

CAVALCADE MANAGEMENT GROUP

Partnership
Opportunities



Established in 2019, the Cavalcade Management Group is a joint venture management company founded by the partners of independently-owned practices Millbrook Equine, Rhinebeck Equine, and The Equine Clinic at OakenCroft. The company aims to create a novel structure that offers the scale and support of a larger entity, while retaining the independence of the individual practices.

COLLABORATION IN SUPPORT OF INDIVIDUALITY

Current Board of Directors



Dr. Miranda Gosselin
DVM



Dr. Laura Javscas, VMD,
ACVIM Diplomate



Dr. Ryan Penno, DVM



Dr. Gus Abuja, DVM,
Diplomate ACVS



PROGRAMMING



A MIXTURE OF IN-PERSON AND VIRTUAL EDUCATIONAL EVENTS THAT FOSTER INDUSTRY-WIDE COLLABORATION & PROFESSIONAL DEVELOPMENT

Client Education

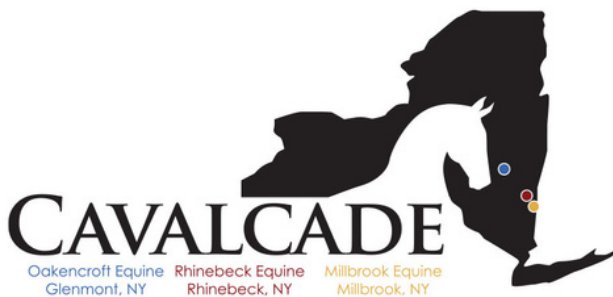
Student Development

Continuing Ed for Vets & Techs

Our unique collaborative set-up enables us to speak to a wide range of topics and address the varied needs of the modern horse owner

Veterinary students are able to learn in a unique setting that encourages collaboration & hands-on education

Cavalcade's Equine Ask the Specialist events for veterinary professionals offer engaging opportunities for development



ANNUAL PARTNERSHIP OPPORTUNITIES

PRICING ASSUMES 12 MONTH AGREEMENT

FULL SERVICE PACKAGE \$5500

- Participation in 4 events (virtual / in-person) annually, to include combination of client-focus, veterinary CE, & student development
- Logo placement on CavalcadeEducation.com
- Logo featured in email communications
- Opportunity to promote your brand with 5 minutes of speaking at 1 event
- Monthly social media highlights across CE channels
- Opportunity to provide follow-on offer to attendees
- Opportunity for product placement if applicable

- Co-Sponsorship of up to 4 E.A.T.S events annually (~150 registrants per event across virtual & in-person attendees)
- Opportunity to send follow-on offer to participants
- Direct interaction with engaged audience
- Opportunity to provide video content to play during event presentations or speaking
- Logo placement on EATS homepage



EATS SPONSORSHIP PACKAGE \$7500

- Participation in up to 2 events annually
- Logo placement in email communications (invite/ reminders/ follow-up)
- Social Media recognition of sponsorship
- Opportunity to provide follow-on offer to registrants
- Opportunity for gift bags/ engagement with consumers

CLIENT EVENT PACKAGE \$2000



EVENT-BASED SPONSORSHIP OPPORTUNITIES

**EVENT
CONTRIBUTION
\$800+**

- Logo placement on event registration page
- Logo placement in email communications
- Opportunity for video presence / in-person interaction
- Opportunity to send follow-on offer to participants
- INCLUDES ALL TYPES OF EVENTS

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- Direct engagement with targeted veterinary professional audience
 - Logo placement in email communications
 - Opportunity to submit video ad to be played during event
 - Opportunity to send follow-on offer to registrants



**EATS DINNER
CO-SPONSORSHIP
\$1750**

**FUTURE EQUINE
PRACTITIONERS
WEEKEND
SUPPORTER
\$1500**

- Logo placement in email communications (invite/ reminders/ follow-up)
- Opportunity to provide follow-on offer to registrants
- Opportunity for gift bags/ engagement with veterinary students & in-person attendance

2023 PROGRAMMING



*Dates, details, & locations are subject to change

Client Education

January 18, 2023:
Equine Reproduction
Symposium

October 4, 2023:
First Responders/
Equine
Emergencies
Event

Student Development

September 9-10, 2023:
Future Equine
Practitioners Weekend

October 2023:
Equine Practice
Business Roundtable
(virtual, only)

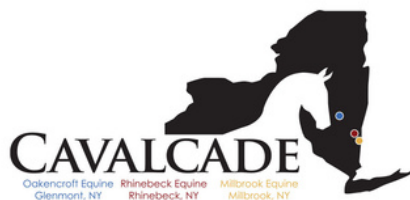
Continuing Ed for Vets & Techs

February 23, 2023:
Equine Ask the
Specialist: Sports
Medicine with
Dr. Julie Settle & Dr.
Gus Abuja

October 2023:
Equine Practice
Business Roundtable
(virtual, only)

November 14, 2023:
Equine Ask the
Specialist:
Neonatology with
Dr. Laura Javscas &
Dr. Alana King

December 7, 2023:
Equine Ask the
Specialist: Podiatry
with
Dr. Craig Lesser



Please note that packages can be customized to suit your company's needs. Title sponsorship opportunities are available for certain EATS dinners and client events.

Annual partnerships can be paid via payment plans, but arrangements must be made in advance.

For sponsorship of individual practices, please be in touch with representatives from the Equine Clinic at OakenCroft, Millbrook Equine, and Rhinebeck Equine.

We appreciate your support and look forward to working with you.

GET IN TOUCH

Contact:

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