Optical Women's Association | connect. inspire. lead.

# 2027 SPONSORSHIP LEVELS AND BENEFITS

| Sponsor Benefits | Palladium $20,000 | Platinum $10,000 | Gold $5,000 | Silver $3,000 | Friend $1,500 |
|---|---|---|---|---|---|
| Recognition at highest exclusive level in optical industry and profession with limited total number of **Palladium** sponsors being recognized. | ✓ | | | | |
| Most visible acknowledgement on OWA webpage with highlighted font size and grand size logo included to feature **Palladium** sponsors. | ✓ | | | | |
| Exclusively offered to **Palladium** sponsors only: opportunity to host one of our OWA Dialogue sessions as sole sponsor with speaker of choice & relevant content for OWA members. | ✓ | | | | |
| **Palladium & Platinum** sponsors will receive headline sponsor recognition for the *OWA Leadership Scholarships program* . The OWA Leadership Scholarships are awarded to deserving current female OWA member applicants in the optical industry. These scholarships are to be used for the professional and personal development of each recipient. | ✓ | ✓ | | | |
| Additional sponsorship recognition at a specified number of virtual events. | 3 | 2 | 1 | | |
| Feature Article (once a year) in OWA Connects blog focusing on a selected woman of leadership in the sponsor's company AND/OR Feature Article (once a year) placed on OWA webpage focusing on a selected topic or product of choice from the **Palladium & Platinum** sponsor's company. | ✓ | ✓ | | | |
| Offered to **Palladium, Platinum, & Gold** sponsors: Rotating Banner Ads on OWA webpages with Pallidum receiving priority placement with 50% exposure, Platinum receiving priority placement with 30% exposure and Gold receiving prominent 20% exposure of the 100% visibility. | ✓ | ✓ | ✓ | | |
| Unlimited OWA development programs throughout the year for members. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Electronic *'Proud Supporter Badge* ' for placement on sponsor's website with link to OWA website. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Electronic *Company Logo Badge* on OWA website with hyperlink and brief company description. | ✓ | ✓ | ✓ | ✓ | ✓ |
| **FREE memberships** for women within the Sponsor's company, valued at approximately $100 each. | 20 | 10 | 5 | 3 | 2 |
| Touchpoints on social media sites - i.e., cause related marketing, member spotlights, inspirational message. | 5 | 4 | 2 | 1 | |

**ALL OF OUR VALUED SPONSORS ALSO RECEIVE THESE GREAT BENEFITS:**

- ✓ Recognition at Vision Expo live events
- ✓ Free listings on the OWA Job Board!
- ✓ Recognition at proposed webinars annually
- ✓ Acknowledgement in the Welcome Letter emailed to new members
- ✓ Acknowledgement in the Annual Member Book Selection mailing to all members
- ✓ Acknowledgement in One-Minute Inspiration monthly emails
- ✓ Acknowledgement on all OWA website pages
- ✓ Acknowledgement in "Save the Date" event announcements, invitations, and reminder emails
- ✓ Acknowledgement in Member Renewal Notice emails and Board Member Calls for Nominations
- ✓ Included in the OWA advertisement in Vision Monday's Most Influential Women's Issue
- ✓ Included in Networking Event advertisements running in major trade publications before Vision Expo
- ✓ Listed on all event promotional posters
- ✓ Exclusive sponsorship-level name badge recognition ribbons for all company staff attending OWA events