

2023

PARTNERSHIP PROGRAM

HELPING OPTOMETRISTS ENGAGE WITH INDUSTRY
HELPING INDUSTRY ENGAGE WITH OPTOMETRIC LEADERS
HELPING EVERYONE REACH THEIR GOALS.



WORKING HARD FOR THE FUTURE

THE NJSOP PARTNERSHIP PROGRAM GOES BEYOND SPONSOR RECOGNITION. TO THE ASSOCIATION AND IT'S MEMBERSHIP, THE PROGRAM IS A VALUED MEANS OF HELPING, SUPPORTING, AND PROMOTING OPTOMETRY HERE IN NEW JERSEY.

OVER THE YEARS, WE'VE POLLED OUR PARTNERS TO FIND OUT WHAT WE CAN DO TO HELP GET YOU WHERE YOU WANT TO BE - WHETHER THAT'S AT MORE EXHIBIT TABLES, BEHIND THE PRESENTATION PODIUM, OR IN OUR MEMBER'S EMAIL INBOXES.

WITH THE ADDITION OF BRAND NEW BENEFITS AT EACH LEVEL, THE 2023 PARTNERSHIP PROGRAM REFLECTS THOSE OBJECTIVES AND AIMS TO HELP YOU MAKE MEANINGFUL CONNECTIONS WITH OUR MEMBERS AND THEIR STAFF.

WE LOOK FORWARD TO WELCOMING BACK EXISTING PARTNERS AS WELL AS OPENING UP OUR MENU OF BENEFITS TO NEWCOMERS. AS ALWAYS, IF YOU HAVE ANY QUESTIONS PLEASE DON'T HESITATE TO REACH OUT.

THANK YOU FOR YOUR SUPPORT OF ORGANIZED OPTOMETRY.



GEORGE VELIKY, OD
INDUSTRY RELATIONS COMMITTEE CHAIR



VIRTUAL AND IN-PERSON EVENT
ATTENDANCE WENT UP IN 2022 - WHICH
WASN'T EVEN A LICENSE RENEWAL YEAR! OUR
AUDIENCE IS ENGAGED AND MOTIVATED
TO BRING THE BEST TO THEIR OFFICE,
STAFF, AND PATIENT BASE.



THE BENEFITS OF PARTNERSHIP

NJSOP EVENTS: WHETHER VIRTUAL OR IN-PERSON, NJSOP CONTINUING EDUCATION EVENTS PROVIDE A GREAT OPPORTUNITY TO GET IN FRONT OF YOUR AUDIENCE AND MAKE A MEMORABLE IMPRESSION. WE'VE ADDED TO THE WAYS YOUR COMPANY CAN BE PROMOTED BOTH BEFORE, DURING, AND AFTER EVENTS THROUGH PUBLICATIONS LIKE THE NJSOP FRIDAY WRAP UP, COMPANY PROFILE PIECES, AND USE OF YOUR COMPANY LOGO ACROSS ALL PLATFORMS. ADDITIONAL OPPORTUNITIES SUCH AS LUNCH AND BREAKFAST SPONSORSHIPS ARE BASED ON AVAILABILITY AND FOR AN ADDITIONAL FEE. CONTACT SHARON KAIS AT SKAIS@NJSOP.ORG FOR MORE INFORMATION.

EVENT ATTENDEE LISTS: AN EXCEL FILE OF REGISTERED ATTENDEES WILL BE EMAILED TO ELIGIBLE PARTNERS PRIOR TO AND AFTER THE EVENT. ANY ATTENDEE WHO OPTS-OUT OF THEIR INFORMATION BEING SHARED WILL BE OMITTED FROM THE PROVIDED LISTS.

ADVERTISING IN EYE ON NEW JERSEY: EYE ON NEW JERSEY IS THE NJSOP'S QUARTERLY MAGAZINE SENT DIRECTLY TO MEMBER'S MAILBOXES AND MADE AVAILABLE ON NJSOP.ORG ([YOU CAN CHECK IT OUT HERE](#)). LOOKING TO PURCHASE ADDITIONAL ADVERTISING? CONTACT KELMAN & ASSOCIATES AT ASHLEY@KELMAN.CA

ADVERTISING IN THE NJSOP E-NEWSLETTER: THIS PUBLICATION IS SENT TO MEMBERS BETWEEN ISSUES OF EYE ON NEW JERSEY. ADDITIONAL AD SPACE IS ALSO AVAILABLE BY CONTACTING KELMAN & ASSOCIATES AT ASHLEY@KELMAN.CA.

NJSOP.ORG AD SPACE: ADVERTISING ON THE NJSOP WEBSITE IS A BENEFIT OFFERED ONLY AT THE DIAMOND AND GOLD LEVELS. THOSE ADS WILL APPEAR ON THE NJSOP.ORG HOME PAGE ABOVE "LATEST NEWS."

E-BLASTS TO THE NJSOP MEMBERSHIP: WITH A HIGHER THAN AVERAGE OPEN RATE, OUR E-BLASTS REACH YOUR TARGET AUDIENCE AND ARE A GREAT WAY TO SHARE IMPORTANT INFORMATION, NEW PRODUCT ANNOUNCEMENTS, REBATES, OFFERS, AND MORE!

SOCIAL MEDIA POSTS: SHARE YOUR CONTENT WITH OUR FOLLOWERS ON [FACEBOOK](#), [INSTAGRAM](#), AND [TWITTER](#).

YOUR LOGO...EVERYWHERE: WHETHER IT'S THE ANNUAL PARTNER LIST SENT TO ALL OF OUR MEMBERS, OUR EVENT SIGNAGE, OR THE FOOTER OF OUR EMAILS, EVERYONE WILL KNOW YOUR COMPANY HAS GONE THE EXTRA MILE TO SUPPORT OPTOMETRY.

Events & Exhibit Space

- Prominent exhibit space at three (3) NJSOP events: Summer CE, Therapy by the Sea, and The Managed Care Seminar, and acknowledgement as a sponsor of the virtual Spring CE program. (Live events include a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.)
- Advance and post-event attendee list for the events listed above.
(Attendees who opt-out of having their information shared will be omitted from the list.)
- Logo and profile link on NJSOP event registration webpage and marketing communications promoting the event.
- Mention in NJSOP *Friday Wrap-up* email during months of promotion leading up to the event.
- Two (2) social media shout outs to promote event sponsors and partners.
- Profile feature in virtual and/or hard copy event program provided to attendees at the event.
- Partner's logo will be displayed on print or digital marketing materials displayed in the event registration area.
- Space in the Event Passport Challenge
(Promotes attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles)
- Partner's logo included on post-event thank you email sent to attendees.
- Video message - (for virtual events only) NJSOP will share with its membership, on the partner's behalf, a 30-second recorded video message.

Publications

- One-time full page ad in Eye on New Jersey, the NJSOP's quarterly digital magazine.
- One-time full page ad in the NJSOP quarterly e-newsletter.

NJSOP.org Website

- Opportunity to advertise on NJSOP.org for a duration of 12 months.
- Web link and logo on NJSOP.org's partner page

Membership Outreach & Partner Recognition

- Five (5) E-blasts to NJSOP members per year
- Recognition in all local society reports
(local society presidents will recognize partners at each meeting)
- Two (2) sponsored posts to NJSOP social media (Facebook or Instagram)
- Recognition on NJSOP member emails and on dedicated 2023 partner announcement to members.
- One (1) meeting with the NJSOP board of directors

Please read important message for all partners on page 7



Events & Exhibit Space

- Prominent exhibit space at two (2) NJSOP events: Therapy by the Sea, and The Managed Care Seminar and acknowledgement as a sponsor of the virtual Spring CE program. (Live events include a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.)
- Advance and post-event attendee list for events listed above
(Attendees who opt-out of having their information shared will be omitted from the list.)
- Logo and profile link on NJSOP event registration webpage and marketing communications promoting the event.
- Mention in NJSOP *Friday Wrap-up* email during months of promotion leading up to the event
- Two (2) social media shout outs to promote event sponsors and partners.
- Profile feature in virtual and/or hard copy event program provided to attendees at the event.
- Partner's logo will be displayed on print or digital marketing materials displayed in the event registration area.
- Space in the Event Passport Challenge
(Promotes attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles)
- Partner's logo included on post-event thank you email sent to attendees.
- Video message - (for virtual events only) NJSOP will share with its membership, on the partner's behalf, a 30-second recorded video message.

Publications

- One-time half page ad in Eye on New Jersey, the NJSOP's quarterly digital magazine
- One-time half page ad in the NJSOP quarterly e-newsletter

NJSOP.org Website

- Opportunity to advertise on NJSOP.org for a duration of three (3) months
- Web link and logo on NJSOP.org's partner page

Membership Outreach & Partner Recognition

- Three (3) E-blasts to NJSOP members per year
- Recognition in all local society reports
(local society presidents will recognize partners at each meeting)
- Two (2) sponsored posts to NJSOP social media (Facebook or Instagram)
- Recognition on NJSOP member emails and on dedicated 2023 partner announcement to members.
- One (1) meeting with the NJSOP board of directors

Please read important message for all partners on page 7



SHARON KAIS
ASSOC. EXECUTIVE DIRECTOR
SKAIS@NJSOP.ORG



KATIE COTTON
DIR. OF COMMUNICATIONS
KCOTTON@NJSOP.ORG



EDNA MCKINNEY
ADMINISTRATIVE ASSISTANT
EMCKINNEY@NJSOP.ORG

Events & Exhibit Space

- Prominent exhibit space at Therapy by the Sea and acknowledgement as a sponsor of the virtual Spring CE program. (Live events include a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.)
- Advance and post-event attendee list for the events listed above
(Attendees who opt-out of having their information shared will be omitted from the list.)
- Logo featured on event registration page and any marketing communications promoting the event.
- Mention in NJSOP *Friday Wrap-up* email during months of promotion leading up to the event
- Partner's logo will be displayed on print or digital marketing materials displayed in the event registration area.
- Space in the Event Passport Challenge
(Promotes attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles)
- Partner's logo included on post-event thank you email sent to attendees.
- Video message - (for virtual events only) NJSOP will share with its membership, on the partner's behalf, a 30-second recorded video message.

Publications

- One-time half page ad in Eye on New Jersey, the NJSOP's quarterly digital magazine
- One-time half page ad in the NJSOP quarterly e-newsletter

NJSOP.org Website

- Web link and logo on NJSOP.org's partner page

Membership Outreach & Partner Recognition

- One (1) E-blast to NJSOP members per year
- Recognition in all local society reports
(local society presidents will recognize partners at each meeting)
- One (1) sponsored posts to NJSOP social media (Facebook or Instagram)
- Recognition on NJSOP member emails and on dedicated 2023 partner announcement to members.

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Events & Exhibit Space

- Prominent exhibit space at Therapy by the Sea. (Live events include a table, two chairs, electricity access, free coffee and beverages, continental breakfast, and lunch for two representatives.)
- Logo featured on event registration page and any marketing communications promoting the event.
- Partner's logo will be displayed on print or digital marketing materials displayed in the event registration area
- Space in the Event Passport Challenge
(Promotes attendee engagement by enticing attendees to visit exhibitors to receive a Passport validation to be entered into raffles)
- Partner's logo included on post-event thank you email sent to attendees.

Publications

- One-time quarter page ad in the NJSOP quarterly e-newsletter

NJSOP.org Website

- Web link and logo on NJSOP.org's partner page

Membership Outreach & Partner Recognition

- One (1) E-blast to NJSOP members per year
- Recognition in all local society reports
(local society presidents will recognize partners at each meeting)
- One (1) sponsored posts to NJSOP social media (Facebook or Instagram)
- Recognition on NJSOP member emails and on dedicated 2023 partner announcement to members.

IMPORTANT - PLEASE READ

Beginning 2023, all partners must submit completed paper or online form along with payment by March 1st in order to participate in the partnership program. No publication or partner identification will be made until payment is received. Partnership runs from January through December with all benefits expiring December 31, 2023. No pro-rated partnership arrangements will be agreed to by the NJSOP.

Companies wishing to sponsor events ala carte should reference the NJSOP Event Sponsorship brochure available at www.njsop.org.

Furthermore, no additional benefits will be added to any level of partnership. Lunch/breakfast sponsorships are based on availability and for an additional fee. Contact Sharon Kais at skais@njsop.org for more information.

PARTNERSHIP APPLICATION

SIGN ME UP! I AM INTERESTED IN SUPPORTING THE PROFESSION OF OPTOMETRY THROUGH A PARTNERSHIP WITH THE NJSOP.

COMPANY NAME AS IT SHOULD APPEAR WHEN PRINTED: _____

PARTNERSHIP CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

MOBILE PHONE: _____

EMAIL: _____

WEBSITE: _____

☐ I have read the **IMPORTANT** information on page 7 and agree to the terms of partnership with the NJSOP. I acknowledge that no acknowledgement of my company as a partner will be made until payment is made in full.

PLEASE CHECK YOUR DESIRED PARTNERSHIP LEVEL:

- _____ DIAMOND PARTNER (\$15,000)
- _____ GOLD PARTNER (\$10,000)
- _____ SILVER PARTNER (\$5,000)
- _____ BRONZE PARTNER (\$3,000)

TOTAL AMOUNT ENCLOSED:
\$ _____

SIGN: _____ DATE: _____

REMINDER: Completed form and payment must be received by March 1, 2023. Partner applications will not be accepted after 3/1/23.

PLEASE MAKE CHECKS PAYABLE TO THE NJSOP
AND RETURN TO:
NJSOP
4 AAA DRIVE, SUITE 204
HAMILTON, NEW JERSEY 08691

PLEASE CONTACT THE NJSOP IF YOU HAVE
QUESTIONS OR NEED ADDITIONAL
INFORMATION - (609) 323.4012

