

CARDIAC EDUCATION GROUP SPONSORSHIP PROSPECTUS



The Cardiac Education Group is a not-for-profit group of board-certified veterinary cardiologists from both academia and private practice that offers independent recommendations to veterinary practitioners for the evaluation and treatment of canine and feline heart disease.

We invite your organization to partner with us in our vital work. By becoming a sponsor, you demonstrate a deep commitment to veterinary cardiology while gaining visibility, engagement, and insight from key opinion leaders in the field.

Our sponsorship program is structured in four tiers, offering increasing levels of engagement and recognition.

DETAILED BENEFITS BREAKDOWN

DIGITAL VISIBILITY

- **Website:** All sponsors are listed on our dedicated Sponsors Page. Prominence of sponsor logo is related to the tiers noted above.
- **Email Marketing:** Logo/name inclusion in our quarterly “Beat” newsletter sent to 2,000 subscribers.

ENGAGEMENT & ACCESS

- **Meeting Attendance:** The CEG meets in person twice per year (spring and fall). Exclusive meeting with the CEG allows sponsors to interface with key opinion leaders in cardiology, directly engaging on strategic vision and providing industry insights.
- **Conference Speaking:** The CEG is composed of experienced speakers who lecture internationally on heart disease in animals. Sponsorship provides access to book these speakers individually or collectively under a CEG-branded track at major veterinary meetings, podcasts, or other distribution channels.

BRANDING & COLLATERAL

- **Program Materials:** The CEG website contains numerous white papers, video snippets, and other content for the practicing veterinarian. Sponsors can receive branding on materials created by experts that are specific to their industry focus.

SPONSORSHIP TIERS AND BENEFITS

Investment Level	Annual Contribution	Engagement Opportunities	Engagement Opportunities
PLATINUM PARTNER	>\$150,000	<p>Exclusive engagement with CEG serving as the scientific organizing committee of a biannual cardiology conference.</p> <p>Opportunity to sponsor a cardiology track under CEG branding at a major veterinary conference.</p> <p>Top Tier presence in print materials with language stating, "The CEG is funded through an educational grant from ...".</p> <p>Direct Link to product website of sponsor's choosing posted on CEG website.</p>	<p>Quarterly One (1) Hour Virtual Meetings with the CEG to discuss trends in the field.</p> <p>Four (4) Hours per year at in-person meetings of the CEG for strategic advisement.</p>
GOLD PARTNER	\$50,000	<p>Opportunity to sponsor cardiology track under CEG branding at a major veterinary conference.</p> <p>Textual recognition in print materials with language stating, "Additional support provided by...".</p> <p>Direct Link to product website of sponsor's choosing posted on CEG website.</p>	<p>Two (2) Hours per year at in-person meetings of the CEG for strategic advisement.</p>
SILVER PARTNER	\$25,000	<p>Textual recognition in print materials with language stating, "Additional support provided by...".</p> <p>Direct Link to product website of sponsor's choosing posted on CEG website.</p>	<p>One (1) Hour per year at in-person meetings of the CEG for strategic advisement.</p>
BRONZE PARTNER	<\$25,000	<p>Direct Link to product website of sponsor's choosing posted on CEG website.</p>	<p>Thirty (30) Minutes per year at in-person meetings of the CEG for strategic advisement</p>

CARDIACEUCATIONGROUP.ORG

NEXT STEPS

We are ready to customize a sponsorship package that aligns perfectly with your corporate social responsibility goals and marketing objectives.



**INTERESTED IN BECOMING A CEG SPONSOR?
EMAIL JILL MEANS - JILL.MEANS@MODOP.COM**