



Sponsorship Proposal

The Deer Book: A Practical Guide for Veterinarians

Introduction:

We are pleased to present an exciting opportunity to partner with the upcoming release of *The Deer Book: A Practical Guide for Veterinarians*. This comprehensive guide, created by leading experts in veterinary science, is designed to be an invaluable resource for veterinarians who treat and care for deer. It covers all aspects of deer health, including diagnosis, treatment, preventive care, and more.

As we prepare for its launch, we are seeking sponsors who are passionate about veterinary care and who want to align themselves with an essential resource for the veterinary community. We offer various sponsorship options, which will allow you to choose the level of visibility and engagement that best suits your objectives. Furthermore, we expect this book to sell overseas, further increasing exposure to sponsors.

Sponsorship Opportunities:

Platinum Sponsor - \$15,000 including GST

- **Full-Page Ad:** A full-page advertisement for your company in the book, placed in a highly visible section.
 - **Acknowledgment in the Foreword:** Your company will be acknowledged in the book's foreword for your commitment to supporting veterinary education and wildlife health.
 - **Exclusive Access:** First choice for future promotional opportunities related to the book, including conferences, seminars, and webinars.
 - **Online Promotion:** Your logo featured prominently on all digital platforms associated with the book, including its website, social media pages, and email campaigns.
 - **Special Mention at Launch Events:** Recognition as the title sponsor during all launch events and media appearances related to *The Deer Book*.
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Gold Sponsor: \$5,000 including GST

- **Logo Placement:** Your logo on the book's title page, acknowledging your sponsorship at a prominent level.
 - **Half-Page Ad:** A half-page advertisement within the book.
 - **Website and Social Media Recognition:** Your logo featured on the official book website and social media platforms.
 - **Launch Event Mention:** Acknowledgment at launch events and promotional gatherings.
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Silver Sponsor - \$2,500 including GST

- **Logo on Acknowledgment Page:** Your company's logo featured in the sponsors' section of the book.
 - **Quarter-Page Ad:** A quarter-page advertisement within the book.
 - **Website Recognition:** Your logo on the book's website.
 - **Event Acknowledgment:** Mention during key events, such as virtual or in-person book launches.
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Bronze Sponsor - \$1,000 including GST

- **Sponsor Listing:** Your company's name listed in the book's acknowledgments section.
 - **Website Mention:** Your name featured on the book's website as a sponsor.
 - **Social Media Shout-Out:** A thank-you mention on the book's official social media channels.
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Why Sponsor *The Deer Book*?

- **Targeted Audience:** This book will be used by veterinarians and educators. Sponsors will have access to a highly relevant and engaged audience.
- **Commitment to Education:** By supporting this guide, you're contributing to the education and advancement of veterinary care for deer.
- **Brand Visibility:** With multiple channels for promotion (print, digital, events), your brand will gain sustained exposure.
- **Association with Expertise:** Aligning your brand with a respected publication demonstrates your company's commitment to the veterinary industry and wildlife conservation.

Conclusion:

We are excited about the opportunity to partner with your organisation on this impactful publication. By sponsoring *The Deer Book: A Practical Guide for Veterinarians*, you will not only gain exceptional exposure to a key professional audience but also help support the continued education of veterinarians and the health of deer populations.

We look forward to discussing how we can tailor the sponsorship package to best meet your needs and goals. Please do not hesitate to contact us with any questions or to secure your sponsorship today.

Confirming Your Sponsorship

If interested in sponsoring, please contact leanne.fecser@vets.org.nz and deposit your sponsorship money into the following bank account and reference "deerbook".

Name of Bank	Westpac Banking Corporation
Branch Name	Lambton Quay
Account Name	New Zealand Veterinary Association
BSB Number	030502
Account Number	0622336-00
International SWIFT	WPACNZ2W

Alternatively, contact the Deer Branch secretary at deer@vets.org.nz

Contact Information:

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