

Sponsorship Chair Reporting: 2023-2024

Chairperson: Allyssa Borich

Allyssa continued using a dedicated email (ACVD.sponsorship@gmail.com) for correspondence with corporate sponsors. She attended the NAVDF meeting in Seattle and distributed business cards to all sponsors. This gave an opportunity to connect personally with the sponsors, and attend events like the Past Presidents' and Diplomate Dinner which gave insight into how sponsors and members perceive events like these.

Improving last year's google form, Allyssa also created a live prospectus in Canva, which allowed for up to the minute accuracy for sponsors to review the prospectus. This facilitated digital sponsor outreach and increased funding commitments. Sponsors were contacted initially in July, with two additional follow-up emails. New sponsor opportunities and recognitions were developed in concert with the Board's guidance.

Working with the Executive Secretary, sponsors were invoiced for \$413,263 between January 2023 and February 1, 2024. The Treasurer Report can be reviewed for more details on funds received.

Sponsor Inquiries:

Sponsors seemed to find the Canva and Google forms easy to navigate and complete, so this is a good system we will continue using in the future. Most sponsor questions were interested in further information about restricted grants and new opportunities.

Suggestions:

During the development of the website, Allyssa proposed having a page dedicated to sponsors where we can maintain recognition and outreach. This could be a general overview of the recognition tiers, the contact email of sponsorship@acvd.org, and a link to the form so anyone interested can support all year-round. Also, new companies were contacted during NAVDF and potentially will be at WCVD who could become future sponsors.

Upcoming:

During the WCVD meeting, Allyssa intends to connect with more company contacts. The Sponsorship Chair and the Board will connect in May or June to determine if any updates need to be incorporated in the sponsor solicitations for the upcoming year.

Report Date: March 31, 2024

Compiled by: Allyssa Borich

SPONSORS BY TIER

Sponsor Tier	Sponsor	Total Commitment	Item(s) Sponsored	
DIAMOND (\$100,000 and above)	Royal Canin	\$176,550	\$70,000	2023 online library
			\$70,000	2024 online library
			\$17,550	2023 resident travel grants to NAVDF
			\$13,000	2023 exam stipend for candidates done training, pass credentials & took exam in 2023
			\$6,000	Research Foundation
PLATINUM (\$80,000 - \$99,999)	NA			
GOLD (\$50,000 - \$79,999)	Ceva	\$79,450	2023 Diplomate dinner balance (have signed 3-year contract for 2025, 2026, 2027)	
SILVER (\$25,000 - \$49,999)	Stallergenes Greer	\$37,363	\$20,000	2023 Resident Education Forum
			\$2,863	2023 Resident Education Forum - video recording
			\$8,500	2023 Dermatology Outreach balance
			\$6,000	Research Foundation
	Merck	\$35,000	\$20,000	2024 exam stipend for candidates done training, pass credentials & take exam in 2024
			\$15,000	Research Foundation
	AAVD	\$30,000	Research Foundation	
	Zoetis	\$26,000	\$20,000	2023 Resident Education Forum
\$6,000			Research Foundation	
BRONZE \$15,000 - \$24,999)	NA			
COPPER \$5,000 - \$14,999)	Hill's	\$10,000	2023 resident externship grants	
	VARL	\$10,000	Research Foundation	
PAW PRINT (\$1,000 - \$4,999)	Nextmune	\$3,900	2023 new members prorated membership fee	
	Dechra	\$2,500	Research Foundation	
	Boehringer-Ingelheim	\$1,500	Research Foundation	
	MedVet	\$1,000	Research Foundation	