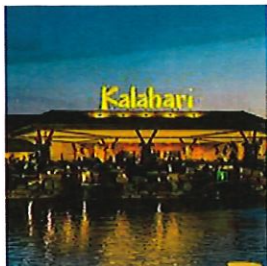


# NJSOP Event Sponsorship

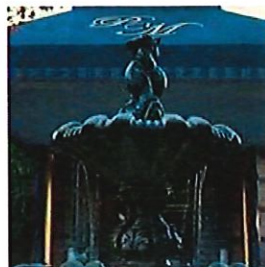


**2023**

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):



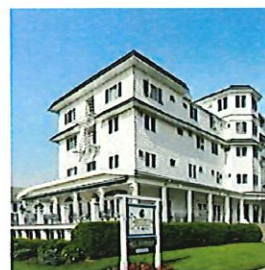
**Snow School** takes place in January at Kalahari Resort in Mount Pocono, PA. This family-friendly event allows OD attendees to earn six hours of continuing education before joining their family in the waterpark or one of the many other indoor attractions at Kalahari. Average attendance for Snow School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



**Managed Care Seminar** is a popular year-end event focused on providing 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. This year it will be held in Edison, NJ.



**Virtual Spring CE** is a virtual event hosted annually by the NJSOP in March. In 2023, Spring CE saw record attendance numbers of over 220.



**The Breakers for Summer CE** takes place in July and draws between 100-125 OD attendees. This event is hosted annually and is limited to eight exhibitors.

## In-Person, Per-Event Packages

### Crystal Clear Package - \$2,750

#### 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, Per-Event Packages

### Bright Eyes Package - \$1,950

#### 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 it's 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.

## Mail In Package Form

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

Company Name: \_\_\_\_\_

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

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

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

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

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

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

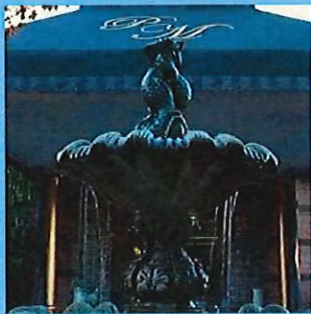
Representative 1 Email: \_\_\_\_\_

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

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

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

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



### Managed Care Seminar

December 13th,  
2023

Last Event of  
2023!



We look forward to  
seeing you there!

Select a plan:

- ☐ Crystal Clear Vision Package - \$2,750
- ☐ Bright Eyes Package - \$1,950
- ☐ Eye Care Package - \$950

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

Online registration is available. If you use a check, mail to: NJSOP, 4 AAA Drive, Suite 204, Hamilton, NJ 08691

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

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

For payment or registration questions, contact Edna McKinney at x114

For sponsorship benefit questions, contact Keira Boertzel-Smith at x116

For event-specific questions, contact Sharon Kais at x117