

# NJSOP Event Sponsorship



**2023**

One-size-fits-all sponsorship packages don't work for every company wishing to support NJSOP continuing education events. That is why we are happy to provide multiple package options, making sponsoring organized optometry in New Jersey mutually beneficial. Please take a moment to browse the following opportunities and choose your level of sponsorship based on which work best for you. These packages apply toward the following NJSOP events (Therapy by the sea has it's own package - visit [www.njtbts.com](http://www.njtbts.com) for details):



**Snow School** takes place in January at Kalahari Resort in Mount Pocono, PA. This family-friendly event allows OD attendees to earn six hours of continuing education before joining their family in the waterpark or one of the many other indoor attractions at Kalahari. Average attendance for Snow School is between 50 -100 attendees.



**Virtual Spring CE** is a virtual event hosted annually by the NJSOP in April. In 2022 Spring CE saw record attendance numbers of over 250.



**Managed Care Seminar** is a popular year-end event hosted at Battleground Country Club in Manalapan, NJ each December. The goal of the Managed Care seminar is to provide attendees with new ideas and processes they can take back to the office and put into motion. Average attendance for the Managed Care Seminar is 120 attendees.

## In-Person, Per-Event Packages

### Crystal Clear Package - \$2750

#### Pre-Event Marketing & Communications

- **Logo on registration and marketing pages** - Sponsor's logo and a profile\* link on NJSOP event registration webpage and any marketing communications promoting the event, such as registration invite emails, provided the sponsor has given NJSOP both low and high resolution files of it's logo and preferred weblink; (\*profiles can be up to 150 words)
- **Mention in the NJSOP Friday Wrap Up email** - Sponsor's logo and a profile link in the NJSOP member's weekly Friday Wrap Up event article.
- **Social Media Shout out** – 2 social media shout outs to promote NJSOP event sponsors.

#### Digital

- **Profile Feature** - Sponsor's profile\* featured in the virtual and/or hard copy event flyer sponsorship section. (\*profiles can be up to 150 words)
- **Sponsor Link** - Include links to downloadable resources provided by the sponsor in the digital event flyer.

#### Attendee Engagement

- **NJSOP In-person Event Passport Challenge** Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating sponsors have the option of providing offers/giveaways to be included in the passport challenge.

#### Venue Design

- NJSOP event sponsor's logo will be placed on any printed and/or digital marketing materials/signage displayed in the NJSOP event registration area.
- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

#### Post-Event

- Sponsor's logo and link to profile included in post-event thank you email sent to all attendees.
- Event attendee list shared with event sponsor (opt-in only) - containing names and email addresses

# In-Person Event Packages

## Bright Eyes Package - \$1950

### Pre-Event Marketing & Communications

- **Logo on registration and marketing pages** - Sponsor's logo on NJSOP event registration webpage and any marketing communications promoting the event, such as registration invite emails, provided the sponsor has given NJSOP both low and high resolution files of its logo and preferred weblink;
- **Mention in the NJSOP Friday Wrap Up email** - Sponsor's logo and link in the NJSOP member's weekly Friday Wrap Up event article.

### Digital

- **Logo Feature**- Sponsor's logo featured in the event flyer sponsorship section

### Attendee Engagement

- Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating sponsors have the option of providing offers/giveaways to be included in the passport challenge.

### Venue Design

- Exhibit space which includes a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.

### Post-Event

- Sponsor's logo and link to profile included in post-event thank you email sent to all attendees.

## Eye Care Package - \$950

### Attendee Engagement

- **NJSOP In-person Event Passport Challenge** Event attendees will be given a passport and those who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. Participating sponsors have the option of providing offers/giveaways to be included in the passport challenge.

### Venue Design

- Exhibit space which includes a table, two chairs, [electricity access], free coffee and beverages, continental breakfast and lunch.

### Post-Event

- Sponsor's logo and link to profile included in post-event thank you email sent to all attendees.

# Virtual Event Package

## Virtual Vision Package - \$750

### Pre-Virtual Event Marketing & Communications

- **Logo on registration & marketing pages** - Sponsor's logo and a profile\* link on NJSOP event registration webpage and any marketing communications promoting the event, such as registration invite emails, provided the sponsor has given NJSOP both low and high resolution files of it's logo and preferred weblink; (\*profiles can be up to 150 words)
- **Mention in the NJSOP Friday Wrap Up email** - Sponsor's logo and a profile\* link in the NJSOP member's weekly Friday Wrap Up event article;
- **Social Media Shout out** – 2 social media shout outs to promote NJSOP event sponsors;
- **Video Message** - The NJSOP will share with its membership, on the Sponsor's behalf, a 30-second recorded video message. Sponsors can use this opportunity to promote show specials or other company offers/news.

### Virtual Event Day

- **Acknowledgment** - Sponsor acknowledgement email will be sent to all attendees by email on the virtual event day.

### Post-Virtual Event

- Sponsor's logo and link to profile included in post-event thank you email sent to all attendees.
- Event attendee list shared with event sponsor (opt-in only) - containing names and email addresses.

## ***Terms of NJSOP Sponsorship***

Sponsors are expected to promptly produce materials for marketing. All sponsor information must comply with the following rules:

In-person events - In the event of NJSOP transitioning the in-person program to a virtual program, NJSOP will provide a 50% refund. If the Sponsor is unable to attend the in-person event, no refund will be provided.

NJSOP sponsors will be acknowledged in the following manner -

- Exclusive sponsor arrangements
- Name, address, phone number, website, logo
- General description of the product line
- Visual depictions of the products or services
- Taglines
- Display or distribution of the product

NJSOP sponsors will **not** be acknowledged in the following manner -

- An exclusive provider arrangement (*limiting the sale, distribution, availability, or use of competing products, services or facilities in connection with NJSOP activity*)
- The provision of goods, facilities, services, or privileges to the sponsor
- Right to use NJSOP's logo, trademark, patent, etc.
- Payments contingent on exposure
- Periodicals
- Income from NJSOP events
- Attributes to purchase

**Please note, sponsors will not be publicized until payment is received.**





# Details on the Deliverables...

**NJSOP's Friday Wrap Up** - This email publication is prepared each week by NJSOP staff and includes hot topics or content previously shared elsewhere that week. It's a one stop resource for information members may have missed. The Friday Wrap Up is distributed to members on Friday afternoon and has an average open rate of 51% (sample pictured at right).



**NJSOP Social Media** - Social media shoutouts are typically done on Facebook ([facebook.com/njsop](https://facebook.com/njsop)) and occasionally via Instagram (@njeyedocs) and LinkedIn.

**Sponsor Profile** - A company profile of up to 150 words along with pertinent weblinks will be displayed on the NJSOP website leading up to the event. Logos and images can be included!

**Attendee List** - Following the event, sponsors who are provided with an attendee list will receive a .csv document containing the names and email addresses of attendees. Attendees who opted out of having their information shared will be omitted from the list.

**Video Message** - Sponsors eligible to submit a video message can send a 30-second clip to be shared via email with event attendees. Each click will be housed on Youtube and shared as a link within the E-blast.



Your Contact Information	Exhibit Hall Passport [SAMPLE]												
Name _____	<table border="1"> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>												
Address _____													
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<p><b>Exhibit Hall Hours</b>            Friday, June 17 ..... 8:00am - 3:00pm            Saturday, June 18 ..... 8:00am - 4:00pm            Sunday, June 19 ..... 10:00am - 1:00pm</p> <p><b>How to Participate</b>            Attendees visiting to participate in the Passport Challenge should visit with representatives at supporting booths. A representative from each booth will stamp your passport after your interaction. Once you've received all 12 stamps, complete the contact information at the top of this page and turn your passport in to the box at the NJSOP registration table. 3 Raffle winners will be chosen from the box at random at the end of the last CE lecture. You must be present to receive your prize.</p> <p></p>													

**Passport Challenge** - As attendees walk the exhibit hall, they'll be encouraged to visit and interact with exhibitors. Attendees who interact with and get their Passports validated from a predetermined number of partners and event sponsors at the event will be eligible for exciting raffle prizes. (Sample pictured at left.)

**Questions? Contact Katie Van Hise at [kcotton@njsop.org](mailto:kcotton@njsop.org) or (609) 323-4012 x110**

# Sponsor Form

Use this form if paying by check. Registrations using credit card payments should be completed at [www.njsop.org](http://www.njsop.org).

Company Name (as it should appear in print): \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Company Representative (1): \_\_\_\_\_

Representative 1 Email: \_\_\_\_\_

Representative 1 Cell Phone: \_\_\_\_\_

Company Representative (2): \_\_\_\_\_

Representative 2 Email: \_\_\_\_\_

Representative 2 Cell Phone: \_\_\_\_\_

Please select the event you would like to sponsor:



### Snow School

January 28, 2023

Kalahari Resort - Mount Pocono, PA

Form and payment must be received 12/31/22



### Managed Care Seminar

December 13, 2023

Battleground Country Club - Manalapan, NJ

Form and payment must be received by 10/15/23



### Virtual Spring CE

April 2023

Form and payment must be received by 2/15/23

Select your level of sponsorship:

Crystal Clear Vision Package - \$2750

Bright Eyes Package - \$1950

Eye Care Package - \$950

Virtual Vision Package - \$750

Total amount.....\$\_\_\_\_\_

Checks should be mailed to: NJSOP, 4 AAA Drive, Suite 204, Hamilton, NJ 08691

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions? Contact the NJSOP at (609) 323-4012

For payment or registration question contact Edna McKinney at x114

For sponsorship benefit questions contact Katie Van Hise at x110

For event-specific questions contact Sharon Kais at x117