnership: $2,500

Pet owners mourn the loss of their pets and need support. CVMA is pleased to offer a Pet Loss Help Line and a Pet Loss Support Group. The Helpline is open daily while the Support Group, called WINGS, meets virtually on the first Wednesday of each month.

- Recognition for the year as the exclusive annual sponsor of Pet Loss Programs on the website
- Recognition in two monthly electronic Vet*Connect*Chicago newsletters
- Opportunity to provide drop bags for one in-person course approved by CVMA of veterinary medicine in the Chicago area

In-Person Course Food and Beverage: $5,800

Breakfast, lunch, coffee, water—all are important to the attendees at a six-hour RACE-approved course. Partners will receive

- Independent signage indicating that the partner provided the food and beverage at the beverage stations and food stations
- Independent slide on the screen regarding the sponsor
- Before lunch, brief opportunity to introduce self and company
- Exhibit table
- Recognition on website

Value-Added Member Benefit Partner: $1,000

Value-added member benefits include discounts on services that might be helpful and useful to our members. This ranges from services to goods to entertainment and more. Partners are

- Posted in the Value-Added Member Benefit section of the member portal
- Covered in the newsletter with general statements about the benefits provided
- Promoted in general statements on the website about the added benefits

Sponsorship Opportunities
Continuing Education Seminars

1896 • 130th Anniversary • 2026

2026 Sponsor Commitment Form

Secure your CVMA sponsorship today by completing the following information and submitting this form via email to kmarshall@chicagovma.org or by mail with payment to: Chicago Veterinary Medical Association: 100 Tower Drive, Suite 234, Burr Ridge, IL 60527. For questions, call CVMA at 630-325-1231.

Name: Click or tap here to enter text.	
Company Name: Click or tap here to enter text.	
Address: Click or tap here to enter text.	
Phone: Click or tap here to enter text.	Email: Click or tap here to enter text.
Sponsorship selection: Click or tap here to enter text.	

Payment Information

☐ Sponsorship selection:_____	$
☐ Sponsorship selection: _____	$
☐ Sponsorship selection: _____	$
☐ Sponsorship selection: _____	$
Total Investment:	$

Payment Type: ☐ Check Enclosed ☐ Credit Card

Card #:

Expiration Date: CVV:

Cardholder Name

Billing Address:

Cardholder name: Click or tap here to enter text.

Billing address: Click or tap here to enter text.

We look forward to working with your organization and appreciate your support of CVMA and its membership