From: Kelly Hall
To: Ellaine Hislop
Subject: MOVE - sponsorship proposal 2013
Date: 29 October 2012 16:41:52
Attachments: Sponsorship Proposal 2013.docx

Hi Ellaine,

Please find attached the sponsorship proposal for a co-sponsor for MOVE for 2012.

I think we should firstly offer it to [redacted] again, as we did last year, given that they have previously sponsored MOVE. They were interested in it this year but the amount we asked for was too much for them (we asked for $15K which was actually lower than what they sponsored previously, but obviously a huge amount of money!) They did sponsor our recent ophthalmology course and their WA rep, [redacted], did say they'd be interested in hearing about other sponsorship opportunities for next year. I'd suggest sending the proposal to both [redacted] and [redacted], since [redacted] is local she will be easier to get hold of and follow up with, but [redacted] will probably be the one making the final decision.

If [redacted] aren't interested, other companies that are not in direct competition with Hill's (as are pharmaceutical or wholesalers) to approach could include:

[redacted]

Please note the proposal attached assumes that the Hill's agreement goes ahead with Hill's being the first co-sponsor at $5K, and the second co-sponsor also contributes $5K = $10K total sponsorship for MOVE.

If Hill's ends up not going ahead with MOVE, we could still seek 2 co-sponsors (in which case one of the above pharmaceutical companies would be best combined with another pet food company such as Royal Canin or Advance, or a wholesaler could be combined with either) or a single sponsor. If approaching a single sponsor, the proposal can be modified to give them the option of presenting 2 lectures, or a 5 minute intro at 10 of the lectures (instead of presenting 1 lecture, or a 5 min intro at 5 lectures as is for co-sponsorship) and sponsorship amount increased to $10K.

Cheers,

Kelly