# Sponsorship agreement

**BETWEEN**

**MURDOCH UNIVERSITY**

**- and -**

**HILL'S PET NUTRITION PTY LTD**

**LEGAL & GOVERNANCE**
South Street Tel:(08) 9360 6614
MURDOCH WA 6150 Fax:(08) 9360 7657

## Parties:

This agreement is made between:

**MURDOCH UNIVERSITY** (ABN 61 616 369 313) of South Street, Murdoch, Western Australia ("Murdoch")

– and –

**HILL'S PET NUTRITION PTY LTD** (ABN 86 003 954 550) of 345 George Street, Sydney, New South Wales~~PO Box 1003, Macquarie Park NSW 1670~~ ("Sponsor")

## Introduction:

(a) Murdoch administers and operates the Programme.

(b) The Sponsor proposes to pay the Sponsorship Fee to Murdoch by way of sponsorship of and support for the administration and operation of the Programme.

(c) The Parties have agreed to enter into this Agreement to record the terms and conditions that will regulate their relationship.

## The parties agree and acknowledge the following:

**1. DEFINITIONS AND INTERPRETATION**

1.1. **Definitions**

The following definitions apply to this Agreement, unless the context otherwise requires:

1.1.1. "Address" means a Party's details for the service of any Notice as set out in item 1 of the Schedule, or such other address as that Party may by notice in writing give as an address for service.

1.1.2. "Advertising" includes all advertising and promotional material, acknowledgement display, usage, publication, broadcast or other reference to the Programme or to a Party's Trade Indicia.

1.1.3. "Agreement" means this agreement.

1.1.4. "Commencement Date" means the date stipulated in item 2 of the Schedule.

1.1.5. "Expiry Date" means the date stipulated in item 3 of the Schedule.

1.1.6. "Insolvency Event" means the happening of any of the following events:

(i) an application is made to a court for an order, or an order is made, that a body corporate be wound up;

(ii) except to reconstruct or amalgamate while solvent on terms approved by the Parties, a body corporate enters into, or resolves to enter into, a scheme of arrangement, deed of company arrangement or composition with, or assignment for the benefit of, all or any class of its creditors, or it proposes a reorganisation, moratorium or other administration involving any of them;

(iii) a body corporate resolves to wind itself up or otherwise dissolve itself, or gives notice of its intention to do so, except to reconstruct or amalgamate while solvent on terms approved by the other Party~~ies~~ or is otherwise wound up or dissolved;

(iv) a person commits an act of bankruptcy, becomes an insolvent under administration, is unable to pay debts when they fall due, states that he/she is

unable to pay debts when they fall due, or takes any step to obtain protection or is granted protection from creditors;

~~(v) a person dies, ceases to be of full legal capacity or otherwise becomes incapable of managing his or her own affairs for any reason;~~

(v~~i~~) a body corporate appoints or has appointed to it a receiver, receiver and manager, administrator, controller, liquidator or similar officer; or

(v~~ii~~)anything analogous or having a substantially similar effect to any of the events specified above happens under the law of any applicable jurisdiction,

and "Insolvent' and "Insolvency" have a corresponding meaning.

1.1.7. "Notice" means any demand, notice, payment, consent or other communication that any Party must make, give, serve or send to any other Party pursuant to the terms of this Agreement.

1.1.8. "Party" means a party to this Agreement.

1.1.9. "Programme" means the programme described in item 4 of the Schedule.

1.1.10. "Schedule" means the schedule to this Agreement.

1.1.11. "Sponsorship Fee" means the cash and in-kind contributions stipulated in item 5 of the Schedule.

1.1.12. "Sponsorship Rights" means the rights and entitlements described in item 6 of the Schedule.

1.1.13. "Term" means the period commencing on the Commencement Date and ending on the Expiry Date.

1.1.14. "Termination Notice" means a notice of termination given under either clause 4.8.1 or 4.8.2.

1.1.15. "Trade Indicia" means corporate, business and product names, trade marks, service marks, symbols, logos and/or other trade indicia.

**1.2. Rules for interpreting this Agreement**

The following rules apply in interpreting this Agreement, except where the context makes it clear that a rule is not intended to apply:

1.2.1. Headings are for convenience only and do not affect interpretation.

1.2.2. A reference to this Agreement or to any other instrument includes any amendment, variation, novation or replacement of them.

1.2.3. A reference to any legislation, statute, ordinance, code or act or other law includes regulations or other instruments under it and consolidations, amendments, re-enactments or replacements of them.

1.2.4. Where an expression is defined in this Agreement, another part of speech or grammatical form of that expression will have a corresponding meaning.

1.2.5. A reference to a person includes any type of entity or body of persons, whether or not it is incorporated or has a separate legal identity, authority, trust, State or Government and vice versa and any executor, administrator or successor in law of the person.

1.2.6. A reference to any party means and includes a reference to that party and its executors, administrators, successors, substitutes (including, without limitation, persons taking by novation), transferees and permitted assigns.

1.2.7. A reference to anything (including a right, obligation or concept) includes each part of it.

1.2.8. A singular word includes the plural, and vice versa.

1.2.9. Words denoting any gender include every other gender.

1.2.10. The fact that a Party prepared this Agreement will not be taken into account as a basis for interpreting a provision of this Agreement adversely to that Party's interest.

1.2.11. If an example is given of anything (including a right, obligation or concept), such as by saying it includes something else, the example does not limit the scope of that thing.

1.2.12. A reference in this Agreement to any currency is a reference to Australian dollars.

## 2. SPONSORSHIP

2.1. Subject to clause 4.8, the Sponsor will:

2.1.1. sponsor the Programme for the Term;

2.1.2. pay the cash component of the Sponsorship Fee, by bank transfer, at the times noted in item 5 of the Schedule, provided Murdoch has issued a Tax Invoice at least 14 days beforehand (the date for payment will be adjusted according to any delay in providing such an invoice); and

2.1.3. contribute the in-kind component of the Sponsorship Fee as noted in items 4 and 5 of the Schedule.

2.2. The Sponsorship Fee is the entire amount payable to Murdoch in consideration of the grant of the Sponsorship Rights.

2.3. The Sponsor acknowledges and agrees that Murdoch will use the Sponsorship Fee for the sole purpose of administering, organising, conducting and promoting the Programme which will (subject to items 4 and 6 of the Schedule) be in accordance with its sole discretion.

## 3. SPONSORSHIP RIGHTS

3.1. In consideration of the Sponsor paying the Sponsorship Fee, Murdoch grants the Sponsorship Rights to the Sponsor.

3.2. Subject to any explicit statement to the contrary in item 6 of the Schedule, any Sponsorship Rights are non-exclusive. For the avoidance of doubt, this includes Murdoch not being restricted from entering into sponsorship agreements for the Programme with other parties, subject to it advising the Sponsor of such other sponsorship agreements.

3.3. Where the Sponsorship Rights permit a Party ("Publishing Party") to undertake any Advertising, it is subject to the following sub-clauses:

3.3.1. The Publishing Party will submit a draft or proof of the proposed Advertising to the other Party not less than 14~~2~~ business days prior to its publication date.

3.3.2. Within 5 business days of receiving the draft or proof of the proposed Advertising, the other Party may either:

3.3.2.1. approve the Advertising for publication;

3.3.2.2. request that the Advertising be changed or supplemented prior to publication; or

3.3.2.3. reject the Advertising.

3.3.3. The other Party's decision under clause 3.3.2 will not be unreasonably withheld and is final and the Publishing Party agrees to abide by it.

3.3.4. In the absence of a decision under clause 3.3.2 within ~~5~~ 12 business days of receiving the draft or proof of the proposed Advertising, the other Party will be deemed to have approved the Advertising for publication.

3.3.5. A Publishing Party warrants that any and all Advertising produced, published, broadcast, displayed or exhibited by it pursuant to the Sponsorship Rights will be

truthful and accurate and will comply with the standards from time to time set down by the Advertising Standards Bureau, the Advertising Standards Board, the Advertising Claims Board or by any other body charged with the administration in Australia of the voluntary codes of advertising.

3.4. Nothing in this Agreement:

3.4.1. entitles any Party to acknowledge, display, use, publish or otherwise refer to the other Party's Trade Indicia otherwise than strictly in accordance with the terms and conditions of this Agreement;

3.4.2. entitles the Sponsor to request, direct or instruct Murdoch in relation to any aspect of the administration, operation or promotion of the Programme, the sole right and power of which is and remains vested in Murdoch at all times; and

3.4.3. constitutes a grant or creates to or in favour of any Party any goodwill or proprietary right in or in relation to the other Party's Trade Indicia.

3.5. Murdoch warrants that it has the power and is entitled to grant to the Sponsor the sponsorship rights conferred by this Agreement.

## 4. MISCELLANEOUS

### 4.1. Entire agreement

This Agreement constitutes the sole and entire agreement between the Parties and no warranties, representations, guarantees or other terms or conditions of any kind whatsoever not contained or recorded in this Agreement will be of any force or effect.

### 4.2. Assignment

If the Parties want to dispose of, declare a trust over, or otherwise create an interest in their respective rights under this Agreement, they can do so only with each other's consent, which consent will not be unreasonably withheld.

### 4.3. Variation

If the Parties want to amend, supplement, replace or novate this Agreement, they can do so by another document signed by the Parties.

### 4.4. Waiver

4.4.1. The failure of either Party to enforce any provision of this Agreement will in no way affect that Party's rights to require complete performance by the other Party, nor will the waiver of any breach of any provision be taken or held to be a waiver of any subsequent breach of any such provision or be a waiver of the provision itself.

4.4.2. Any waiver to be effective must be in writing and signed by or on behalf of the Party granting the waiver.

### 4.5. Severance

If any part of this Agreement is or becomes void, voidable or otherwise invalid or unenforceable, whether due to the provisions of any statute or otherwise, that part:

4.5.1. will be read down if possible, so as to be valid and enforceable; or

4.5.2. will be severed from this Agreement to the extent that all parts of this Agreement that are not or do not become void, voidable, or otherwise invalid or unenforceable will remain in full force and effect and be unaffected by such severance.

This clause will have no effect if reading down or severance would alter the intended operation of the agreement.

### 4.6. Notices and service

4.6.1. If a Party has to make, give, serve or send any Notice, that Party will do so only in writing.

4.6.2. The only way in which any Notice may be effectively made, given, served or sent to or on the Party concerned is by:

4.6.2.1. delivering the Notice personally to that Party at the Address;

4.6.2.2. posting the Notice as a letter by prepaid ordinary post ~~(or by first-class airmail if posted to another country)~~ addressed to that Party at the Address; or

4.6.2.3. transmitting the Notice to that Party at the Address by facsimile.

4.6.3. For the purpose of clause 4.6.2 and subject to clause 4.6.4, any Notice made, given, served or sent by:

4.6.3.1. ordinary post – will be deemed made, given, served or sent 2 business days after the date of posting ~~or 7 business days after the date of posting if posted to another country~~ (excluding the date of posting); and

4.6.3.2. facsimile transmission – will be deemed made, given, served or sent when the sender's facsimile machine issues a transmission report showing that all pages were successfully transmitted to the recipient's facsimile number, unless the recipient advises the sender within 1 business day that the transmission was not fully received.

4.6.4. Where any Notice is served outside business hours or on a non-business day, the Notice will be deemed made, given, served or sent on the next following business day.

4.7. **GST**

4.7.1. In this clause the words "GST", "Tax Invoice", "Supply", "Input Tax Credit", "Taxable Supply" and "Recipient" have the same meaning as the definitions of those terms in the *A New Tax System (Goods & Services Tax) Act 1999 (C'th)* ("GST Act").

4.7.2. If the GST Act applies to any amount payable under this Agreement, the amount:

4.7.2.1. stipulated as payable is exclusive of GST; and

4.7.2.2. is payable only on the receiving Party rendering a Tax Invoice to the paying Party.

4.7.3. If GST is imposed on any Supply made under this Agreement, the Recipient of the Taxable Supply must pay an additional amount equal to the GST payable on or for that Taxable Supply. Payment will be made at the same time that payment is made for the Taxable Supply.

4.7.4. If this Agreement requires a Party to reimburse another Party for any loss, expense or outgoing ("Reimbursable Expense") incurred by that other Party, the amount required to be reimbursed will be the Reimbursable Expense less any Input Tax Credits to which the other Party is entitled in respect of the Reimbursable Expense.

4.8. **Termination**

4.8.1. Murdoch may terminate this Agreement at any time after an Event of Default is committed by the Sponsor by written notice served on the Sponsor.

4.8.2. The Sponsor may terminate this Agreement at any time after an Event of Default is committed by Murdoch by written notice served on Murdoch.

4.8.3. A Party commits an "Event of Default" if:

4.8.3.1. the Party breaches any term or condition of this Agreement and does not remedy such breach within ~~5~~ 30 business days of the innocent Party providing written notice of such breach;

4.8.3.2. the Party is convicted of any offence against the laws of the Commonwealth of Australia or of any State or Territory which:

4.8.3.2.1. has or may have an adverse impact on either the innocent Party and/or the Programme; or

~~4.8.3.2.~~4.8.3.2.2. brings or may bring either the innocent Party and/or the Programme into disrepute~~;~~

4.8.3.3. any event occurs in relation to the Party that, in the other Party's reasonable opinion:

4.8.3.3.1. has or may have an adverse impact on either the innocent Party and/or the Programme; or

4.8.3.3.2. brings or may bring either the innocent Party and/or the Programme into disrepute; or

4.8.3.4. an Insolvency Event occurs in relation to the Party.

4.8.4. Subject to clause 4.8.5, if this Agreement is terminated for any reason prior to the expiry of the Term then Murdoch will be entitled to the Sponsorship Fee (pro-rata) for the Term of the Agreement up to the date of termination. Murdoch will refund any excess, or the Sponsor will pay any shortfall, within 30 days of the date of termination so as to achieve this result.

4.8.5. If this Agreement is terminated pursuant to clause 4.8.1, Murdoch will be entitled to the Sponsorship Fee (pro-rata) for the Term of the Agreement up to the date of termination, and the Sponsor will also pay the total amount of any Tax Invoice for the Sponsorship Fee properly rendered prior to the date of termination, but remaining unpaid as at the date of termination.

4.8.6. Immediately after receipt of a Termination Notice, the Parties will:

4.8.6.1. take all available steps to minimise loss resulting from that termination; and

4.8.6.2. cease and desist from using or otherwise referring to each other's Trade Indicia.

4.9. **Relationship of the parties**

The relationship of the Parties is that of independent contractors and nothing in this Agreement will be construed so as to constitute one Party a partner, agent, employee or representative of the other, or to create any partnership or trust for any purpose whatsoever.

4.10. **Counterparts**

The Parties may execute this Agreement in any number of original or facsimile counterparts. All counterparts taken together will constitute one instrument.

4.11. **Governing law and jurisdiction**

4.11.1. This Agreement is governed by and will be interpreted in accordance with the laws of Western Australia and, to the extent to which they are applicable, the laws of the Commonwealth of Australia.

4.11.2. The Parties irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts exercising jurisdiction in Western Australia and any court that may hear appeals from any of those courts, for any proceedings in connection with this Agreement and waives any right it might have to claim that those courts are an inconvenient forum.

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EXECUTED as an agreement by the parties:

**EXECUTED** for and on behalf of
**MURDOCH UNIVERSITY** by:

| | |
|---|---|
| Print Name | Signature |
| Print Title | Date |

**EXECUTED** for and on behalf of **HILL'S PET NUTRITION PTY LTD** by:

| | |
|---|---|
| Print Name | Signature |
| Print Title | Date |

# Schedule

1. Address:

| | Murdoch | Sponsor |
|---|---|---|
| Contact: | Ellaine Hislop | Maureen Revington |
| Address: | South Street<br>MURDOCH WA 6150 | GPO Box 3964<br>Sydney NSW 2001, ~~P O Box 1003~~<br>~~NORTH RYDE BC NSW 1670~~ |
| Telephone: | (08) 9360 2699 | (02) 9238~~8875~~ 1600 |
| Facsimile: | (08) 9360 7283 | (02) ~~9888~~ 9229 5700, ~~8241~~ |
| eMail: | e.hislop@murdoch.edu.au | Maureen_Revington@colpal.com |

2. Commencement Date: 1 January 2013

3. Expiry Date: 31 December 2015

4. Programme: As set out in the Attachment to this Agreement

5. Sponsorship Fee: Cash

$135,000 (exc GST). This amount is payable by the following instalments:

- $45,000 (exc GST) within 30 days of execution of this Agreement
- $45,000 (exc GST) on or before 1 January 2014
- $45,000 (exc GST) on or before 1 January 2015

In-Kind

- $20,000 in-kind support for the Hospital Feeding Program per annum
- Up to $10,000 in-kind support for agreed additional projects (as agreed by the Parties) per annum

6. Sponsorship Rights: As set out in the Attachment to this Agreement

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# ATTACHMENT

# Multi-Project Funding Program

## Hill's Pet Nutrition Australia

Sponsorship

1 January 2013 – 31 December 2015

## 2013 – 2015 Sponsorship Agreement

This proposal recommends that Murdoch and the Sponsor~~Hill's Pet Nutrition~~ focus on three key areas that would be consistently linked with the ~~Hill's~~ Sponsor's sponsorship, providing funding or in-kind donations as well as mutually agreed benefits throughout the duration of the contract.

The areas as detailed in the proposal are:

- ~~Hill's~~ The Sponsor's Product and Promotion in Hospital
- Engagement with the Veterinary Profession
- Engagement with Students

Murdoch will propose additional items of support within these key areas, to a maximum value of $10,000 plus GST for in-kind support to the Sponsor~~Hill's Pet Nutrition~~ on an annual basis.

If a significant opportunity arises which is not fundable within the constraints of this agreement, ~~Hill's Pet Nutrition~~the Sponsor will continue to be a partner of choice for new initiatives.

## Areas of Support

The following areas of support have been identified:

- ~~Hill's~~ The Sponsor's Product and Promotion in Hospital
  - Hospital feeding program
    - In-kind contribution
  - Availability and promotion of ~~Hill's~~ the Sponsor's product

- Engagement with Veterinary Profession
  - Co- Sponsorship of the Murdoch Online Veterinary Education (**MOVE**)
  - Sole Sponsorship of Club Medicine
    - 3 Sessions
  - Sole Sponsorship of Perth Surgery Series
    - 4 Sessions

- Engagement with Students
  - Co- Sponsorship of Veterinary Professional Life (VPL 1-5)
  - Opportunities for Hill's Pet Nutrition Education for Students
  - Student Programs, Projects and Events
    - Murdoch Veterinary Students' Association
    - Clinic Coats Ceremony
    - Client Simulation Classes
    - 5th Year Badge Ceremony

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## ~~Hill's~~ The Sponsor's Product and Promotion in Hospital

***In-kind Contribution for Hospital Feeding Program***

***Availability and Promotion of ~~Hill's~~ the Sponsor's Product***

$20,000 in-kind donation of food for the hospital feeding program per year for duration of this sponsorship agreement.

The following acknowledgements and benefits will be provided for this program:

- Students learning to develop nutritional guidelines for clients may use ~~Hill's~~ the Sponsor's products as part of their clinical experience.
- Hospital staff will be educated about ~~Hill's~~ the Sponsor's in-kind support for the feeding program.
- Murdoch staff will liaise with clinicians encouraging them to ensure that where appropriate, patients are discharged with a nutritional recommendation.
- Murdoch must treat animals individually, and ensure that its academics and clinicians have the freedom to make the best decisions for the patient and the client. Without limiting this freedom, hospital staff will, at their discretion, continue to utilise the nutritional recommendation template that may include ~~Hill's~~ the Sponsor's products and which could be given to clients with the patient discharge information and forwarded to referring veterinarians with patient referral letter. The use of this recommendation will be reviewed annually.
- ~~Hill's~~ The Sponsor will be provided signage opportunities in Murdoch's Veterinary Teaching Hospital waiting rooms. Text must be agreed jointly. While text cannot be a product endorsement or universal medical recommendation, as the valued sponsor of Murdoch's Veterinary Teaching Hospital the language will demonstrate Murdoch's use of the Hill's products.
- Where practical, ~~Hill's~~ the Sponsor will receive preferential stocking (in terms of visibility and amount of space) with adequate literature and diet planning sheets in the feed room for student use/instruction. ~~Hill's~~The Sponsor's staff will ensure supplies of the Sponsor's different ~~Hill's~~ diets are adequate for Murdoch's in-hospital patient feeding needs in line with the terms of this agreement and ensure adequate supplies of literature and diet planning sheets are available in the feed room for student use and instruction. Murdoch staff will monitor stocks to ensure food donated by ~~Hill's~~ the Sponsor is only used for in-hospital feeding up to the $20,000 in-kind donation. Additional stocks ~~will~~ may be purchased via a wholesaler. Products from other pet food companies may be available in the feed room for alternative feeding of patients.
- ~~Hill's~~ The Sponsor will be given the option of 50% of product display space in Murdoch's waiting rooms.

## Engagement with the Veterinary Profession

***Co- Sponsorship of MOVE***

***Sole Sponsorship of Club Medicine – 3 Sessions***

***Sole Sponsorship of Perth Surgery Series – 4 Sessions***

***MOVE***

~~Hill's Pet Nutrition~~The Sponsor will support continuing education by co-sponsorship of MOVE, targeting veterinarians throughout Australia and Asia.

The following acknowledgements and benefits will be provided for this program:

- ~~Hill's Pet Nutrition~~The Sponsor will be acknowledged verbally at each presentation
- The Sponsor's~~Hill's Pet Nutrition~~ logo will be displayed on screen during each presentation
- The Sponsor's ~~Hill's Pet Nutrition~~ logo will be displayed on promotional materials distributed for the MOVE program
- The Sponsor's ~~Hill's Pet Nutrition~~ logo will be displayed on course materials distributed for the presentations
- Inclusion of ~~Hill's Pet Nutrition~~ the Sponsor's sales representatives on the email distribution list for each online session
- A representative from ~~Hill's Pet Nutrition~~ the Sponsor will be invited to present one MOVE presentation, on a mutually agreed subject at one event or a short presentation (up to 10 minutes) at five of the scheduled events

***Club Medicine***

~~Hill's Pet Nutrition~~The Sponsor will support continuing education by sponsorship of three continuing education Club Medicine sessions focusing on small animal internal medicine.

Sponsorship benefits will include:

- Access in person to veterinarians interested in small animal medicine
- Verbal acknowledgement of sponsorship at the beginning of each session
- Opportunity for your company representative to mingle with attendees prior to the lecture
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation (up to three minutes) at the beginning of lecture
- A copy of the notes for the representative attending and/or a copy by email
- Your logo on all promotional material including registration flyers and lecture notes
- Acknowledgement on Sponsor page of Continuing Education website

***Perth Surgery Series***

~~Hill's Pet Nutrition~~The Sponsor will support continuing education by sponsorship of four continuing education Perth Surgery Series sessions focusing on clinically orientated, interactive small animal surgery topics.

Sponsorship benefits will include:

- Access in person to veterinarians interested in small animal surgery
- Verbal acknowledgement of sponsorship at the beginning of each session
- Opportunity for your company representative to mingle with attendees prior to the lecture
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation (up to three minutes) at the beginning of lecture
- A copy of the notes for the representative attending and / or a copy by email
- Your logo on all promotional material including registration flyers and lecture notes
- Acknowledgement on Sponsor page of Continuing Education website

Should the number of sessions in a CE program that the Sponsor~~Hill's Pet Nutrition~~ sponsors be reduced, a comparable level of support will be offered in replacement.

Additional appropriate sponsorship opportunities may be offered to the ~~Hill's~~ Sponsor as they are developed and will be undertaken outside this sponsorship agreement. This will include additional sessions undertaken in the programs outlined above.

## Engagement with Students

***Veterinary Professional Life***

***Pet Nutrition Education for Students***

***Student Programs, Projects and Events***

***Veterinary Professional Life (VPL)***

Veterinary Professional Life activities and exercises are integrated through all five years of the curricula and in a variety of courses, preparing students for the non-technical aspects of their role as veterinarians. VPL events supported by ~~Hill's~~ the Sponsor can ~~be~~ include the 1st Year Orientation Day, 2nd Year Camp and 3rd Year Conference, and VPL4 and VPL5 events agreed upon on an annual basis.

The following acknowledgements and benefits will be provided for the VPL program:

- ~~Hill's~~ The Sponsor will be automatically named the major sponsor at the VPL3 Conference
- ~~Hill's Pet Nutrition~~The Sponsor will be acknowledged verbally at each event
- ~~Hill's Pet Nutrition~~The Sponsor's logo will be displayed on promotional materials distributed at the events
- ~~Hill's Pet Nutrition~~The Sponsor's logo will be displayed on course materials distributed at the events
- A representative from the Sponsor~~Hill's Pet Nutrition~~ will be invited to attend and participate in ~~Hill's~~ the Sponsor's sponsored Veterinary Professional Life events

- ~~Hill's Pet Nutrition~~The Sponsor will be provided an opportunity to provide a "promotional" pack or ~~Hill's~~ the Sponsor's branded product to students at supported Veterinary Professional Life events, for example ~~Hill's~~ the Sponsor's t-shirts at 1st Year Orientation Day
- ~~Hill's Pet Nutrition~~The Sponsor will be granted limited exclusivity of Veterinary Professional Life events, inviting no other pet nutrition company as sponsors for the Veterinary Professional Life events

***Pet Nutrition Education for Students***

Nutritional lectures for students by a ~~Hill's~~ representative of the Sponsor can be undertaken with the following benefits for pet nutrition education for students:

- The ~~Hill's~~ Sponsor's representatives will be provided the opportunity to present educational nutritional sessions for students, academic, and clinical staff up to four times annually and up to two product information sessions annually.
- The Sponsor ~~Hill's~~ will be provided the opportunity to promote the online nutrition course, Veterinary Nutrition Advocate (VNA) to students two times annually and the course will be recommended to students interested in expanding their knowledge of clinical nutrition.
- ~~Hill's Pet Nutrition~~ The Sponsor will be provided an opportunity to provide a "promotional" pack to students undertaking nutrition special topics discussions.
- ~~Hill's Pet Nutrition~~The Sponsor will be provided an opportunity to provide a ~~Hill's~~ Sponsor-branded text such as "Key to Nutrition" to final year students once annually.

***Student Programs, Projects and Events***

Projects for support during the term of this sponsorship agreement are:

**Murdoch Veterinary Students' Association (MVSA)**

~~Hill's Pet Nutrition~~The Sponsor will be the major sponsor of the Murdoch Veterinary Students Association for three years to enable the rejuvenation of the MVSA and support the entire veterinary student body.

Sponsorship funds for MVSA will be paid by ~~Hill's~~ the Sponsor to Murdoch University, and Murdoch University will distribute those funds to MVSA on the condition that: (a) the Sponsor's~~Hill's Pet Nutrition~~ logo will appear on all MVSA communications and events and on all promotions of supported SIG events; and (b) an acknowledgement of ~~Hill's~~ the Sponsor's support will be made at each event and a ~~Hill's~~ representative of the Sponsor will be invited to attend relevant and agreed upon events.

**Clinic Coats Ceremony**

~~Hill's~~ The Sponsor will support the event through in-kind support of catering and stethoscopes or other ~~Hill's~~ Sponsor-branded item. ~~Hill's~~ The Sponsor's support will be acknowledged with logos on the program, verbally acknowledged at the ceremony, and the opportunity is available for ~~Hill's~~ the Sponsor's signage to be placed in the ceremony area.

**5th Year Badge Ceremony**

~~Hill's~~ The Sponsor will support the 5th Year badge ceremony held each year for final year students to be presented their Vet in Training badge. ~~Hill's~~ The Sponsor will be acknowledged for their support on all communication regarding the ceremony, given the opportunity to be involved with

the ceremony, support the event through an in-kind contribution of catering and the distribution of ~~Hill's~~ the Sponsor's promotional material to students such as a nutritional booklet. ~~Hill's~~ The Sponsor's support will be acknowledged at the event, and the opportunity is available for ~~Hill's~~ the Sponsor's signage to be placed at the ceremony.

**Client Simulation Classes**

~~Hill's~~ The Sponsor will support the client simulation classes for 3rd Year vet students working towards giving our future veterinarians skills in communication and consultation. ~~Hill's~~ The Sponsor's support will be acknowledged with logos on student handouts, verbally acknowledged with every student group and the opportunity is available for Hill's signage to be placed in class area. Classes will include a discussion regarding nutritional perspective with reference to WSAVA nutritional guidelines.

The following acknowledgements and benefits will be provided for supported student programs, projects and events:

- ~~Hill's Pet Nutrition~~The Sponsor will be acknowledged verbally at each supported event.
- ~~Hill's Pet Nutrition~~The Sponsor's logo will be displayed on relevant materials distributed at the events.
- ~~Hill's Pet Nutrition~~The Sponsor's logo will be displayed on course materials distributed at the events.
- A representative from the Sponsor~~Hill's Pet Nutrition~~ will be invited to attend and participate in ~~Hill's supported~~ student events supported by the Sponsor's.
- ~~Hill's Pet Nutrition~~The Sponsor will be provided an opportunity to provide Sponsor-~~Hill's~~ branded product to students participating in supported events.

An additional $10,000 per annum of in-kind support will be provided for utilisation within student focused projects, the VPL program and CE events. This can be used for items such as catering, supporting the VNA course and ~~Hill's~~ Sponsor-branded items (stethoscopes, notebooks, t-shirts etc).