



THE NEW ZEALAND
**VETERINARY
NURSING
ASSOCIATION**

**NZVNA
2023
Industry
Partners
Prospectus**



About the NZVNA

The New Zealand Veterinary Nursing Association was set up in 1992 to promote the profession of veterinary nursing in New Zealand.

Having grown from small beginnings, the association now has over 1000 members in practices throughout the country and a number of overseas members, all of whom are regularly kept in touch with veterinary nursing issues through our online newsletters, social media, quarterly journal, website and conferences.

2022 marked a significant milestone for the NZVNA – 30 years of the association. From those small beginnings, we're now looking to celebrate our successes for the future, and the growth of veterinary nursing in New Zealand. Going forward we are committed to supporting not only companion animal veterinary nurses* but also the exotic, equine and large animal nurses/technicians, to further their continuing education.

Led by our values, we protect, inspire and advance allied veterinary professionals in Aoteroa NZ.

Our values: Compassionate, connected, future-focused, professional and resilient.

The New Zealand Veterinary Nursing Association has long supported New Zealand veterinary nurses by providing a wide range of professional support. As well as general support and advice, our members receive; our quarterly journal, The New Zealand Veterinary Nurse; HR support; Health & Safety advice; Continuing Professional Development (CPD) in the form of reduced fees at our annual conference and access to the Veterinary Nursing Library on Sci-Quest. We have recently been increasing our member benefits to include confidential counselling service through Vitae and the creation of a 'wellness hub' on our website to further support the mental well-being of our members.

We are continuing to expand on the support services that we are able to offer to our members. This includes, but is not limited to, an expansion on the support services available and Continuing Professional Development.

We are only able to offer this support to our members through this ongoing support of our Industry Partners (that's you!). We pride ourselves on delivering the objectives of our vision, to govern, promote, represent and guide the Veterinary Nursing profession of New Zealand in a professional and ethical manner. Our industry partners enable us to continue doing this for our current and future veterinary nurses.

* Veterinary nurse in this document is synonymous with veterinary technician and veterinary technologist

2023 Partnership Opportunities

Veterinary nursing in New Zealand is changing. There are big things on the horizon, and we want you to be part of that journey with us. Your support of us, as well as partnering with us to support NZVNA members provides a range of benefits to your company.

Sponsorship opportunities offered by the New Zealand Veterinary Nursing Association (NZVNA) are a cost-effective and profitable way to increase your organization's exposure to veterinary industry professionals. NZVNA offers multiple partnership opportunities to help effectively target your organization's messaging. They deliver a great Return on Investment, whilst also profiling your brand and your team with our members and veterinary practices throughout New Zealand.

Contact	Luanne Corles	sponsorship@nzvna.org.nz
	Samantha Chapman	membership@nzvna.org.nz
	Amy Ross	president@nzvna.org.nz
		www.nzvna.org.nz

2023 Advertising Opportunities

The New Zealand Veterinary Nurse Journal (NZVNJ)

Produced exclusively for veterinary nurses and technicians in New Zealand, the NZVNJ is a highly regarded journal. It is the only publication produced exclusively for veterinary nurses in New Zealand.

Circulated to NZVNA members electronically and made available through Sciquest*, the NZVNJ is a high quality quarterly publication, produced in full colour, and offers our members:

- Product knowledge
- Clinical articles and case studies
- Up-to-date product information
- Industry, ethical and legal information
- HR and other practice management support tools
- Career professional development and education opportunities
- Seminar dates and much more.

The New Zealand Veterinary Nurse E-Newsletter

Distributed quarterly to over NZVNA members, non-members and industry supporters, the NZVNA's eNews aims to provide readers with:

- Up-to-date news from across the sector
- Relevant and meaningful articles and information directed toward members and organisations across the industry.

Advertisers seeking to reach a broad readership can utilise the eNews via banner or written contributions, increasing product exposure and brand awareness and driving traffic toward your website through web links.

*Access to Sciquest is only available through membership

Partners Package	Gold	Silver	Bronze
Annual Package			
New Zealand Vet Nurse Journal			
Advertisement x 4	Full page (per issue)	Full page (per issue)	Half page (per issue)
Advertorial	1 x annually	–	–
NZVNA ENews			
Hyperlinked Banner Advert	4	4	4
Text Contribution with Hyperlinked logo	3	2	1
Six Month Package			
New Zealand Vet Nurse Journal			
Advertisement x 2	Full page (per issue)	Full page (per issue)	Half page (per issue)
Advertorial	1 x annually	–	–
NZVNA ENews			
Hyperlinked Banner Advert	2	2	2
Text Contribution with Hyperlinked logo	2	1	–
Three Month Package			
New Zealand Vet Nurse Journal			
Advertisement x 1	Full page (per issue)	Half page (per issue)	–
Advertorial	–	–	–
NZVNA ENews			
Hyperlinked Banner Advert	1	1	–
Text Contribution with Hyperlinked logo	1	–	–
Your Investment			
Annual (20% discount)	\$5,480	\$3,920	\$3,000
Six-Month (10% discount)	\$3,960	\$2,205	\$1,620
Three-Month (5% discount)	\$1,235	\$855	N/A

If these packages do not meet your requirements we are happy to discuss other options with you.
All packages are subject to availability.

Upgrades (only available with packages)	Gold	Silver	Bronze
NZVNJ Page 2. Upgrade your full page advertisement to secure page 2 (per edition) advertisement *Subject to availability	\$500 each	\$500 each	N/A
NZVNJ Last Page. Upgrade your full page advertisement to secure the last page (per edition) advertisement *Subject to availability	\$300 each	\$300 each	\$300 each
Additional enews text contribution	\$100 each	\$100 each	\$100 each

Other opportunities	NZVNJ	ENewsletter	Single Edition	Annual – Four Editions
Half Page Advertisement	✓	–	\$750	\$2,700
Full Page Advertisement	✓	–	\$1,000	\$3,400
Inside Front Cover Advertisement	✓	–	\$1,200	\$4,400
Final Page Advertisement	✓	–	\$1,400	\$4,800
Advertorial Article (2 pages)	✓	–	\$1,800	–
Hyperlinked Banner advert	–	✓	\$150	\$550
Text contribution (including logo & hyperlink)	–	✓	\$150	\$550

Advertising of CPD opportunities on our website is free of charge. All advertising is subject to availability.

2023 Professional Development Partners

The NZVNA is committed to offering support and professional guidance for Veterinary Nurses throughout their career. As a Professional Development Partner, you will help to maintain the highest standards of excellence in animal care by supporting quality education programs for our members.

Your company will be in a unique position to align itself with the values of the NZVNA.

NZVNA regularly hold Continuing Professional Development seminars/webinars where highly regarded speakers deliver key information critical to the ongoing education of our members.

All topics are informative and provide the most current, up to date information, research, thinking and theory which is leading the way in Veterinary practices across the country and globe.

Professional Development Opportunities	Gold	Silver	Bronze
Ability to provide session topic and speaker	3 x annually (must align with NZVNA CPD calendar)	2 x annually (must align with NZVNA CPD calendar)	1 x annually (must align with NZVNA CPD calendar)
NZVNA Accreditation (must meet requirements)	✓	✓	✓
Logo on all marketing and promotion pieces	✓	✓	✓
Logo on all social media promotions	✓	✓	✓
Hyperlinked logo on NZVNA website event landing page	✓	✓	✓
Logo on session opening slide	✓	✓	✓
Ability to introduce speaker	✓	✓	✓
Ability to provide a 2 minute promotional video to play before start of session	✓	–	–
Recognition as a Professional Development Partner	✓	✓	✓
Your Investment	\$3,750	\$2,250	\$1,250

If these packages do not meet your requirements we are happy to discuss other options with you. This partnership opportunity does not include sponsorship of our annual conference.

Note: All prices exclude GST

2023 Wellness Hub Partners

The NZVNA recognises that working as a Veterinary Nurse can be a rewarding and dynamic career choice, however by its very nature, this work can be challenging and stressful.

The Wellness Hub micro-site provides online resources to help support veterinary nurses, build resilience, reduce stress and work effectively, while managing mental and physical health.

NZVNA members, have free access to **Vitae - for Vet Nurses in Stress**. From time to time the pressures of our professional and private lives call for some external assistance to ensure we remain confident, capable and able to deal with whatever opportunities and challenges life throws at us.

Vitae offers a confidential counselling service and a 24-hour phone service that's open seven days a week.

CPD fund – There are times in our lives when we run into financial difficulties. NZVNA are looking at creating a CPD fund for those in current financial hardship to help them continue to access quality Continuing Professional Development during these times.

NZVNA mentorship – NZVNA understand the importance of support for students and new graduates as they are entering the veterinary nursing profession. At times those that have been in their careers for awhile also need that additional support.

We are looking at creating a mentoring support system for all of our members where knowledge, skill and experience can help others reach their potential.

Wellness Hub Opportunities	Gold	Silver	Bronze
Recognition as Wellness Hub Partner	✓	✓	✓
Hyperlinked company logo on the NZVNA website	✓	✓	✓
Recognition as Vet Nurse Awareness Week supporter	✓	✓	✓
Hyperlinked banner on e-newsletter	4 x annually	2 x annually	1 x annually
Your Investment	\$5,000	\$3,000	\$2,000

If these packages do not meet your requirements we are happy to discuss other options with you.

Scholarship Partners

The NZVNA recognises the importance of developing the next generation of Veterinary Nurses.

The NZVNA Scholarship is offered to enable qualified Veterinary Nurses the opportunity to undertake career development, gain further qualifications and acquire new skills in clinical techniques and procedures.

Note: up to 80% of the value of the Scholarship Partner financial commitment is provided to the winning recipient upon providing a receipt of their chosen CPD item. The recipient is required to use the scholarship on a single event. Examples of use might be attendance at an NZ or international conference, online CPD course or further formal training.

Scholarship Partners	Gold	Silver	Bronze
Equal naming rights to NZVNA Scholarship	✓	✓	✓
Ability to say which field of study the scholarship is for	✓	✓	✓
One place on the judging panel for scholarship applications	✓	✓	✓
Your logo on the scholarship application form	✓	✓	✓
Hyperlinked logo on NZVNA website	✓	✓	✓
Recognition as a Sponsorship partner	✓	✓	✓
Your Investment	\$5,000	\$3,000	\$1,500

If these packages do not meet your requirements we are happy to discuss other options with you.

Exclusive Partnership Opportunities

Vet Nurse of the Year Partner – One Opportunity – \$5,000

This national award recognises that Veterinary Nurses are an integral part of a veterinary practice and acknowledge the significant contributions made by nurses to patient and client care and their health care team.

Recognition as sponsor of the NZVNA Vet Nurse of the Year award	✓
Two places on the judging panel for the eligible nominees	✓
Name and logo on all promotional material relating to the Vet Nurse of the Year Award	✓
Your logo on the certificates that are sent out to all nominees	✓
Your logo on the winners trophy	✓
Your hyper linked logo on the NZVNA website	✓

Other opportunities – \$TBD

We acknowledge that recent times have been difficult for many businesses and you may not be able to commit to one of our main sponsorship packages. We would love to discuss with you other opportunities to support the NZVNA and allied veterinary professionals in New Zealand.

Conference 2023

In 2023, we will be joining with the New Zealand Veterinary Association (NZVA) to celebrate 100 years of NZVA. We appreciate that you will be liaising with NZVA around the Trade Hall and other sponsorship opportunities. NZVNA will be putting together a program that includes highly regarded speakers to deliver key information critical to the ongoing education of our members.

There are sponsorship opportunities to assist us with delivering informative, up to date information, research, thinking and theory lectures to our members.

Conference 2023 Partner opportunities	
Key Note Speaker Sponsorship • Includes your logo at the start of the presentation • Includes your banner in the room throughout all of the Keynote Speakers lectures	\$TBC
Lecture sponsor • Includes your logo at the start of the presentation • Includes your banner in the room throughout the sponsored talk	\$300 per lecture
Vet Nurse Awards Dinner • Includes two representatives from your company at the dinner (you are welcome to gift these seats to a delegate) • Includes your logo on your sponsored table	\$1,250 per table
Vet Nurse Dinner DJ	\$1,500
Transport to and from Vet Nurse Dinner	TBC

Further sponsorship opportunities may become available once conference details have been finalised and further information will be provided.

All conference sponsorship is subject to availability.

Platinum Partnership

Any company that chooses annual Gold Sponsorship for the Journal, Professional Development, Wellness Hub and Scholarship will be recognised as a Platinum partner. (Four Gold Sponsorship Opportunities).

In addition to the benefits in the above packages, you will be entitled to:

Your hyper-linked logo on the home page of our website recognizing your platinum partnership	✓
Recognition of your platinum partnership in all journals and enewsletters	✓
One annual aligned media campaign run with the NZVNA (provided the campaign sits within the NZVNA's organisational values)	✓
CEO/MD or other senior representative profile featured in one edition the New Zealand Veterinary Nurse Journal	✓
One email direct to our membership database	✓
Promotion of your company competition/ product/new release/event in the NZVNA e-newsletter	✓
Proud Partner of NZVNA logo to use on your website and promotional material	✓
Your Investment	\$20,000

Gold Partnership

Any company that chooses annual Gold Sponsorship for three of the following partnerships; Journal, Professional Development, Wellness Hub and Scholarship will be recognised as a Gold partner.

In addition to the benefits in the above packages, you will be entitled to:

Your hyper-linked logo on the home page of our website recognizing your Gold partnership	✓
Recognition of your gold partnership in all journals and enewsletters	✓
Proud Partner of NZVNA logo to use on your website and promotional material	✓
Promotion of your company competition/ product/new release/event in the NZVNA e-newsletter	✓
Your Investment	\$14,250-\$16,850
Silver and Bronze sponsorship of the remaining partnership can also be included in this package as a Gold Plus Sponsor	Additional cost of partnership

Silver Partnership

Any company that chooses annual Silver Sponsorship for a minimum of three of the following partnerships; Journal, Professional Development, Wellness Hub and Scholarship will be recognised as a Silver partner.

In addition to the benefits in the above packages, you will be entitled to:

Your hyper-linked logo on the home page of our website recognizing your Silver partnership	✓
Recognition of your silver partnership in all journals and enewsletters	✓
Proud Partner of NZVNA logo to use on your website and promotional material	✓
Promotion of your company competition/ product/new release/event in the NZVNA e-newsletter	✓
Your Investment	\$8,250 - \$13,150
Silver and Bronze sponsorship of the remaining partnership can also be included in this package as a Silver Plus Sponsor	Additional cost of partnership

Bronze Partnership

Any company that chooses Bronze Sponsorship for a minimum of three of the following partnerships; Journal, Professional Development, Wellness Hub and Scholarship will be recognised as a Bronze partner.

In addition to the benefits in the above packages, you will be entitled to:

Your hyper-linked logo on the home page of our website recognizing your Silver partnership	✓
Recognition of your bronze partnership in all journals and enewsletters	✓
Proud Partner of NZVNA logo to use on your website and promotional material	✓
Promotion of your company competition/ product/new release/event in the NZVNA e-newsletter	✓
Your Investment	\$4,750-\$8,500

Fine Print

Terms and Conditions

1. Goods and Services Tax (GST): All monetary amounts are in New Zealand dollars and are exclusive of GST
2. Confirmation & payment: Bookings (including partnerships and advertising) will be allocated in the order that a signed booking form and full payment has been received. Once a booking form and full payment have been received, the booking will be confirmed via email. Payment can be made via credit card or by requesting a tax invoice.
3. All advertisements, including inserts, are subject to acceptance by the New Zealand Veterinary Nursing Association. The NZVNA reserves the right to refuse to publish or republish any advertisement without explanation for such action
4. Fulfilment: Booking (including partnerships and advertising) entitlements will only be delivered after the receipt of the signed booking form and full payment. NZVNA will take all diligent care to fulfil the above-mentioned partnership packages
5. Cancellation: All cancellations must be received in writing. By signing the booking form, the organisation agrees that NZVNA will retain 10% of the contract price if calculation takes place prior to receipt of entitlements. Once the partnership benefits commence no refunds shall be given.
6. Use of funds & compliance: NZVNA agrees to use all of the funds provided to promote the interests of Veterinary Nursing in New Zealand. Funds will not be expended on any entertainment that is incidental to the activities of the NZVNA. NZVNA agrees to take all appropriate measures to ensure that all activity complies with all applicable laws, regulations and policies. The NZVNA does not pay agency commissions.
7. Privacy: The NZVNA will not supply member email, telephone or postal details to partners. All mail outs and broadcast emails will be managed by the NZVNA Office to preserve the privacy of member details.
8. Partnerships: No partner may assign, sublet or apportion whole or any part of their partnership package. Packages are offered to sole entities, and cross promotion is not permitted.
9. Advertising: It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears, otherwise the publisher accepts no responsibility for republishing such advertisements. When material is overdue, the publisher reserves the right to repeat previous material.
10. Liability and indemnity: The NZVNA shall not be liable in any manner for any loss or damage whatsoever to any files, artwork or other materials of the booker which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser. The booker (including partnerships and advertising) hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular, but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any breach of any provision of any state or territory fair trading legislation or the Fair Trading Act 1986