

Sponsorship Form

Yes! – I am interested in supporting the profession of optometry through a business partnership with the NYSOA.

Company

Contact Name

Address

City/State/Zip

Phone

Fax

Email

Web

Sponsor Levels

- Platinum Sponsor (Over \$10,000)
- Gold Sponsor (\$7,500)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$2,500)
- Exclusive Sponsorship Opportunity

*I am interested in becoming an Exclusive Event Sponsor.
Please contact me to discuss available options.*

Total Amount Enclosed \$ _____

Please make checks payable to NYSOA.

Return completed form to:

NYS Optometric Association
90 South Swan Street
Albany, NY 12210

For questions or to receive more information,
contact the NYSOA at:

Telephone: 518/449-7300
Toll-free: 800/342-9836
Fax: 518/432-5902
nysoa2020@aol.com
www.nysoa.org



*opportunity
resources
collaboration*

*Learn how you
fit into the
puzzle.*



*partnership support
collaboration
mutual benefit*



Future insight.

New York State Optometric Association

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Business Partner Program

Business *is* partnership...

Business, by definition, is partnership. Business requires the cooperation of two or more parties seeking a mutually beneficial working relationship. The exchange of goods and services is the product of that professional partnership.

Partnership is rarely the product of chance. It must be pursued, discovered, and cultivated.

Providing opportunity...

The New York State Optometric Association (NYSOA) is committed to promoting the profession of optometry in New York State. As the only organization of its kind in New York, the NYSOA is in a unique position to understand and work with the ophthalmic industry to facilitate business partnerships.

With over 1,000 members from across the State, the NYSOA is an established resource for providing Business Partners with an unparalleled opportunity for exposure to eye care professionals. Whether through advertisements in *Prospectus* — the organization's bi-monthly newsletter, attendance and participation in Association conferences and seminars, or through other programs and communications, Business Partners are assured of contact with the NYSOA membership.

Become a Business Partner...

Through the Business Partner Program, we can enhance your opportunity to build business relationships with our members. Eye care professionals need the products and services you provide, and your support of the NYSOA will help us advance the profession of optometry through professional advocacy, education, and media promotion. Let's build our future together. *Become a business partner today!*

Partnership Levels...

Business Partnership is available at four levels: platinum, gold, silver and bronze. A list of the benefits for each level is found below. In addition, the NYSOA offers exclusive event sponsorship opportunities.

PLATINUM \$10,000

- Name listed as Platinum Sponsor on website homepage with link to company site
- Recognized on all conference materials for the entire year
- Table-top exhibit at our winter and annual meetings
- Recognized at the Annual Meeting with a certificate of appreciation
- Recognition in Board of Directors meeting materials
- Recognition in select correspondence with full membership (direct mail letters, newsletter, etc.)
- Full-page ad in all 6 issues of *Prospectus*
- Opportunity to address the members at the meetings
- Advertising in Local Society newsletters
- Recognition on fax cover sheets & broadcast emails

GOLD \$7,500

- Name listed as Gold Sponsor on website homepage with link to company site
- Recognized on all conference materials for the entire year
- Table-top exhibit at our winter and annual meetings
- Recognized at the Annual Meeting with a certificate of appreciation
- Recognition in Board of Directors meeting materials
- Recognition in select correspondence with full membership (direct mail letters, newsletter, etc.)
- Half-page ad in all 6 issues of *Prospectus*

SILVER \$5,000

- Name listed as Silver Sponsor on website homepage with link to company site
- Recognized on all conference materials for the entire year
- Table-top exhibit at the winter and annual meetings
- Recognized at the Annual Meeting with a certificate of appreciation
- Recognition in Board of Directors meeting materials

BRONZE \$2,500

- Name listed as Bronze Sponsor on website homepage with link to company site
- Recognized on all conference materials for the entire year
- Table-top exhibit at our winter and annual meetings
- Recognized at the Annual Meeting with a certificate of appreciation

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

- Winter meeting cocktail party
- Annual meeting banquet
- Envision—NYSOA member only reception
- Fall meeting cocktail party

Interested?

So are we. Support the NYSOA through the Business Partner Program by completing the form found on the back panel, or contact our office for more information.

