

2022 COA SPONSORSHIP BENEFITS PACKET

2022 SPONSORSHIP BENEFITS

Thank you for considering a Colorado Optometric Association sponsorship for 2022.

Sponsors are an integral part of our organization, and we strive to provide a fair system that is mutually beneficial to both our sponsors and our members. Please review the accompanying 2022 COA Sponsorship Flyer for an overview of this year's sponsorship plans along with the 2022 COA Sponsorship Benefits Packet below which includes more details about each component (including due dates, ad dimensions, and other specifics).

If you have questions or would like to inquire about a custom sponsorship plan, please contact our Membership & Communications Manager, Kelli Catlin, at kcatlin@visioncare.org.

To claim your 2022 COA Sponsorship, please complete the 2022 COA Sponsorship Request form [found here](#).

Completed forms can be scanned and emailed to coa@visioncare.org or mailed to:

*Colorado Optometric Association
Attn: Kelli Catlin
730 17th Street, Suite 350
Denver, CO 80202*

2022

2022 SPONSORSHIP BENEFITS

MEMBERSHIP MARKETING

	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Allied Sponsor \$500
VIEWPOINTS MONTHLY NEWSLETTER					
Subscription to print and online version of <i>Viewpoints / eViewpoints</i>	✓	✓	✓	✓	✓
Full-color ads (1 full-page ad can be exchanged for 2 half-page ads, each sponsor only allowed 1 ad per issue)	✓ 10 full-page	✓ 8 full-page	✓ 4 full-page	✓ 2 full-page	
Feature full-page articles	✓ 2	✓ 1			
COANGLE WEEKLY EMAIL NEWSLETTER					
Subscription to COAngle for 2022	✓	✓	✓	✓	✓
Company logos listed in each COAngle blast	✓	✓	✓	✓	
Article snippets (approx. 100-150 words)	✓ 8	✓ 4	✓ 2	✓ 1	
COA MEMBER DIRECTORY					
Copy of COA's 2021 Member Directory	✓	✓	✓	✓	✓
Company listing in COA's 2022 Member Directory (if sponsorship paid by December 2021)	✓	✓	✓	✓	✓
Ad in COA's 2022 Member Directory (if sponsorship paid by December 2021)	✓	✓	✓	✓	
Premium color ad in COA's 2022 Member Directory (if sponsorship paid by December 2021)	✓	✓			
CONTENT MARKETING, SOCIAL MEDIA, AND WEBSITE					
Company logo displayed on colorado.aoa.org with link to company's website	✓	✓	✓	✓	
Ability to provide content to be posted on COA's member resources website page	✓	✓	✓	✓	
Ability to promote upcoming events on COA's events website page	✓	✓	✓	✓	
Opportunities to share content to COA's Facebook page	✓ 8	✓ 4	✓ 2	✓ 1	
e-Blast opportunities to COA members	✓ 8	✓ 4			

EVENT MARKETING

Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Allied Sponsor \$500
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COLORADO VISION SUMMIT (CVS) ANNUAL CONFERENCE

Company logo on sponsor signs at CVS	✓	✓	✓	✓	
Company recognition at COA's annual awards ceremony, Celebrating Colorado Optometrists (CCO)	✓	✓	✓	✓	
Company recognition at COA's Annual Business Meeting	✓	✓	✓	✓	
Sponsorship level sign at exhibit hall booth (<i>if exhibiting</i>)	✓	✓	✓	✓	
10% off exhibit hall booth price (<i>if CVS exhibit booth paid by March 2022</i>)	✓	✓	✓	✓	
CVS attendee mailing list (<i>includes names, mailing addresses</i>)	✓	✓	✓		
Premium booth space (<i>if paid for CVS exhibit hall by March 2022</i>)	✓	✓			
Flyer in CVS registration packet (<i>sponsor provides</i>)	✓	✓			
Full-page color ad in registration brochure (<i>if received by Feb 15, 2022</i>)	✓	✓			
Name badge sponsorship recognition	✓	✓			
Coffee break with sponsor sign	✓				

ANNUAL GOLF TOURNAMENT

Standard Hole Sponsorship	✓	✓	✓		
Tournament entries (<i>4 players per team</i>)	✓ 4 players	✓ 2 players	✓ 1 player		
"Hole in One" Premium Sponsorship	✓				

EDUCATION

Educational webinars hosted by sponsor	✓ 4	✓ 1			
50% discount for submission to COA's CE Committee for continuing education programs	✓ 5	✓ 4	✓ 3	✓ 2	✓ 1

MEMBERSHIP MARKETING

VIEWPOINTS MONTHLY NEWSLETTER

Viewpoints/eViewpoints is COA's 16-24-page monthly print and online newsletter that goes out ten times per year (see schedule below). Received by over 650 Colorado optometrists, COA's eViewpoints consistently maintains an over 50% email open rate and over 45% click/read rate.

- ✓ **Subscription to print and online version of *Viewpoints/eViewpoints***
- ✓ **Full-color ads.** Full-page ads or half-page ads must follow the ad dimensions listed below; one full-page ad can be exchanged for two half-page ads, but each sponsor is allowed no more than one ad per issue
 - *Additional Viewpoints ads can be purchased throughout the year for Silver, Bronze, and Allied plans at the standard rates listed below*
- ✓ **Feature articles.** Full-page feature articles or half-page articles written by sponsor must be informative/valuable rather than promotional and must not include pricing for goods/services; can include a link to more information

VIEWPOINTS 2022 SCHEDULE

Issue	Publication Date (approx.)	Sponsor Ads Due <i>Submit to kcatlin@visioncare.org by EOB</i>
1 January/February	February 1, 2022	1/15/22
2 March	March 1, 2022	2/15/22
3 April	April 1, 2022	3/15/22
4 May	May 2, 2022	4/15/22
5 June	June 1, 2022	5/15/22
6 July/August	July 1, 2022	6/15/22
7 September	September 1, 2022	8/15/22
8 October	October 3, 2022	9/16/22
9 November	November 1, 2022	10/15/22
10 December	December 2, 2022	11/15/22

VIEWPOINTS AD DIMENSIONS

Size	Dimensions	Standard Rate
Full-page	8" w x 10.5" h	\$750 <i>(10 incl. in Platinum plan, 8 in Gold, 4 in Silver, 2 in Bronze)</i>
Half-page horizontal	7.5" w x 4.75" h	\$475
Half-page one-column vertical	3.75" w x 9.75" h	\$475
Quarter-column	3.75" w x 4.75" h	\$375
1" Full-column	2.4" w x 9.75" h	\$425
1" Half-column	2.4" w x 4.75" h	\$325
Business Card	3.5" w x 1" h	\$250

COANGLE WEEKLY EMAIL NEWSLETTER

COAngle is COA's weekly email newsletter. Typically sent Tuesdays around 11:30am, the COAngle contains relevant and timely information for COA members and maintains a consistent open rate of over 50%.

Submission of CE or snippet must be received by 1 pm Mountain Time on Monday to be included in the next day's email. All submissions subject to approval by COA.

- ✓ **Subscription to COAngle for 2022**
- ✓ **Article snippets** are defined as content provided by sponsor; content must be informative and/or valuable rather than promotional and must not include pricing for goods/services; snippets can include a headline, a paragraph of text (approx. 100-150 words), a featured image and a link to more information

COA MEMBER DIRECTORY

Every year, COA publishes a spiral-bound Directory that lists all our members along with the information they've allowed us to include (e.g., business address, phone number, email). COA's Directory is a popular resource used by members throughout the year. **Note:** COA is considering an online directory for 2022. If this occurs, these benefits will be converted to digital ads to the extent possible.

- ✓ **Copy of COA's 2022 Member Directory** (or electronic access)
- ✓ **Company listing in COA's 2022 Member Directory** with sponsorship recognition (if sponsorship paid by December 2021)
- ✓ **Ad in COA's 2022 Member Directory** (black & white); available slots and dimensions listed below (if sponsorship paid by December 2021)
- ✓ **Premium Color Ad in COA's 2022 Member Directory** (full-color); available slots and dimensions listed below (if sponsorship paid by December 2021)

DIRECTORY AD OPTIONS

Location	Color	Availability	Dimensions
Inside Front Cover (premium)	Full-color	1 (interior)	4.5" w x 7.75" h
Back Cover (premium)	Full-color	2 (interior and exterior)	4.5" w x 7.75" h
Reference Tab	Black & white	2 (front and back)	4.5" w x 7.75" h
COA Info Tab	Black & white	2 (front and back)	4.5" w x 7.75" h
Optometrists A-L Tab	Black & white	2 (front and back)	4.5" w x 7.75" h
Optometrists M-Z Tab	Black & white	2 (front and back)	4.5" w x 7.75" h
Optometrists Zip Tab	Black & white	2 (front and back)	4.5" w x 7.75" h

Associates Tab	Black & white	2 <i>(front and back)</i>	4.5" w x 7.75" h
Sponsors Tab	Black & white	2 <i>(front and back)</i>	4.5" w x 7.75" h

CONTENT MARKETING, SOCIAL MEDIA, AND WEBSITE

COA strives to help members maintain success and grow their careers by providing high-quality, relevant educational content. All content approved by COA and may be limited.

- ✓ **Company logo displayed on colorado.aoa.org with link to company's website**
- ✓ **Ability to provide content to be posted on COA's member resources website page.** Content such as eBooks, articles, and presentations to be posted on COA's Member Resources website page must be informative and/or valuable rather than promotional and must not include pricing for goods/services
- ✓ **Ability to promote upcoming events on COA's events website page**
- ✓ **Opportunities to share content to COA's Facebook page.** Content to be provided by sponsor and can be claimed throughout the year; COA shares content on sponsor's behalf
- ✓ **e-Blast opportunities to COA members.** e-Blasts to COA members are sent by COA on sponsor's behalf; content must be informative/valuable rather than promotional and must not include pricing for goods/service
- ✓ **Educational webinars hosted by sponsor with COA to promote**

EVENT MARKETING

COLORADO VISION SUMMIT (CVS) ANNUAL CONFERENCE

Colorado Vision Summit is COA's annual continuing education program for optometrists, paraoptometrics, and vision therapists. This year's CVS will be held July 21-24, 2022 in Snowmass, CO.

- ✓ **Company logo on sponsor signs at CVS**
- ✓ **Company recognition at COA's annual awards ceremony, Celebrating Colorado Optometrists (CCO),** to be held during CVS
- ✓ **Company recognition at COA's Annual Business Meeting** to be held during CVS
- ✓ **Sponsorship level sign at exhibit hall booth** to be provided by COA *(if exhibiting)*
- ✓ **10% off exhibit hall booth price** *(if CVS exhibit booth paid by March 2022)*
- ✓ **CVS attendee mailing list** *(includes names, mailing addresses)*
- ✓ **Premium booth space** with location in high-traffic area of exhibit hall *(if paid for CVS exhibit hall by March 2022)*
- ✓ **Flyer in CVS registration packet** to be provided to all attendees. (Sponsor provides materials to location by date specified)
- ✓ **Full-page color ad in registration brochure** *(if submitted by February 15, 2022)*
- ✓ **Name badge sponsorship recognition** allows sponsor to have logo printed on all attendee name badges
- ✓ **Coffee break with sponsor sign** – only included in Platinum plan

EXHIBITOR DETAILS

Booths: Each booth is 8 ft. x 8 ft. with a total of 77 booths available in the exhibit hall and a limit of four (4) booths per exhibitor. Each booth includes (subject to change):

- | | |
|---|--|
| <input type="checkbox"/> One 6' professionally draped table | <input type="checkbox"/> Back and side draping |
| <input type="checkbox"/> One wastebasket | <input type="checkbox"/> One company identification sign |
| | <input type="checkbox"/> Two chairs |

Hours: Due to continued positive feedback, exhibit hall hours will be condensed into one extended session on July 23, 2022, from 11:45am to 3:15pm (subject to change), where exhibitors will have the opportunity to network and promote their products uninterrupted/without other coinciding conference events.

IMPORTANT CVS REGISTRATION DATES

(watch announcements for specific dates)

Online Registration Opens	January 2022
Early Application Deadline	March 2022
Booth Priority Deadline	April 2022
Booth Assignments	June 2022

ANNUAL GOLF TOURNAMENT

COA's Annual Golf Tournament is held in July or August and is attended by an average of 60 players.

- ✓ **Standard Hole Sponsorship** includes: sponsor signage at hole, ability to greet players at the tee box, and acknowledgement in COA's monthly newsletter, *Viewpoints*
- ✓ **Tournament entries** allow sponsors to join doctors on the course and are valued at \$165-185 per player (4 players per team)
- ✓ **Hole in One Premium Sponsorship** – only included in Platinum plan

GOLF TOURNAMENT SPONSORSHIP LEVELS

Hole in One Sponsorship \$1,000 (incl. in Platinum plan)

- ✓ Sponsor name and logo on event information
- ✓ Sponsor signage with name and logo at the \$10,000 prize hole
- ✓ Must provide witness at prize hole – great networking opportunity
- ✓ Company logo on tote bag presented to each attendee
- ✓ Recognition at Awards Luncheon/Dinner
- ✓ Acknowledgement in *Viewpoints*

Awards Lunch/Dinner at the 19th Hole \$1000

- ✓ Sponsor recognition and signage at Awards Lunch/Dinner
- ✓ Requires sponsors to select, purchase, and present prize to overall winners at Awards Lunch/Dinner (\$50 min for 4 players)
- ✓ Acknowledgement in *Viewpoints*

Drink Cart Sponsorship \$2500

- ✓ Sponsor signage on Drink Cart with name & logo
- ✓ Travel the course with the Drink Cart
- ✓ Mix and mingle with players
- ✓ Sponsor logo on golf balls for players
- ✓ Acknowledgement in *Viewpoints*

Tee-Off Breakfast or Lunch \$750

- ✓ Welcome players at registration table
- ✓ Sponsor signage with name and logo at breakfast/lunch table
- ✓ Acknowledgement in *Viewpoints*

Putting Contest \$500

- ✓ Sponsor signage with name and logo at Putting Contest hole
- ✓ Requires sponsors to select, purchase, and present Putting

Contest prize at Awards Luncheon (\$50 min)

- ✓ Acknowledgement in *Viewpoints*

Longest Drive \$500

- ✓ Sponsor signage with name and logo at Longest Drive hole(s)
- ✓ Greet players at the Longest Drive hole
- ✓ Requires sponsors to select, purchase, and present Longest Drive prize at the Awards Luncheon (\$50 min)
- ✓ Acknowledgement in *Viewpoints*

Closest to the Pin \$500

- ✓ Sponsor signage with name and logo at Closest to the Pin hole(s)
- ✓ Greet players at the Closest to the Pin hole
- ✓ Requires sponsors to select, purchase, and present Closest to the Pin prize at the Awards Lunch (\$50 min)
- ✓ Acknowledgement in *Viewpoints*

Chipping Contest \$500

- ✓ Sponsor signage with name & logo at Chipping Contest hole(s)
- ✓ Greet players at the Chipping Contest hole
- ✓ Select, purchase, & present Chipping Contest prize at the Awards Celebration (\$50 min)
- ✓ Acknowledgement in *Viewpoints*

Straightest Drive \$500

- ✓ Sponsor signage with name & logo at Straightest Drive hole(s)
- ✓ Greet players at the Straightest Drive hole
- ✓ Select, purchase, & present Straightest Drive prize at the Awards Celebration (\$50 min)
- ✓ Acknowledgement in *Viewpoints*

Standard Hole Sponsorship \$400 (incl. in Gold & Silver plans)

- ✓ Sponsor signage with name and logo at hole
- ✓ Greet players at tee box
- ✓ Acknowledgement in *Viewpoints*

