

2019 **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 (<i>one full-page ad can be exchanged for two half-page ads, but each sponsor is allowed no more than one ad per issue</i>)	✓ ¹⁰ full-page	✓ ⁸ full-page	✓ ⁴ full-page	✓ ² full-page	
Feature articles	✓ ² full-page	✓ ¹ full-page			

COANGLE WEEKLY EMAIL NEWSLETTER

Subscription to COAngle for 2019	✓	✓	✓	✓	✓
Article snippets (<i>approx. 100-150 words</i>)	✓ ¹⁰	✓ ⁵	✓ ³	✓ ¹	

COA MEMBER DIRECTORY

Hard copy of COA's 2019 Member Directory	✓	✓	✓	✓	✓
Company listing in COA's 2019 Member Directory (<i>if sponsorship paid by December 2018</i>)	✓	✓	✓	✓	✓
Ad in COA's 2019 Member Directory (<i>if sponsorship paid by December 2018</i>)	✓	✓	✓	✓	
Premium color ad in COA's 2019 Member Directory (<i>if sponsorship paid by December 2018</i>)	✓	✓			

CONTENT MARKETING, SOCIAL MEDIA, AND WEBSITE

Company logo displayed on <i>colorado.aoa.org</i> 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			
Educational webinars hosted by sponsor	✓ ⁴	✓ ¹			

EVENT
MARKETING

Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Allied Sponsor \$500
------------------------------	--------------------------	---------------------------	---------------------------	-------------------------

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	✓	✓	✓	✓	
Custom sponsorship sign at exhibit hall booth	✓	✓	✓	✓	
10% off exhibit hall booth price <i>(if paid for CVS exhibit hall by March 2019)</i>	✓	✓	✓	✓	
CVS attendee mailing list <i>(includes names, mailing addresses)</i>	✓	✓	✓		
Premium booth space <i>(if paid for CVS exhibit hall by March 2019)</i>	✓	✓			
Flyer in CVS registration packet	✓	✓			
Full-page color ad in registration brochure	✓	✓			
Name badge sponsorship recognition	✓	✓			
Coffee break with sponsor sign <i>(if paid for CVS exhibit hall by March 2019)</i>	✓				
Logo on CVS email blasts	✓				

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	✓				



ADD-ONS (LIMITED AVAILABILITY) \$5,000

HEALTHY EYES, HEALTHY LIVES (HEHL) CAMPAIGN

- ✓ Company logo printed on the base of the traveling sculpture
- ✓ Recognition at CVS 2019 where the HEHL eyeball will be displayed July 12-14, 2019 at the Denver Marriott Tech Center
- ✓ Ability to host sculpture at place of choice (to be approved by COA) for one week in Summer 2019
- ✓ Company logo with link to company website on healthyeyeshealthylives.com