ANIMAL WELFARE FOUNDATION

Discussion Forum 2025

19 May, Cavendish Conference Centre, London

Sponsorship Opportunities

BVA's charity

ANIMAL WELFARE FOUNDATION

Our vision

Animals enjoy a good life thanks to veterinary and allied professionals having the tools, knowledge and understanding to positively impact animal welfare.

Our mission

Placing animal welfare at the forefront of veterinary knowledge via research, education and debate.

Registered charity number 1192203

AWF Discussion Forum - a catalyst for advancing animal welfare

The Discussion Forum is a platform where scientific research meets conscientious debate, and where expert insights and informed discussions drive positive change for animal welfare.

Corporate partners are invited to join with AWF and sponsor aspects of this unique cross-species event, which brings together 200+ members of the UK veterinary and animal welfare professions.

AWF is funded solely by donations, so your participation in the Discussion Forum directly supports AWF's mission of keeping animal welfare at the forefront of the veterinary profession.

The AWF Discussion Forum and YOUR Business – together we can build a better future for the animals in our world

Our event brings people together from multiple levels of the animal sector - across media, policy-making, business, and animal health care to identify cross sector approaches to help achieve positive progress.

The benefits for your business and sponsorship highlights:

- Alignment with an event advancing knowledge on animal welfare
- Demonstrate the values and vision of your business
- Network with thought leaders and enhance stakeholder relationships
- Acknowledgment in press articles on the session topics
- Showcase your business with a video on the day
- Thanked in AWF communications to BVA members

Thanks to the support of corporate partners like you, we can challenge perceived norms and find innovative ways to improve animal welfare

Session Topics

We inspire our audience to initiate change through carefully curated sessions, led by experts in their field. Delegates are presented with the latest evidence on key animal welfare topics, preparing the stage for robust debate and insightful discussion.

Translating behaviour

Mixed species

In this session, our expert speakers will explore how veterinary professionals can use animal behaviour as a meaningful welfare indicator. Using insights from research, they will demonstrate how an animal's mental state is reflected through its actions, providing valuable insights for better animal care.

Speakers:

- Christine Nicol, Professor of Animal Welfare, RVC
- Juliane Kaminski, Associate Professor in Comparative Psychology, Portsmouth University
- Oliver Burman, Professor of Animal Behaviour and Welfare, University of Lincoln

Session chair: Rachel Casey, Director of Strategy and Transformation, Dogs Trust

Choose this session to position your organisation as a champion of animal welfare, supporting the advancement of knowledge to enhance the lives of animals in our care.

Breeding for better welfare

sponsored

Companion animals

Extreme breeding is a key animal welfare concern for veterinary professionals. This session features new research funded by AWF, offering fresh insights into the welfare issues faced by extreme breeds of dogs and rabbits. Our speakers will share their findings on how extreme breeding impacts welfare and discuss the role of human behaviour and legislation in reducing suffering.

Speakers:

- Dan O'Neill, Associate Professor Companion Animal Epidemiology, RVC
- Rowena Packer, Lecturer in Companion Animal Behaviour and Welfare Science, RVC
- Charlotte Burn, Associate Professor in Animal Welfare and Behaviour Science, RVC (AWF Trustee)

Session Chair: Suzanne Jarvis, Editor in chief, Vet Record & BVA journals

Sponsor this session and showcase your commitment to responsible breeding practices and the well-being of companion animals.

Session Topics

The Discussion Forum has a track record for raising the profile of serious animal welfare issues, changing opinion and leading to the development of improved policies and practice.

The economics of animal welfare

Farm species

This thought-provoking session will examine the economic implications and shifting public perceptions surrounding animal welfare and meat consumption. As we tackle the pressing question of how to enhance farm welfare, we'll explore the responsibilities involved and who should bear the costs.

Speaker and session Chair:

Beth Clark, Lecturer in Food Marketing, Newcastle University

Speakers:

- Neil Hudson, Conservative MP for Epping Forest
- Alice Swift, Director, Alice Swift Consulting

By sponsoring this session, you'll position your organisation as a key player in the conversation about sustainable farming practices and animal welfare advocacy.

Pet fish in focus: sentience, welfare, and the UK ornamental fish trade

Dive into the fascinating world of pet fish as we explore the latest knowledge on fish sentience and welfare. This session will provide valuable insights into how fish welfare is assessed and managed, highlighting both the challenges and opportunities within the industry.

Speaker and session Chair:

- Lynne Sneddon - Professor, University of Gothenburg

Speakers:

- Matthijs Metselaar, Managing Director, Aquatic Vets Ltd
- Matthew Bond, Scientific and Technical Advisor, Ornamental Aquatic Trade Association

Support this session to play a pivotal role in advancing knowledge and promoting better practices for fish welfare.

2025 sponsorship opportunities

Gold: Session Sponsorship

£6,000 (VAT not applicable)

3 available: Translating behaviour
Economics of welfare
Pet fish in focus

- 6 complimentary Forum and Reception tickets
- Link your name to one of our four main sessions
- Company logo displayed prominently on presentation screen during your chosen session
- Introduced as session sponsor in AWF Chair's opening and closing speeches
- A slide about your company to be displayed during the AWF Chair speeches
- A short video about your company played to delegates on the day
- An exhibit space in the breakout/catering area (for pull-up banner and table)
- Introduced to key influencers during breaks
- Acknowledged as session sponsor in communications and promotional material:
    - Logo & company description on Discussion Forum event page and programme
    - Acknowledged in press releases to vet and general press
    - Featured in promotional advertising
    - Thanked in promotional emails to British Veterinary Association members
    - Acknowledged in pre and post event delegate emails and on social media
    - Continued post-event exposure via event recordings

2025 sponsorship opportunities

Silver: Evening Reception Sponsorship

Stand out by aligning your company with the evening reception - the culmination of a day dedicated to advancing knowledge and action to improve animal welfare.

£4,000 (VAT not applicable) 1 available

- 4 complimentary Forum and Reception tickets
- Officially open the evening reception and introduce your company
- Showcase your company with an exclusive exhibition banner space in the reception area
- Be introduced to key influencers throughout the evening
- Acknowledged as the Reception Sponsor in communications and promotional material:
    - Logo & company description on Discussion Forum event page and programme
    - Featured in promotional emails to British Veterinary Association members
    - Acknowledged in pre and post event delegate emails and on social media
- Option to provide flyers or giveaways with your company's branding

2025 sponsorship opportunities

Bronze sponsorship

£2,000 (VAT not applicable)

- 2 complimentary Forum and Reception tickets
- Showcase your company with space for pull-up banner and table in the catering area during the day
- Acknowledged in communications and promotional material:
    - Logo & company description on Discussion Forum event page and programme
    - Thanked in pre and post event delegate emails

Brochure sponsor

£1,200 (VAT not applicable) 1 available

- Logo on front page of printed event brochure
- Showcase your company with space for pull-up banner and table in the catering area during the day

Exhibition stand

£1,000 (VAT not applicable)

- Showcase your company with space for pull-up banner and table in the area space during the day

Raffle sponsor

£1,000 (VAT not applicable)

- Acknowledged in raffle promotion and announcements
- Logo on event website and printed brochure

Bespoke packages

As well as offering the packages outlined here, we would be delighted to accommodate your specific wish-list and budget.

If you would like to build your own bespoke package, please contact the AWF Manager to discuss your ideas.

Become an Animal Welfare Foundation Corporate Partner today

The 2025 Discussion Forum provides a unique opportunity for your company to invest in a cause that matters, showcasing your commitment to corporate social responsibility.

ANIMAL WELFARE FOUNDATION

Contact the AWF Manager, Erika Singh:
erika@animalwelfarefoundation.org.uk