



canine arthritis
management

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR A CAM PRODUCT OR EVENT?

1

Canine Arthritis Management (CAM) is a trusted, vet-led resource hub packed with clear, practical tools that help dog owners and veterinary teams manage arthritis confidently — from videos and checklists to expert articles and CPD training.

Our message reaches a huge, highly engaged community across both the professional world and the world of the pet guardians caring for their four legged friends.

Sponsoring a CAM product means aligning your brand with a respected welfare-driven organisation, gaining visibility with a passionate audience, and making a real difference to the quality of life of arthritic dogs — it's a partnership that feels good and delivers impact.



WHAT ARE THE BENEFITS TO YOU?

2

1

ACCESS TO A HIGHLY ENGAGED, NICHE AUDIENCE

CAM reaches dog owners who are actively seeking solutions, as well as veterinary professionals who influence purchasing decisions. Your brand gets in front of people who genuinely care and are ready to act.

2

ASSOCIATION WITH A TRUSTED, VET-LED AUTHORITY

CAM is respected for its evidence-based, welfare-focused approach. Being seen alongside CAM instantly boosts brand credibility, trust, and professional appeal.

3

STRONG VISIBILITY ACROSS MULTIPLE CHANNELS

Sponsors benefit from exposure across CAM's website, social media platforms, webinars, events, educational materials, and community discussions — multiplying touchpoints and brand recognition.

4

ALIGNMENT WITH A MEANINGFUL WELFARE MISSION

Supporting CAM signals that your company values animal wellbeing, which resonates strongly with pet owners and veterinary teams and enhances brand reputation.

5

OPPORTUNITIES FOR LONG-TERM PARTNERSHIP AND PRODUCT INTEGRATION

Sponsors can collaborate on content, co-branded resources, events, and educational initiatives — creating authentic, lasting visibility rather than one-off ads.

6

POSITIVE BRAND SENTIMENT AND LOYALTY

By helping CAM improve the lives of arthritic dogs, sponsors gain goodwill, emotional connection, and loyalty from a community that values compassion and expertise.

CAM KEY SPONSOR

3

PER ANNUM
£20,000 - 30,000

CAM is looking for one or more key sponsors to help us continue our global growth and bring our training to every practice and dog caregiver.

Our current audience consists of:

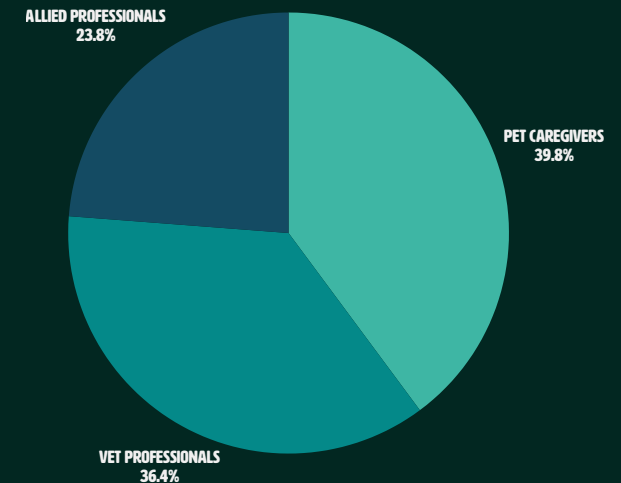
- practices who want to develop their ability to manage their OA and pain management cases
- veterinary and allied professionals on the front line of OA care
- caregivers who know the progression of their dogs life doesn't just sit with prescription medicines.

CAM WEBSITE

OFFICIAL CAM KEY SPONSOR

SPONSOR RIGHT TO USE TITLE 'OFFICIAL SPONSOR OF CAM'

DIGITAL MARKETING AND ADVERTISING PACKAGE



CHRONIC PAIN SYMPOSIUM

4

PER EVENT
£VARIOUS OPTIONS

The Chronic Pain Symposium is in its third year, and has gone from strength to strength.

2026 will be three jam packed days of epic content, boasting over 30 hours of CPD and pending RACE approval.

We pride ourselves on delivering an interactive and engaging event with content from chronic pain experts.

For more information, please download the full Sponsorship Pack below.

VETERINARY SPONSORS

ALLIED SPONSORS

VARIOUS SPONSORSHIP LEVELS

VETERINARY AND ALLIED PROFESSIONAL AUDIENCES

BESPOKE PACKAGES AVAILABLE



2024

2025

Registrations

TOTAL REGISTRATIONS: 5,576

TOTAL REGISTRATIONS: 8,073

VIP Ticket Holders: 1,413 (25.3%)

VIP Ticket Holders: 1,849 (22.9%)

Attendance

TOTAL ATTENDEES: 2,609

TOTAL ATTENDEES: 2,508

Total Hours watched:
18,263 hours

Total Hours watched:
26,528 hours

Average Hours per person: 7

Average Hours per person: 10.5

Registrant demographics

Veterinary professional - 76.6%
Allied Professional - 23.4%

Veterinary professional - 65.5%
Allied Professional - 34.5%

Vet - 44.4%
Vet nurse - 18.5%

Vet - 53.5%
Vet nurse - 9.5%



CAM MEMBER ZONE

5

PER ANNUM
£10,000 - 20,000

CAM Member Zone is a fantastic resource for pet caregivers to take a deep dive into all things OA. It really is a one-stop-shop of education and resources for any stage of the OA journey.

For professionals, it functions as both a time-saving tool and a reliable, evidence-based resource for directing clients.

Our aim is to find a sponsor for this highly valuable subscription service to enable us to share access with as many people as possible with free or subsidised memberships.

MEMBER ZONE

DIRECT MARKETING TO ACTIVE AND ENGAGED OWNERS

POTENTIAL FOR RAPID GROWTH AND REACH

LOYAL SUBSCRIBERS

WELCOME TO THE CAM

MZ MEMBER ONE

A powerful
client
education tool



CURRENT MEMBERS*

1584

CAM COURSES

6

PER MONTH
FROM £500

Through our in-depth and practical courses, we are changing caregiver, vet and public perception on how to diagnose and treat chronic pain to improve the lives of dogs and their owners.

We have created 8 courses:

- 4 for pet caregivers
- 4 for the professionals working with them

Sponsorship is available on all 8 courses, so depending on your target market, we could have the perfect marketing opportunity for you.

EDUCATION CENTRE

SINGLE COURSE OR BUNDLE OPTIONS AVAILABLE

NOT YOUR TYPICAL 'BORING' LEARNING EXPERIENCE

ACTIVE AND ENGAGED LEARNERS

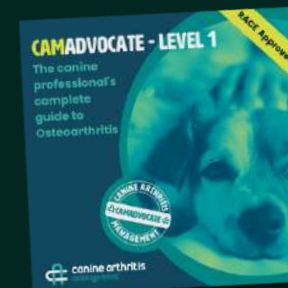
FREE CAREGIVER COURSES



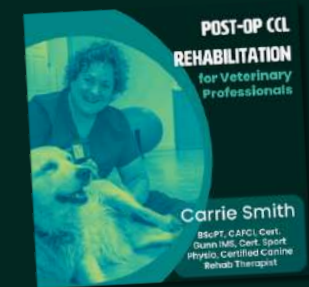
PURCHASABLE CAREGIVER COURSES



ALLIED PROFESSIONAL/ VET NURSE COURSES



VET PROFESSIONALS COURSES



CAM PODCAST - CANINE ARTHRITIS MATTERS

7

PER EPISODE
FROM £100

Hosted by Dr. Hannah Capon, our podcast provides valuable insights and practical advice on managing canine arthritis, mobility issues, and chronic pain. Our goal is to educate and support dog owners in early identification, proactive management, and comprehensive care practices, ensuring dogs lead long, comfortable, and happy lives.

We only align with companies who share our mission, so a promo of your product on here would be a true recommendation from Hannah rather than another 'ad'.

CANINE ARTHRITIS MATTERS

ATTENTIVE AND FOCUSED AUDIENCE

ACCESS TO A NICHE, TARGETED AUDIENCE

EVERGREEN EXPOSURE



TOTAL STREAMS AND DOWNLOADS*

15,430



TOTAL SUBSCRIBERS (SPOTIFY)*

530

*all numbers correct as of November 25

The opportunities outlined in this brochure cover official sponsorship of our products and events, but we can also tailor sponsorship packages to suit most budgets.

Each opportunity described in this document is offered on a first come first served basis, so please get in touch if you see something that aligns with your ethos and marketing goals.

If you have any questions, please feel free to email Harry

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