



# THE **GOA PARTNERSHIP** PROGRAM

The Georgia Optometric Association's (GOA) Partnership Program was created after recognizing that industry support has helped strengthen both the Association and profession of optometry as a whole. We recognize that places for businesses to invest their marketing dollars are often limited, and we understand that it is more crucial than ever to be able to reach target audiences quickly and in the most cost-effective way. Using the GOA as a vehicle to directly market to its membership will allow companies to reach more than 70 percent of optometrists practicing in Georgia. It gives businesses the ability to discuss their products, market their services and increase their sales at a relatively low cost. The GOA is committed to ensuring our partners continue to reach our membership in creative ways as we navigate the challenges presented by the pandemic.

## **EXPOSE** YOUR PRODUCT

The Georgia Optometric Association (GOA) Partnership Program will become an invaluable component of your marketing strategy. You will gain unparalleled access to our membership to showcase your product and its value.

## **ENDORSE** ITS BENEFITS

As a GOA partner, you will receive maximal opportunity to market your product to our 700+ members. Partners will be allowed to establish preferred exhibit space at conferences, advertise in our newsletter, weekly e-blasts to members, our printed membership directory and other forms of communication, speak at various conferences and meetings, in addition to other unmatched opportunities.

## **ESCALATE** GROWTH

The GOA Partnership Program will produce increased sales for your company at a relatively low cost. There are four different partnership levels to represent each company's specific needs.

[www.goaeyes.com](http://www.goaeyes.com)

**PRESERVE, PROMOTE & ADVANCE GEORGIA OPTOMETRY**

### **CURRENT PARTNERS:**

*The Georgia Optometric Association would like to thank our 2021 Partners*

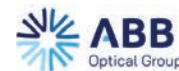
#### **DOUBLE DIAMOND LEVEL PARTNER**



#### **DIAMOND PARTNERS**



#### **GOLD PARTNERS**



#### **SILVER PARTNERS**



# EXCLUSIVE PARTNERSHIP BENEFITS

<b>EXPOSE YOUR COMPANY... ENDORSE ITS PRODUCTS/SERVICES ... ESCALATE ITS GROWTH ...</b>	<b>SILVER LEVEL</b> {\$8,500}	<b>GOLD LEVEL</b> {\$15,000}	<b>DIAMOND LEVEL</b> {\$20,000}
Weblink to partner website on <a href="http://www.goaeyes.com">www.goaeyes.com</a> and GOA's Weekly E-Newsletter	✓	✓	✓
Company mention in the GOA's printed newsletter 6x per year	✓	✓	✓
Social Media Promotion	✓	✓	✓
Single booth exhibit space with prominent placement at GOA's Annual Summer and Fall Conferences	✓	✓	✓
Recognized on GOA Annual T-Shirt and Fall Conference Registration Bag	✓	✓	✓
Sponsorship of Registration Item at GOA Annual Summer Meeting or Fall Conference (Arranged and Coordinated by GOA Staff) <b>Valued up to \$500.00* **</b>	✓	n/a	n/a
Sponsorship of item or event at GOA Annual Summer Meeting or Fall Conference, i.e. AM or PM Break, Entertainers for Exhibitors Event, Money Drop Booth, etc. (Arranged and Coordinated by GOA Staff) <b>Valued up to \$1000.00* **</b>	n/a	✓	n/a
Corporate Stuffer in GOA Quarterly Dues Invoices	n/a	1	2
Free Advertising in GOA's Friday 5 @ 5:00.	1 month	2 months	3 months
Color Advertisement in GOA Newsletter	¼ page	½ page	full page
Free featured E-Blast to the GOA membership	1 E-Blast	2 E-Blasts	3 E-Blasts
Digital Advertising on the Annual Summer, Fall and Super CE Conference Websites**	✓	✓	✓
Free Banner Advertising on GOA Website	n/a	n/a	3 months
Free program advertisement on the GOA's website calendar of events (All events must be submitted to GOA on the 1st of each month)	n/a	n/a	✓
Branded item placed in GOA Annual Summer Meeting or Fall Conference and Attendee Welcome Bag given upon check-in at the hotel (Arranged and Coordinated by GOA Staff) <b>Valued up to \$2500.00* **</b>	n/a	n/a	✓
Option to provide 1 hour of COPE Approved CE at GOA Super CE or GOA Summer Annual Meeting (1 Additional hour is guaranteed at the GOA Fall Education Conference) Option to substitute one live hour for a virtual hour of COPE Approved CE**	n/a	n/a	✓

**Ask us about our “buy-up, opportunities, if you would like to sponsor a specific item or event at one of our conferences that is not part of the listed benefits.**

\* Sponsorship of specific programming and items offered on a first-come, first-served basis.

\*\* We understand that our Pharmaceutical Partners are required to adhere to their compliance guidelines, therefore we can adjust on our benefits on a case-by-case basis.

# INTERESTED IN BECOMING A PARTNER?

# JOIN NOW!

## COMPANY INFORMATION

Company name: \_\_\_\_\_

Company contact name/title: \_\_\_\_\_

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

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

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Method of Payment: PAYABLE TO THE GEORGIA OPTOMETRIC ASSOCIATION {CHECK ONE}

Check       Visa       MasterCard       AmEx       Discover       Invoice

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name printed on Card: \_\_\_\_\_

We would like to support the profession of optometry through a partnership with the GOA at the following level:

**DIAMOND** {\$20,000}

**GOLD** {\$15,000}

**SILVER** {\$8,500}

Our company would like to discuss the possibility of becoming a GOA Partner.

### PLEASE SUBMIT THIS FORM TO:






Georgia Optometric Association  
Attention: Vanessa Grosso  
400 West Peachtree St. NW, Ste. 201  
Atlanta, GA 30308  
**PHONE:** 770.961.9866  
**FAX:** 770.961.9965  
[www.goaeyes.com](http://www.goaeyes.com)

### SPONSOR AGREES TO:

Remit payment for amount due within 30 days of receipt of invoice. Provide any and all requested materials by predetermined deadlines. Request approval before using the name Georgia Optometric Association or GOA in any materials. During the term of the partnership, the sponsor will agree to **not** host any Georgia Laws and Rules courses as they directly compete with GOA business.



For more information about the GOA partnership program, please contact GOA Executive Director Bryan Markowitz at 770.961.9866 x3 or [bryan@GOAeyes.com](mailto:bryan@GOAeyes.com) or Director of Meetings and Operations Manager Vanessa Grosso at 770.961.9866 x1 or [vanessa@GOAeyes.com](mailto:vanessa@GOAeyes.com).

-  -----| **FACEBOOK** | [GeorgiaOptometricAssociation](https://www.facebook.com/GeorgiaOptometricAssociation)
-  -----| **TWITTER** | @GOA\_eyes | @GOAeyesConnect
-  -----| **INSTAGRAM** | @GOAeyes | @GOAeyesConnect
-  -----| **LINKEDIN** | [www.linkedin.com/groups/4979668](https://www.linkedin.com/groups/4979668)
-  -----| **EMAIL** | [GOAeyes@aol.com](mailto:GOAeyes@aol.com)

[www.goaeyes.com](http://www.goaeyes.com)

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