

## **Strategic Partnerships/Sponsorships**

### **Who We Are**

The Veterinary Virtual Care Association (VVCA) brings together leaders across veterinary medicine, technology, and policy to support responsible expansion of veterinary telehealth and virtual care.

As demand for veterinary services grows, virtual care tools are playing an increasingly important role in helping veterinary teams support pet owners and improve access to care.

VVCA provides a trusted forum where veterinarians, innovators, and policymakers can collaborate to ensure these developments strengthen the veterinary profession.

### **Our Work**

#### **Telehealth Policy Monitoring**

Tracking developments in veterinary telemedicine regulation across state veterinary boards and legislatures.

#### **Global Lessons in Veterinary Telemedicine**

Highlighting successful international regulatory models, including Ontario's experience with video-based VCPR establishment.

#### **Advisory Council Discussions**

Providing partners with updates on regulatory developments and emerging issues impacting veterinary care.

#### **Veterinary Innovation Podcast (Launching 2026)**

A new platform highlighting conversations with leaders shaping the future of veterinary medicine.

#### **Advocacy & Education**

VVCA works to advance responsible veterinary telehealth policy by providing education, resources, and industry perspective to policymakers, veterinary organizations, and regulators.

Through informational briefings, policy letters, and engagement with stakeholders across the profession, VVCA helps ensure discussions about virtual care reflect the realities of modern veterinary practice while prioritizing patient safety and professional standards.

VVCA's advocacy efforts focus on **education, collaboration, and sharing industry expertise rather than direct lobbying**, helping inform thoughtful policy development that supports veterinarians and expands access to care for pets and their families.

To support our work, VVCA offers a range of strategic partnership opportunities for organizations committed to responsible innovation in veterinary medicine.

## **New Sponsorship Opportunities for 2026**

### **Podcast Founding Sponsor – VVCA Podcast Launch (\$15,000)**

VVCA will launch a brand-new podcast in Q1 2026, featuring conversations with veterinary leaders, innovators, and policymakers exploring the future of veterinary care and the evolving role of virtual care technologies. A limited number of founding sponsors will help support the launch of this new platform.

### **Startup Innovator Partner (\$5,000)**

This new sponsorship tier is designed for early-stage companies developing innovative products and services within the veterinary ecosystem. It offers emerging companies an opportunity to connect with industry leaders and demonstrate their commitment to responsible innovation.

These new opportunities complement VVCA's existing strategic partnership program, which supports the organization's work monitoring telehealth policy developments, convening industry dialogue, and fostering collaboration across the veterinary profession.

Strategic partners help make this work possible while participating in conversations shaping the future of veterinary care.

## **Partnership & Sponsorship Packages**

### **Policy Leadership Partner — \$25,000**

- Advisory council participation
- Policy briefings
- Early access to VVCA insights
- Prominent sponsor recognition
- Invitations to industry discussions

### **Industry Partner — \$15,000**

- Advisory council participation
- Sponsor recognition

- Access to VVCA updates
- Event invitations

## **Startup Innovator Partner — \$5,000**

### **Eligibility Criteria**

Companies participating at the Startup Innovator level should meet at least one of the following:

- Founded within the past five years
- Fewer than 50 employees
- Early-stage or venture-backed startup
- Developing a new product or service for the veterinary industry

Benefits include:

- recognition in VVCA communications
- recognition on the VVCA website
- **Startup Innovator Spotlight**
  - short profile in VVCA newsletter
  - optional podcast guest opportunity

## **Podcast Founding Sponsor — \$15,000**

The VVCA Podcast will feature conversations with veterinary leaders, innovators, and policymakers exploring the future of veterinary care.

Benefits include:

- recognition as Founding Podcast Sponsor
- sponsor acknowledgment during episodes
- logo placement on podcast materials
- recognition on VVCA website
- opportunity to suggest topics or guests

## **Contact**

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