

SPONSOR & ENGAGE



HARBOR



WHO WE ARE

Harbor is a professional development partner for veterinarians at the moment they realize medicine alone is not enough. It helps them practice the human and leadership skills that define their careers through structured learning and peer-supported application.

What Makes Harbor Different

- Applied learning, not passive content
 - Interactive sessions with like-minded peers and facilitators
- Safe practice before real-world stakes
 - Practicing clinical and communication skills in cohorts of learners



Rob Trimble, DVM

VP of Harbor.vet

rob.trimble@harbor.vet

Dr. Rob Trimble is a forward-thinking veterinarian and entrepreneur focused on innovation in medicine, technology, and organizational design. A co-founder of Fuzzy (a housecall and telemedicine startup in San Francisco) and former Executive Director of the Veterinary Entrepreneurship Academy, he shares his entrepreneurial mindset with the profession. He aims to build communities that inspire veterinarians to shape their future.



Heather Loenser, DVM

Executive Director, Veterinary Communication & Education

heather.loenser@harbor.vet

As an extroverted adrenaline junkie, Dr. Heather Loenser is passionate about both frontline emergency medicine and coaching veterinary teams in communication. Her impact spans roles from TV/media personality to AAHA Chief Medical Officer, and she continues to inspire veterinary professionals through education and culture.

Schedule a call with Dr. Trimble and Dr. Loenser!





OUR IMPACT



28.7K

Website
Sessions



5.2K

Email
Subscribers



4.8K

Harbor.vet
Members



3K

Followers
on Social



SPONSORSHIP OPPORTUNITIES

4

Custom packages available.



Vet Students

Harbor Business Experience

Year-Round Wide Reach (Page 5)

This student engagement builds business fluency, connection, and early brand familiarity. This “book-club-meets-social-hour” builds community and teaches the fundamentals of business.

Audience: Veterinary students: 3000+ annual touchpoints.

Sponsor Presence: Featured in Hackathon, guest speaker on our podcast, and integration into the curriculum.

Investment: \$10-20k | Program Length: 1 Year

Harbor Summer Externship

High Quality, Deep Engagement (Page 6)

This 10-week program combines a business and leadership course with clinical immersion in well-run vet practices.

Primary Audience: Veterinary Students

Secondary Audience: Veterinary Practice Leaders

Sponsor Presence: Build brand awareness and relationship equity. Included in speaking events, course content, the Business Project Menu, and Closing Event festivities.

Investment: \$50k | Program Length: 10 Weeks



Veterinary Teams

Webinars

RACE-approved CE webinars are the lowest-barrier way to reach a wide audience.

Tier 1: RACE-Approved CE Webinar (Page 7)

Use when: You want the broadest reach (~100-200 registrants).

Audience: DVMs and veterinary technicians

Sponsor presence: Sponsor recognition, brief introduction, aligned resource/link sharing, and session recording visibility where applicable

Investment: \$2,500 | Live session

Tier 2: Premium CE Webinar (Page 7)

Use when: You want to reach a more *intentional* audience.

Audience: DVMs, technicians, veterinary leaders.

Sponsor presence: Enhanced recognition, sponsor-aligned resource sharing, recording visibility, and follow-up touchpoint

Examples: 1.5-3 hours on a special clinical topic (e.g., emerging disease) or an advanced skills session (e.g., CPR)

Investment: \$5,000–\$7,500 | Live session, evergreen recording

Leadership & Ownership Accelerators

These tiered Harbor accelerator programs offer the deepest engagement with emerging veterinary leaders.

Tier 1:

Audience: Veterinarians, emerging veterinary leaders, medical directors, practice leaders, and future owners

Sponsor presence:

1 sponsored RACE-approved CE webinar (Page 7): Broad reach through practical veterinary education.

1 Harbor Communication Workshop (Page 8): Professional skills training for a practice team of your choice

1 Harbor GO course integration (Page 9): Sponsor-aligned course content on practice leadership and business.

Investment: \$25,000 | Partnership Term: 12 Months

Tier 2 (includes everything in Tier 1), plus:

1 live clinical intensive wet lab (Page 10): Multi-day, hands-on learning experience built around a high-value clinical skill or workflow and aligned with your company's priorities and areas of business focus. Examples: Ultrasound, dentistry, surgery, anesthesia, diagnostics, and other aligned clinical processes

Sponsor-aligned participation: attend the wet lab and engage attendees via product education, equipment use, and more.

Investment: \$50,000 | Partnership Term: 12 Months

HARBOR

BUSINESS EXPERIENCE



HBE Hackathon

PARTNER WITH VET STUDENT INNOVATION!

The HBE Hackathon is a fast-paced, high-energy innovation sprint where student teams from vet schools across the country tackle real veterinary business problems. Hackathon partners co-create challenge statements, judge student solutions, and engage live with teams to spark fresh ideas and product insights.

Driven by Harbor's Student Envoys (i.e., Ambassadors), Hackathon teams are formed across the country, giving you an opportunity to drive brand awareness at scale. Beyond the boost to their brand, Hackathon Partners value the student submissions for their ability to generate internal discussion, ideation, and innovation.

Base level sponsor: \$10,000 - Co-sponsored, up to two non-competitive partners.

Exclusivity: \$20,000 - Your company is the sole focus for the entire event.

Why Sponsor?



BRAND AWARENESS

Curate increased brand awareness through a participatory, high-energy, hands-on event that students remember.



INNOVATION & IDEATION

Authentic student ideation surfaces new perspectives on product fit, workflows, and market needs.

Generate usable submissions (case studies, solution briefs, pilot concepts) your team can repurpose for internal innovation.



FUN!

Sponsors always leave the Hackathon with a jolt of fresh energy!

Sponsors introduce the challenge, judge team pitches, brainstorm in breakout rooms, and answer questions to drive student innovation and creativity.

HARBOR EXTERNSHIP



High Quality, High Impact

Each summer, Harbor embeds a select group of highly qualified veterinary students into Suveto practices for a 10-week clinical externship that's combined with a business course. Students complete a business project and facilitate weekly discussions with practice leaders to help them refine and improve their practice's business fundamentals. Students gain clinical experience and a "peek behind the curtain" on what it takes to build a well-run vet practice. Practice Leaders gain a set of fresh eyes and a jolt of problem-solving energy that's palpable across the team. Sponsors are tastefully included throughout this program, which includes a workshop series, a guest speaker panels, and a closing event grand finale.

Program Partner Benefits:



Join us for Fram Bash!

The ExternSHIP Closing Event kicks off with a fun networking and storytelling night in the beautiful backyard of Suveto's CFO, Mike Fram. After a relaxed evening, sponsors help start the next day with breakfast and a presentation on your company.



Guest Speaker Series

Through guest speaker panel discussions, podcast episodes, and live experiences like the closing event, sponsors are much more than just a logo on the screen. They're part of a transformative student learning experience that builds brand familiarity and deep relationship equity.



Featured in Business Project Menu

Students choose from a list of projects. Your company is featured in one of them. Projects range from improving the client experience, to workflows and operations, to culture and team development.

WHAT YOUR \$50,000 SPONSORSHIP MAKES POSSIBLE

Student travel to the in-person Closing Event

The Closing Event brings the full cohort together to present their work, share learnings, and build community. This fun culminating event builds both confidence and relationship capital.

Identity Formation and A Lifetime of Opportunity

This program gives vet students a fundamental language to confidently go anywhere in the world and have an intelligent conversation with any leader in business. By helping vet students learn to speak the fundamental language of business, you unlock enormous potential. When they become vets, they remember those who helped them succeed.

HARBOR

RACE-APPROVED CE



Showcase your brand to the clinicians who matter.

Veterinary teams trust Harbor to deliver concise, clinically relevant RACE-approved continuing education taught by Key Opinion Leaders and practicing clinicians. Partner with us to support high-value CE while securing measurable exposure and growth for your organization.

with:



**Heather
Loenser, DVM**

**Executive Director, Veterinary
Communication & Education**



REACH

Virtual events (webinars) average 100-200 registrants due to targeted topics and robust marketing.

Combined with Masterclasses, in-person wetlabs, and deep dives into high impact skills and the dedication to the concepts soars!



CUSTOMIZABLE SPONSORSHIP TIERS

Tailor your level of ideal thought-leadership through:

- Choosing flexible sponsorship options that align with your goals, budget, and desired impact.
- Building brand visibility across event materials, attendee communications, in-session branding, logo placement, or title-level recognition.
- Engaging clinicians through approved interactive touchpoints, brief sponsor remarks, or dedicated sponsor communications.
- Collaborating on educational opportunities such as co-branded sessions, KOL-led segments, or content aligned with your strategic priorities.



CLINICAL, PRACTICAL, HIGH IMPACT

We curate short, practice-ready CE across high-need clinical areas, including:

- Infectious disease and parasitology
- Dermatology
- Emergency
- Dentistry
- Soft tissue surgery and anesthesia
- Ultrasound

HARBOR

COMMUNICATION WORKSHOPS



Above the Line: Mastering Challenging Conversations for Veterinary Teams

\$5,000 each

Whether you're navigating client complaints or avoiding board room bristles, these custom, immersive, experiential workshops are designed to create a set of tools that provide the learner with an understanding of **how to "show up"** as a calm, collaborative team player, even when emotions could run high.

Sponsor-funded workshops are a high-value front-door: your team engages alongside attendees, demonstrates thought leadership, and supports practical behavior change that improves client conversations, treatment plan acceptance, and team alignment. This professional communication workshop will make veterinary and executive teams better communicators.

with:



**Heather
Loenser, DVM**

**Executive Director, Veterinary
Communication & Education**

This workshop is offered to two audiences:



PRACTICE TEAMS

- Sponsors fund the delivery of this workshop to regional practices or executive teams
- Designed as a 4-hour workshop, sponsors learn alongside veterinary teams, building trust, camaraderie and communication skills.

Praise from practice leaders:

Medical Director, 6 doctor practice in the Northeast

"The "Above the Line" concepts immediately changed the tone in our hospital—our team stayed calm, empathetic and connected during tense client moments and handled financial conversations with more confidence. We saw fewer escalations and a noticeable drop in end-of-day emotional drain."



EXECUTIVE TEAMS

- We offer guided communication workshops for veterinary executives and organizational leaders.
- From department leads to executive teams, these workshops are designed to help you communicate with your colleagues more effectively and efficiently.

Medical Director, 6 doctor practice in the Northeast

"We used to get stuck in rooms and trapped on the phone, with details getting lost between handoffs. After this training, we gather information faster, educate clients more clearly, and share more accurate notes—so we run on time and feel back in control."

HARBOR

GO

EXCLUSIVE CAREER DEVELOPMENT JOURNEY



The Practice Leadership & Ownership On-Ramp

Most veterinarians graduate clinically prepared. Few graduate financially prepared.

As a profession, we lack structured preparation for ownership, financial leadership, and long-term business stewardship. Goal setting and prioritization, pricing strategy, cost control, capital allocation, vendor relationships, team development... these ownership competencies are often learned in the field, and usually through trial and error. Harbor GO exists to shorten that learning curve and serve as an accelerated on-ramp to practice leadership.

This modular, ownership-readiness program is designed for veterinarians who want to lead and own, whether that means leading a team, owning a hospital, or simply owning their future.



THOUGHTFUL EXPOSURE

More than a logo on the screen, sponsors are embedded in throughout the learning journey, in course content like case studies, podcasts, guest speaker opportunities, and post-lesson discussions.



ACTIVE IMPACT

Sponsors are positioned alongside participants during critical growth moments. Sponsors help participants:

- explore new service lines
- lead technology adoption and practice change
- navigate vendor relationships
- evaluate cost structures
- make better financial decisions



EXCEPTIONAL ACCESS

GO participants actively design their learning journey by joining courses that align with their growth goals. Instead of engaging with passive students who are sitting through a fixed curriculum, Sponsors gain access to veterinarians with *intent*, who have self-selected into mastering a capability that directly aligns with the Sponsor's domain.

COURSE STRATEGIC PARTNERS RECEIVE:

- Category exclusivity within the Course
- Featured in course case studies, learning examples, podcast discussions, guest speaker presentations
- Moderated presence in asynchronous discussion groups
- Recognition within course materials
- Logo exposure
- An annual impact summary

Harbor GO places your organization alongside emerging veterinary leaders as they develop their financial, operational, and business competencies.

HARBOR

CLINICAL INTENSIVE WET LABS



Building Clinical Leaders and Business Owners

INCLUDED IN LEADERSHIP AND OWNERSHIP ACCELERATOR - (TIER 2)

Harbor's clinical intensive wet labs are immersive, multi-day in-person learning experiences that are held throughout the year at select locations.

They combine in-person lecture and hands-on clinical skill-building, combined with business application. These wet labs attract highly motivated veterinarians who want to deepen their expertise in a specific capability, tied directly to healthcare delivery, growth, and practice leadership.

SPONSORS BENEFITS:

Harbor helps sponsors capture the attention of their target audience. Sponsors are featured in educational content, guest speaker presentations, podcast episodes and case studies, all within a course that aligns with the sponsor's line of business.

Other benefits include:

- Category exclusivity within the course
- Integrated presence within course case studies and lesson examples
- Sponsor participation in any live virtual sessions that occur pre-wetlab
- Expanded presence in course discussion forums
- In-person wet lab attendance - build relationships with attendees while they're learning
- Thoughtful, professional brand visibility during the event
- An annual impact brief summarizing engagement and outcomes

EXCLUSIVITY AND RENEWAL

- Exclusivity is granted at the course level.
- Sponsorships are one-year terms with first-right-of-renewal.
- Harbor intentionally limits the number of partners each year to preserve depth, focus, and program integrity.

This partnership tier reflects deep alignment with applied ownership readiness and hands-on leadership development.