



Canadian Association of Veterinary Cannabinoid Medicine

Executive Summary

We are a national non-profit corporation founded by a group of veterinary professionals. The association is overseen by a board of directors, and managed by a group of officers, that ensure we continue to work towards a common goal. Membership with voting rights is open to all veterinary professionals, including both veterinarians and registered veterinary technicians. We also welcome other scientists working within the cannabis industry, including researchers, physiologists, and biochemists, as well as interested industry groups, to join our association as supporters so that we may continue to share ideas and further education about the endocannabinoid system (ECS) and the possibilities for therapies targeted to this area.

Creating A Canada That Includes Animals In The ACMPR

Our Purpose *Advocating for fair access and species-specific research of medical cannabis for pets, and dedicated to education surrounding veterinary cannabinoid medicine.*

Mission *To develop a common direction, working towards a framework of common standards and practices that support and guide cannabis in animal wellness and clinical practice.*

"I will strive to promote animal health and welfare, relieve animal suffering, protect the health of the public and environment, and advance comparative medical knowledge."

The Veterinarian's Oath

Ensuring The Veterinary Industry Is Primed And Ready To Serve Pet Patients

The CAVCM has participated in multiple initiatives and efforts to ensure the Canadian Veterinary Industry can safely and properly be included as part of the ACMPR and future Cannabis Laws.

- Working closely with the Canadian Veterinary Medical Association on Cannabis in veterinary medicine to have animals included in the ACMPR.
- Participating in the discussions with the veterinary drug directorate (VDD) of Health Canada around CBD as a veterinary health product (VHP).
- Speaking at conferences and expos to raise awareness of the issues surrounding veterinary cannabis use.
- Growing CAVCM membership of veterinary professionals eager to learn more about cannabinoid medicine
- Preparing a submission to have CBD added to list of veterinary health products list, to enable companies to submit products containing CBD, as a VHP.
- Meeting with groups focused on furthering research in the area of veterinary cannabinoid medicine.
- Development of website that provides information on veterinary cannabis and cannabis medical research.

- Ongoing interviews and coverage in cannabis & pet media
- Social channel presence to help drive information, grow database, and stay connected.
- The CAVCM, in partnership with Colorado State University, has conducted a survey to better understand how plant-based cannabinoid products impact companion animals in Canada.

What We Need To Still Do

While we have done a lot, there is still a lot to do. We need changes in legislation that will allow veterinarians to prescribe, and/or recommend specific products for veterinary patients. This will undoubtedly benefit pet patients and appropriately positioned Licensed Producers.

- Educating the professionals and creating the network to ensure cannabis pet integration with Licensed Producers.
- Ensure suitable pet products are available either through the ACMPR or over the counter.
- Work towards VHP classification of CBD products.
- Create a program to assess and approve products from LPs that meet the criteria for a safer and certified pet product.

“By doing much of the work to increase the general awareness of how cannabis can be medically beneficial to pets, and helping to establish legal routes of access for pet owners to obtain suitable cannabis products, we will have a country of veterinarians primed and educated about cannabinoid medicine, eager to begin prescribing for pet patients.”

Dr. Sarah Silcox

Go-to-market initiatives

5 Major Veterinary Conferences

- CVMA (Canadian Veterinary Medical Association)
- OVMA (Ontario Veterinary Medical Association)
- OAVT (Ontario Association of Veterinary Technicians)
- BCVMA (British Columbia Veterinary Medical Association)
- CanWest Calgary

Regional Veterinary meetings and hospital groups

- 1 lecture per month x 12 months

Media Opportunities

- Canadian Veterinary Practice Magazine
- Canadian Veterinary Journal
- OVMA Focus Magazine
- Veterinary Information Network
- IVC Journal (Integrative Veterinary Care Journal)

CAVCM online and social channels

Why This Matters to You

As leaders in the Cannabis industry, supporting the CAVCM will allow you to be at the forefront of Animal Cannabis care and help drive the success of Cannabis pet care and your businesses bottom line.

- You will have access to veterinarians, as well as government and animal industry related updates.
- You will be able to strategically grow your cannabis pet division and capitalize on the Pet market.
- You will have access to insights gained through surveys to help build products and practices.
- You will have common practices and standards that will guide the way to working within the pet industry.
- You will have ongoing support for idea building and internal integration.

Without animal inclusion, licensed producers and will have difficulties extending product access to pets, and therefore will not be able to capitalize on the Canadian pet industry.

GLOBAL SPONSORSHIP LEVELS

Become a global sponsor of the CAVCM to ensure the sustainability of our ongoing efforts to have animals included in the ACMPR, along with the opportunity to have species-specific research around cannabis in pet practice. Global sponsorship gives the CAVCM the means to develop, plan, implement, and evaluate events and initiatives. Beyond salary support, office space, online presence, and providing a forum for networking, global sponsors enable the CAVCM to be actively engaged national and international initiatives, such as partnerships with Colorado State University, and educational courses with hospitals and veterinary professionals.

PACK LEADER

\$7,500+

- Highest level of visibility on website
- Highest level of visibility on CAVCM Social Media
- Inclusion in all newsletters
- First priority selection of initiative specific sponsorship opportunities
- First priority selection of sponsorship options, seminar and booth space, print materials
- Lead Media opportunities
- Access to Common Standards for LP guidance and practice in the veterinary market (when available)

TOP DOG

\$5,000

- High level of visibility on website
- High level of visibility on CAVCM Social Media
- Inclusion in 2 newsletters
- Priority selection of initiative specific sponsorship opportunities
- Priority selection of sponsorship options and booth space
- Media opportunities
- Access to Common Standards for LP guidance and practice in the veterinary market (when available)

BEST IN SHOW

\$3,500

- Visibility on website
- Visibility on CAVCM Social Media
- Inclusion in 1 newsletter
- Selection of initiative specific sponsorship opportunities
- Selection of sponsorship options and booth space
- Access to Common Standards for LP guidance and practice in the veterinary market (when available)

INITIATIVE SPECIFIC

All amounts of support are appreciated. Customize your level of support based on the amount you, or your organization, can provide.

PET LOVER

\$2,500

- Newsletter Specific
- Recognition on the CAVCM website as Newsletter Supporter
- CAVCM newsletter logo inclusion
- Written acknowledgement in each newsletter
- Feature article/interview in one newsletter edition

COOL CAT

\$1,000+

- Event specific
- Verbal recognition at speaking events
- Recognition on CAVCM website events section
- Panel inclusion/shared speaking opportunity

PAW-TNERS

\$XXX

- Unrestricted educational grants
- Donations
- General sponsorship
- Other in-kind contributions

INITIATIVE SPECIFIC

In addition to sponsorship opportunities, the CAVCM offers a range of contract consultation. Our board and members can offer services to help you and your organization. Please contact us for detailed information about our veterinary consulting services.

WE NEED YOUR SUPPORT.