

Dear Optical Industry Partner

For any business to survive, decisions must be made with the bottom line in mind. Research has shown that partnerships are **critical for the survival** of any business or association. You can be rest assured that aligning with Opticians Association of Virginia is a **mutually beneficial** relationship, giving your brand wider audience coverage while also contributing to important education and research. We exist because of your partnership and we will do **everything possible** to make sure all our partners get good returns on their investment.

For the remainder of 2017 through the end of 2018, your contribution of only \$750 offers various creative and **responsive ways** to increase your visibility to our members and Opticians across Virginia in the upcoming year, making it a win-win:

### Visibility Throughout the Year

- ✓ A listing of our partners is displayed on the **front page of our website**. A direct link from your logo on the main page connects Virginia Opticians to your information page that may include information about your company, how to contact local representatives and anything else you would like visitors to know.
- ✓ **Quarterly OAV newsletters** devote a separate page to listing our partners. They include a request to our membership to support you, the vendors who support us.
- ✓ **Your logo is displayed on all OAV electronic correspondence**, including e-mail blasts and social media where appropriate.

### Visibility at Spring and Fall Events

- ✓ Our partners have the opportunity **to display at the Spring Convention and Fall Symposium** at no charge and without time limit. A rectangular table will be provided for you in a visible place in the registration and break areas. Partners may display all day Saturday and Sunday mornings if desired, or just join us for lunch.
- ✓ Each partner will have the opportunity to be **personally introduced** to our audience at all meetings and give a **3-5-minute presentation** on their products or services.
- ✓ All continuing education courses, seminars and meal areas will **display a poster board** and/or tent cards noting our partners and encouraging our participants to **"Support our Partners who have helped make this day possible"**

- ✓ Virginia Licensed Opticians who are Partner representatives may **attend Continuing Education Classes** offered by the OAV free of charge.

## Keeping in Touch with Virginia Opticians

- ✓ All partners, upon request, are entitled to a copy of the **OAV membership list** for their office and it may be used by your sales personnel when making visits and calling upon accounts.
- ✓ Keep in touch with a **FREE advertisement** in our membership newsletter annually. The advertisement may be up to 1/4 of a page in size.
- ✓ Receive the opportunity to send one **e-mail blast to our membership** per year advertising your products and services.
- ✓ Partners may design and submit **one Facebook post per year**.

## Staying in Touch with the OAV

- ✓ All partners and their local representatives will become **Affiliate Members of OAV**, qualifying them to receive association newsletters and all other member correspondence.
- ✓ All partners have an **open invitation** to attend any of our regularly scheduled Board of Directors meetings.

Receive all these great ways to connect with Opticians throughout the year, a value of over \$1500, for a **small contribution** of only \$750! The purpose of the Opticians Association of Virginia is to advance the skillful practice of Opticianry for the safety and welfare of the people of Virginia, by representing, educating and serving all Opticians. Your contributions are essential to the continuation of this mission and support of Opticians throughout the commonwealth. Testimonies of our partners abound and we are hoping to do more this coming year, you can't regret it.

Please return the attached agreement form or join up on our website. I look forward to partnering with you in the upcoming year!

Sincerely,



Michelle Nelms  
Executive Director

**Our organization would like to partner with the Opticians Association of Virginia  
in 2017 and 2018 for only \$750.**

**Billing/Accounts Payable Information:**

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

**Local Sales Representative Information**  Same as above

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ WEBSITE (if different) \_\_\_\_\_

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

**Payment Method - \$7500**

**Check** – Made Payable to Opticians Association of Virginia **Online** – [www.vaopticians.org/register](http://www.vaopticians.org/register)

**Credit Card Information:**

Card Number \_\_\_\_\_ Exp: \_\_\_\_\_ CVV \_\_\_\_\_

Billing Zip \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

*Please remit payment by August 31, 2017 to be included in printed materials.  
E-mail high resolution or vector logo to [oav@vaopticians.org](mailto:oav@vaopticians.org) for use in marketing materials  
14 N 8<sup>th</sup> Street, Richmond, VA 2319 • ph: 866-734-9251 • f: 877-800-1103  
[oav@vaopticians.org](mailto:oav@vaopticians.org) • [www.vaopticians.org](http://www.vaopticians.org)*