# Multi-Project Funding Program

## Hill’s Pet Nutrition Australia

Partnership
1 January 2013 – 31 December 2015
Conditions revised by Hill’s 4 February 2013

## FUTURE PARTNERSHIP OPPORTUNITIES

The following areas of support have been identified:

- Hill's Product and Promotion in Hospital
  - Hospital feeding program
    - [redacted]
  - Availability and promotion of Hill's product

- Engagement with Veterinary Profession
  - Co- Sponsorship of MOVE
  - [redacted] Sponsorship of Club Medicine
    - 3 Sessions
  - [redacted] 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

## Hill's Product and Promotion in Hospital

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

- Students learning to develop nutritional guidelines for clients may use Hill's products as part of their clinical experience.
- Hospital staff will be educated about Hill'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 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 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 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 staff will ensure supplies of 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 is only used for in-hospital feeding up to the $20,000 in-kind donation. Additional stocks will be purchased via a wholesaler. Products from other pet food companies may be available in the feed room for alternative feeding of patients.
- 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***

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

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

***MOVE***

Hill's Pet Nutrition will support continuing education by co-sponsorship of MOVE, .

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

- Hill's Pet Nutrition will be acknowledged verbally at each presentation
- Hill's Pet Nutrition logo will be displayed on screen during each presentation
- Hill's Pet Nutrition logo will be displayed on promotional materials distributed for the MOVE program
- Hill's Pet Nutrition logo will be displayed on course materials distributed for the presentations
- Inclusion of Hill's Pet Nutrition sales representatives on the email distribution list for each online session

- A representative from Hill's Pet Nutrition 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 will support continuing education by sponsorship of three continuing education Club Medicine sessions [redacted]

[redacted]

- [redacted]

[redacted]

[redacted]

- [redacted]

[redacted]

[redacted].

## 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 Hill's can be involved in include the 1st Year Orientation Day, 2nd Year Camp and 3rd Year Conference, VPL4 and VPL5.

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

- Hill's will be automatically named the major sponsor at the VPL3 Conference

- Hill's Pet Nutrition will be acknowledged verbally at each event
- Hill's Pet Nutrition's logo will be displayed on promotional materials distributed at the events
- Hill's Pet Nutrition's logo will be displayed on course materials distributed at the events
- A representative from Hill's Pet Nutrition will be invited to attend and participate in Hill's sponsored Veterinary Professional Life events
- Hill's Pet Nutrition will be provided an opportunity to provide a "promotional" pack or Hill's branded product to students at supported Veterinary Professional Life events, for example Hill's t-shirts at 1st Year Orientation Day
- Hill's Pet Nutrition 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 can be undertaken with the following benefits for pet nutrition education for students:

- Hill's representatives will be provided the opportunity to present educational nutritional sessions for students, academic, and clinical staff [redacted].
- [redacted]
- Hill's Pet Nutrition will be provided an opportunity to provide a "promotional" pack to students undertaking nutrition special topics discussions.
- Hill's Pet Nutrition will be provided an opportunity to provide a Hill's 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 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.

Hill's Pet Nutrition logo will appear on all MVSA communications and events and on all promotions of supported SIG events. An acknowledgement of Hill's support would be made at each event and a Hill's representative would be invited to attend relevant and agreed upon events.

**Clinic Coats Ceremony**

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

**5th Year Badge Ceremony**

Hill's will support the 5th Year badge ceremony held each year for final year students to be presented their Vet in Training badge. Hill's 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 promotional material to students such as a nutritional booklet. Hill's support will be acknowledged at the event, and the opportunity is available for Hill's signage to be placed at the ceremony.

**Client Simulation Classes**

Hill's will support the client simulation classes for 3rd Year vet students working towards giving our future veterinarians skills in communication and consultation. Hill's support will be acknowledged with logos on

student handouts, verbally acknowledged with every student group, a Hill's diet will be added to the scripts where appropriate, and the opportunity is available for Hill's signage to be placed in class area.

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

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

[redacted]

## 2013 – 2015 Sponsorship Agreement

## Sponsorship Investment

We invite Hill's Pet Nutrition to consider its commitment to contribute plus GST to support a three year multi-project sponsorship program from 2013 to 2015.

**Annual Financial Contribution**

**Annual In-Kind Contribution**

Payment will be remitted upon receipt of an invoice from Murdoch University on the following dates:

## Sponsorship Term

1 January 2013 to 31 December 2015