

CARDIAC EDUCATION GROUP PARTNERSHIP 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 partner, you demonstrate a deep commitment to veterinary cardiology while gaining visibility, engagement, and insight from key opinion leaders in the field.

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

DETAILED BENEFITS BREAKDOWN

DIGITAL VISIBILITY

- **Website:** All partners are listed on our dedicated Partners Page. Prominence of partner 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 partner 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. Partnership 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. Partners can receive branding on materials created by experts that are specific to their industry focus.

PARTNERSHIP TIERS AND BENEFITS



Bronze Partner

Annual Contribution

< \$25,000

Key Benefits & Recognition

Direct Link to product website of partner's choosing posted on CEG website.

Engagement Opportunities

Thirty (30) Minutes per year at in-person meetings of the CEG for strategic advisement



Silver Partner

Annual Contribution

\$25,000

Key Benefits & Recognition

Textual recognition in print materials with language stating, "Additional support provided by...".

Direct Link to product website of partner's choosing posted on CEG website.

Engagement Opportunities

One (1) Hour per year at in-person meetings of the CEG for strategic advisement.



Gold Partner

Annual Contribution

\$50,000

Key Benefits & Recognition

Opportunity to partner cardiology track under CEG branding at a major veterinary conference.

Textual recognition in print materials with language stating, "Additional support provided by...".

Direct Link to product website of partner's choosing posted on CEG website.

Engagement Opportunities

Two (2) Hours per year at in-person meetings of the CEG for strategic advisement.



Platinum Partner

Annual Contribution

>\$150,000

Key Benefits & Recognition

Exclusive engagement with CEG serving as the scientific organizing committee of a biannual cardiology conference.

Opportunity to partner a cardiology track under CEG branding at a major veterinary conference.

Top Tier presence in print materials with language stating, "The CEG is funded through an educational grant from ...".

Direct Link to product website of partner's choosing posted on CEG website.

Engagement Opportunities

Quarterly One (1) Hour Virtual Meetings with the CEG to discuss trends in the field.

Four (4) Hours per year at in-person meetings of the CEG for strategic advisement.

NEXT STEPS

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



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