

# 2022

## 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.

THE 2022 PARTNERSHIP PROGRAM REFLECTS THOSE OBJECTIVES AND AIMS AT HELPING 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

# THE BENEFITS OF PARTNERSHIP

**EXHIBIT SPACE AT 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. ADDITIONAL SPONSORSHIP OPPORTUNITIES, SUCH AS LUNCH AND BREAKFAST SPONSORSHIPS, ARE AVAILABLE. CONTACT SHARON KAIS FOR MORE INFORMATION AT SKAIS@NJSOP.ORG.

**ADVANCE EVENT ATTENDEE LISTS:** AN EXCEL FILE OF REGISTERED ATTENDEES WILL BE EMAILED TO ELIGIBLE PARTNERS TWO WEEKS PRIOR TO THE EVENT.

**ADVERTISING IN EYE ON NEW JERSEY:** EYE ON NEW JERSEY IS THE NJSOP'S QUARTERLY MAGAZINE SENT DIRECTLY TO MEMBER'S INBOXES 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 HERE BY CONTACTING KELMAN & ASSOCIATES AT ASHLEY@KELMAN.CA.

**NJSOP.ORG AD SPACE:** ADVERTISING ON THE NJSOP WEBSITE IS ONE OF THE NEWEST BENEFITS FOR DIAMOND AND GOLD LEVEL PARTNERS. YOUR WEB AD CAN BE PLACED STRATEGICALLY ON OUR SITE FOR UP TO 3 MONTHS.

**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.

**67%** OF NJSOP MEMBERS POLLED\* SAID THEY ARE INTERESTED IN HEARING PRESENTATIONS ON PRODUCT INNOVATIONS AND INCENTIVES FROM INDUSTRY.

\*SURVEY OF NJSOP MEMBERS TAKEN IN JUNE 2020



# DIAMOND LEVEL \$15,000

- PROMINENT EXHIBIT SPACE AT 4 NJSOP EVENTS: SPRING CE, SUMMER CE, THERAPY BY THE SEA, AND THE MANAGED CARE SEMINAR
- ADVANCE ATTENDEE LIST FOR 4 NJSOP EVENTS
- ONE MEETING WITH THE NJSOP BOARD OF DIRECTORS
- 1 FULL PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 FULL PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- OPPORTUNITY TO ADVERTISE ON NJSOP.ORG FOR A DURATION OF 12 MONTHS
- 5 E-BLASTS TO NJSOP MEMBERS
- 2 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE AND IN ALL LOCAL SOCIETY REPORTS (LOCAL SOCIETY PRESIDENTS WILL RECOGNIZE PARTNERS AT EACH MEETING)
- RECOGNITION ON NJSOP MEMBER EMAILS AND ON DEDICATED 2022 PARTNER ANNOUNCEMENT TO MEMBERS.

# SILVER LEVEL \$5,000

- PROMINENT EXHIBIT SPACE AT 2 NJSOP EVENTS: SPRING CE AND THERAPY BY THE SEA
- ADVANCE ATTENDEE LIST FOR 2 NJSOP EVENTS
- 1 HALF PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 HALF PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- 1 E-BLAST TO NJSOP MEMBERS
- 1 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE AND IN ALL LOCAL SOCIETY REPORTS (LOCAL SOCIETY PRESIDENTS WILL RECOGNIZE PARTNERS AT EACH MEETING)
- RECOGNITION ON NJSOP MEMBER EMAILS AND ON DEDICATED 2022 PARTNER ANNOUNCEMENT TO MEMBERS.

# GOLD LEVEL \$10,000

- PROMINENT EXHIBIT SPACE AT 3 NJSOP EVENTS: SPRING CE, THERAPY BY THE SEA, AND THE MANAGED CARE SEMINAR
- ADVANCE ATTENDEE LIST FOR 3 NJSOP EVENTS
- ONE MEETING WITH THE NJSOP BOARD OF DIRECTORS
- 1 HALF PAGE AD IN EYE ON NEW JERSEY, THE NJSOP'S QUARTERLY DIGITAL MAGAZINE
- 1 HALF PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- OPPORTUNITY TO ADVERTISE ON NJSOP.ORG FOR A DURATION OF 3 MONTHS
- 3 E-BLASTS TO NJSOP MEMBERS
- 2 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE AND IN ALL LOCAL SOCIETY REPORTS (LOCAL SOCIETY PRESIDENTS WILL RECOGNIZE PARTNERS AT EACH MEETING)
- RECOGNITION ON NJSOP MEMBER EMAILS AND ON DEDICATED 2022 PARTNER ANNOUNCEMENT TO MEMBERS.

# BRONZE LEVEL \$3,000

- PROMINENT EXHIBIT SPACE AT 1 NJSOP EVENT: THERAPY BY THE SEA
- 1 QUARTER PAGE AD IN THE NJSOP QUARTERLY E-NEWSLETTER
- 1 E-BLAST TO NJSOP MEMBERS
- 1 SPONSORED POSTS TO NJSOP SOCIAL MEDIA - FACEBOOK, INSTAGRAM OR TWITTER
- WEB LINK AND LOGO ON NJSOP.ORG'S PARTNER PAGE
- RECOGNITION ON EVENT SIGNAGE AND IN ALL LOCAL SOCIETY REPORTS (LOCAL SOCIETY PRESIDENTS WILL RECOGNIZE PARTNERS AT EACH MEETING)
- RECOGNITION ON NJSOP MEMBER EMAILS AND ON DEDICATED 2022 PARTNER ANNOUNCEMENT TO MEMBERS.

**QUESTIONS?  
CONTACT US:**



**GEORGE VELIKY, OD**  
CHAIR, INDUSTRY RELATIONS  
GEORGE-V@OMNIEYESERVICES.COM



**KEIRA BOERTZEL-SMITH**  
EXECUTIVE DIRECTOR  
KBOERTZEL-SMITH@NJSOP.ORG



**SHARON KAIS**  
ASSOC. EXECUTIVE DIRECTOR  
SKAIS@NJSOP.ORG



**KATIE COTTON**  
DIR. OF COMMUNICATIONS  
KCOTTON@NJSOP.ORG



**EDNA MCKINNEY**  
ADMINISTRATIVE ASSISTANT  
EMCKINNEY@NJSOP.ORG

# PARTNERSHIP REGISTRATION

**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: \_\_\_\_\_

PHONE: \_\_\_\_\_

MOBILE PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

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:**

\$ \_\_\_\_\_

TO PAY BY CREDIT CARD, CONTACT  
EDNA MCKINNEY  
AT (609) 323-4012.

PLEASE MAKE CHECKS PAYABLE TO THE NJSOP.

RETURN COMPLETED FORM TO:  
NJSOP  
4 AAA DRIVE, SUITE 204  
HAMILTON, NEW JERSEY 08691

PLEASE CONTACT THE NJSOP IF YOU HAVE  
QUESTIONS OR NEED ADDITIONAL  
INFORMATION:

PH: (609) 323.4012

FAX: (609) 323.4014

WWW.NJSOP.ORG