



## National Sponsor Recognition Protocol

The National VBMA has negotiated with several sponsors to provide each chapter with direct funding or the opportunity to participate in beneficial programs. In order to continue to make these available, we ask our chapters to follow the recognition protocol listed below and provide these sponsors with the appropriate acknowledgement of their support for our endeavors.

### **Distribution of National Sponsor Funds**

Sponsorship dollars will be received by the National VBMA by September 1st from Hill's Pet Nutrition and checks will be deposited to individual chapters by September 15<sup>th</sup> for 2010.

Each chapter is eligible for annual funds of \$1,500 from Hill's, though \$300 will be withheld for National VBMA dues. Each chapter has the opportunity to apply for additional Hill's funds throughout the year.

### **How to receive the full \$1,200**

- 1) You must be a VBMA chapter in good standing. (See details in document entitled "2009-2010 VBMA Good Standing Requirements.")
- 2) In concordance with the good standing requirements, it is imperative that reports are submitted for all chapter events.

### **Recognition of Founding Flagship Sponsor**

For our National Platinum Sponsor, Hill's Pet Nutrition, each chapter must do the following to be eligible to receive National VBMA sponsor funds each fall:

- 1) Hill's must receive recognition as being the sponsor of at least one VBMA event each year. At every meeting that Hill's funding is utilized, Hill's must be recognized by displaying their logo on all promotional items, giving verbal acknowledgement, and displaying your chapter's VBMA/Hill's spider banner.
- 2) The Hill's logo will be on the back of all VBMA brochures and indicate that Hill's is the "Founding Flagship Sponsor."
- 3) If your chapter has a bulletin board, the Hill's logo will be displayed 100% of the time and indicate that Hill's is the "Founding Flagship Sponsor."
- 4) If your chapter has an individual webpage, the Hill's logo must be displayed in a prominent position and indicate that Hill's is a "Founding Flagship Sponsor." The chapter may display as many other sponsor logos as they wish on their chapter website, but Hill's (and only Hill's) can be designated a "Founding Flagship Sponsor."

- 5) Hill's will receive logo recognition as the National VBMA Sponsor on posters displayed at club fairs.
- 6) Hill's may send brochures or promotional items to be distributed at VBMA events in which they are the sole sponsor.
- 7) Hill's may send a company representative to any VBMA event for which they are the sole sponsor.
- 8) No other pet food company can be a "Founding Flagship Sponsor" while the National VBMA is in agreement with Hill's. However, other pet food companies will be able to sponsor local chapter VBMA events. Hill's money should not be used in conjunction with another pet food company at any chapter event.

### **Recognition of Diamond Level Sponsor**

For our National Diamond Sponsor, Veterinary Pet Insurance (VPI), each chapter must do the following:

- 1) Participate in the VPI-VBMA contest to be eligible to receive funding by VPI. The amount dispersed to chapters may differ from year-to-year as the National VBMA attempts to improve participation in the contest. Additional funds may also be provided on a regional basis to participating chapters.
- 2) Upon receipt by VPI of a minimum number of entries from your chapter, the funds will be sent to each chapter via check.
- 3) VPI must be recognized during the period of the contest by:
  - a. Promoting the contest to your membership and encouraging student participation.
  - b. Receiving logo recognition on your bulletin board, your chapter webpage, and/or your chapter newsletter (all that are applicable).