

*INTERESTED IN BECOMING AN ANNUAL SPONSOR WITH THE WVAOP?*



**West Virginia**

Association of Optometric Physicians

**2023**  
**ANNUAL SPONSOR KIT**



[WESTVIRGINIA.AOA.ORG](http://WESTVIRGINIA.AOA.ORG)

# WVAOP ANNUAL SPONSORS LEVELS FOR 2023

	<b>BRONZE</b> \$2,000	<b>SILVER</b> \$2,750	<b>GOLD</b> \$3,500	<b>VISIONARY</b> \$6,000
Receive contact list of Sponsorship Committee and WVAOP Executive Board.	✓	✓	✓	◆
Advanced copy of Conference Attendee Lists.	✓	✓	✓	◆
Email blasts to Membership.	✓ (1)	✓ (2)	✓ (3)	◆ (4)
Color Ad in WVAOP Newslines.	✓ 1/4 Page	✓ 1/4 Page	✓ 1/2 Page	◆ Full Page
Public recognition at all events.	✓	✓	✓	◆
Recognition on WVAOP website recognizing support level.	✓	✓	✓	◆
Recognition as Sponsor on footer of all WVAOP web pages.	✓	✓	✓	◆
Signage recognition at WVAOP meetings that include: Mid-Year Meeting and Annual Congress.	✓	✓	✓	◆
Annual Report recognition.	✓	✓	✓	◆
Digital and Print Advertising Discount.		✓ 5%	✓ 10%	◆ 15%
WVAOP Sponsor Recognition Advertising (Ad created by company and approved by WVAOP).		✓ 1/4 Page	✓ 1/2 Page	◆ Full Page

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Stuffer in Conference Registration Packet.			✓ (1)	◆ (2)
Recognition in General Session at Annual Congress.			✓ 5 mins.	◆ 10 mins.
Selection of Exhibit Booth Space (After Visionary has chosen their space).			✓	◆ (2)
Elite Selection of Exhibit Booth Space.				◆ (1)

*The WVAOP Annual Sponsors runs on a January 1 - December 31 calendar year and shall be renewed on an annual basis. To participate at any level, your company must make payment in full before your company is eligible to sponsor in the WVAOP's Annual Sponsor. All companies will be reviewed and approved by the WVAOP Sponsorship Committee before being accepted. Payment may be remitted to the WVAOP at 18 California Avenue, Charleston, WV 25311. To sign up as an Annual Sponsor, please call the WVAOP office at 304.720.8262 or email [office@wvcsi.com](mailto:office@wvcsi.com).*

## **INTERESTED IN BECOMING AN ANNUAL SPONSOR WITH THE WVAOP?**

The WVAOP Annual Sponsor program was created to enhance the relationship between West Virginia Optometrists and companies that are supporters of the profession of Optometry.

### **MAXIMIZE YOUR MARKETING!**

In these highly competitive times when companies are cutting back on marketing budgets and sales forces, how do you maximize your company's dollars? What is the best means to reach your target customers and maintain strong relationships? How can you achieve consistent communication most effectively and efficiently? The answer is the WVAOP's Annual Sponsor program!

### **UNIQUE OPPORTUNITIES!**

Annual Sponsors provides your company with opportunities that are not available otherwise to interact face to face with West Virginia Optometrists. How much would it be worth to you to have the chance to talk about your company or products face to face with small groups of 20-50 Optometrists? How valuable would it be to have up to the minute demographic information on West Virginia Optometrists, including email addresses? How beneficial would it be to your company to be able to attend the Mid-Year Meetings and Annual Congress Meetings and participate in all events with Optometrists? These are just a few examples of the unique opportunities that only Annual Sponsors experience each year.

### **COMPANY EXPOSURE!**

In addition to personal interaction opportunities, Annual Sponsors get constant name exposure before West Virginia Optometrists. They are highlighted in all written publications, meeting programs, registration meeting brochures and on the front page of our website, [www.westvirginia.aoa.org](http://www.westvirginia.aoa.org). Promotional pieces are included in the WVAOP Newline and other documents that WVAOP members receive. At every meeting, WVAOP leaders consistently urge members to support these companies who support the WVAOP and their profession.

### **QUESTIONS/CONTACT:**

WVAOP  
18 California Avenue  
Charleston, WV 25311  
PH: 304.720.8262



## ALL ANNUAL SPONSOR LEVELS RECEIVE THE FOLLOWING:

- Company recognition at all WVAOP meetings.
- Special "Sponsor" Name Badge recognition at all WVAOP meetings.
- Subscription to the WVAOP Newslite.
- Email notifications on WVAOP Member's personal information (relocation, death, etc.)
- (1) Copy of WVAOP Annual Membership Directory.

## WVAOP ANNUAL SPONSORS REGISTRATION FORM

### Company Information:

Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_  
Name of Sales Rep(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Yes! We want to sponsor with the WVAOP at the following level:

- Visionary Annual Sponsor for \$6,000 Annually  
 Gold Annual Sponsor for \$3,500 Annually  
 Silver Annual Sponsor for \$2,750 Annually  
 Bronze Annual Sponsor for \$2,000 Annually

### Payment Method:

- Check (Made payable to the WVAOP)  
 Credit Card (Note: If paying with credit card, an additional 3% fee will be charged.)  
 Visa  MasterCard  Discover  American Express  
Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CV Code (on back): \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
Signature of Cardholder: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_/\_\_/\_\_

**PLEASE RETURN THIS FORM TO:** WVAOP  
18 California Avenue  
Charleston, WV 25311

