



**Align with OWL and the mission of  
“Advancing Diversity in Leadership”  
as we celebrate our 20th Year!**



## **PARTNERSHIPS:**

A “Partnership” with OWL implies that your organization is committed to the OWL mission of Advancing Diversity in Leadership at the highest level. Partner with us to get the marketing visibility of sponsorship, as well as top-notch professional development and networking for your team members, customized to best fit your organization’s needs.

## **PARTNERING WITH OWL CAN INCLUDE:**

- Membership experience “virtually” for up to 200 employees
- Discounts on Professional Memberships for all employees
- Discounts on Champion Memberships for selected employees
- Offerings of web-based programming for associates
- Option to host a webinar or internet-based educational event for OWL members once per year
- Blog feature of company associate ■
- “Major Sponsor” recognition and marketing deliverables at OWL’s Signature Events
- First option of refusal on Premier sponsorship of OWL Signature Events
- Announcement in OWL’s social media channels
- Announcement in OWL’s e-newsletter
- Logo in Empower, OWL’s magazine ■
- VIP passes for up to 10 associates at OWL’s signature events at ASCRS and AAO
- Invitations to private “President’s Gathering” before OWL Signature Events to meet panelists and leaders



**Partnership fees range from \$30,000 - \$40,000 depending on membership size and other factors.**

Contact OWL Executive Director, Gaynor Fries at: [gfries@owlsite.org](mailto:gfries@owlsite.org) for a specific proposal.





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## PREMIER EVENT SPONSOR

In addition to the marketing deliverables below, you'll have the “title” sponsorship, much like the “Rose Bowl presented by Northwestern Mutual.” Premier sponsorship is available at OWL's largest events in the calendar.

### PREMIER SPONSOR\* OF OWL'S “SIGNATURE EVENTS” - \$25,000

- Logo with link included on the “Supporters” page of the OWL website
- Logo on the event registration page
- Announcement on social media
- Logo on all signage and “Sponsors” slides at OWL Event
- Sign at event recognizing your company specifically as the “title” sponsor
- Opportunity for table with promotional material
- Thank you from the podium during event
- Thank you message in OWL's e-newsletter
- Logo included on Supporters page in “Empower,” OWL's magazine
- Ten invitations to private “President's Gathering” before OWL Signature Events to meet panelists and leaders (when offered)



## MAJOR EVENT SPONSOR

The who's who of Eyecare are present at OWL's events: they are networking at the reception, sharing ideas on panels, and being recognized as award finalists.

To get this level of leadership together, your company would ordinarily have to spend 10x the amount of this sponsorship investment. Show the industry that your company walks the talk of “advancing diversity in leadership” with a presence at OWL's events.

### MAJOR SPONSOR OF OWL EVENTS - \$12,500

- Logo with link included on the “Supporters” page of the OWL website
- Logo on the event registration page
- Logo on online event promotion (eblasts, social media)
- Logo on signage and “Sponsors” slides at Event
- Thank you message in OWL's e-newsletter
- Logo included on Supporters page in “Empower,” OWL's magazine
- Five invitations to private “President's Gathering” before OWL Signature Events to meet panelists and leaders

#### \* OPPORTUNITIES TO ALIGN WITH OWL AS PREMIER SPONSOR

**OWL at ASCRS Networking Event**  
Saturday, April 6, 2024

**OWL at ASCRS Signature Event:**  
Sunday, April 7, 2024

**OWL at ESCRS**  
September 8, 2024 - TBD

**OWL at AAOpt**  
November 7, 2024 - TBD

**OWL at AAO Signature Event & Awards Ceremony:**  
Sunday, October 20, 2024

*dates subject to change*







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### ANNUAL SPONSORS

Align with OWL all year long! Your organization will be included in Empower, OWL's print magazine, and promoted several times online. One of your organization's officials will be interviewed for the OWL blog and you'll receive two VIP tickets to attend OWL's Signature Events.

#### OWL ANNUAL SPONSOR — \$10,000

- Logo with link included on the “Supporters” page of the OWL website
- Logo on signage and “Annual Sponsors” slides at OWL events
- Thank you message in OWL's e-newsletter
- Promotion in OWL's social media channels
- Logo included on Supporters page in “Empower,” OWL's magazine
- Blog feature of company associate
- Two invitations to attend OWL Signature Events as VIPs

#### OWL UNITING SPONSOR — \$7,500

- Membership Package (5 x Professional and 1 x Champion memberships for your team). *Want more memberships for your employees? Let us know.*
- Video interview with company associate “Inside the OWL Studio” (15 min), promoted on social media and to the OWL membership
- Logo with link included on the “Supporters” page of the OWL website
- Logo on signage and “Sponsors” slides at OWL events
- Included on Supporters page in “Empower,” OWL's magazine
- Two invitations to attend OWL Signature Events as VIPs

#### OWL CHAPTER SPONSOR — \$5,000

Raise your company's visibility, locally! Sponsoring an OWL chapter raises your company's profile locally and strengthens connections with others in the field of ophthalmology in your area.

- Logo with link included on the “Supporters” page of the OWL website
- Logo on the event registration page
- Logo on online event promotion (eblasts, social media)
- Logo on signage at event
- Event attendance by up to 4 company representatives
- Thank you message in OWL's e-newsletter
- Included on Supporters page in “Empower,” OWL's magazine

OWL has established chapters in SoCal, NY/NJ, North Carolina, Florida and Texas which have been a great platform for local in-person engagement. OWL is exploring a new chapter launch for New England in the future - contact us for more details.





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## IMPACT PROGRAMS

**OWL’s Fellows Program** - Aimed at people in their early career stages, we carefully match applicants to appropriate mentors.

**OWL Leadership Summit** - Ideal for folks in their mid-career, OWL’s new leadership course aims to create skilled future leaders who will build and lead diverse teams.

**Get-on-Board with OWL** - Designed to increase diversity on Boards and interrupt the current situation where a majority of board seat nominations come from referrals from other board members. OWL’s new program will help prepare diverse candidates to position themselves for Board roles.

## DIGITAL SPONSORSHIP OPTIONS

A Digital Sponsorship provides your company visibility via OWL’s digital channels.

**Sponsor a Webinar** - support OWL in continuing to provide quality educational offerings to the ophthalmic community by sponsoring our online programming.

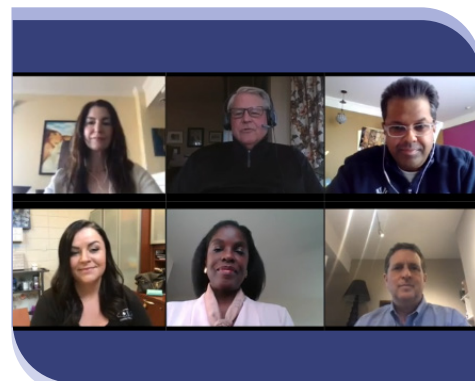
**Sponsor a Virtual Connect** - bringing the ophthalmic community together to collaborate is what OWL does best. By sponsoring a Virtual Connect, you allow important conversations to take place and connections to be made, in lieu of a physical meeting.

**Sponsor OWL’s E-Newsletter** - get your company featured in our monthly newsletter and on social media. Commit for a month, 3 months, 6 months, a year!

**Sponsor our Membership Database** - have your logo featured on our online membership system, to be seen by all members as they log into their account. Your company will also be included on database eblasts.

**Website Banners** - feature your company’s banner on OWL’s scrolling home page for a year and have your company logo included in our gallery of sponsors.

Contact OWL Executive Director, Gaynor Fries at [gfries@owlsite.org](mailto:gfries@owlsite.org) for a proposal on our digital offerings or to learn how you can get involved with our Impact Programs





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OWL has seen great successes in the past 5 years. From our membership numbers to registrations at our live and virtual events to the way our membership and sponsorship dollars are spent - we’re so proud of our progress and work towards achieving our mission and vision:

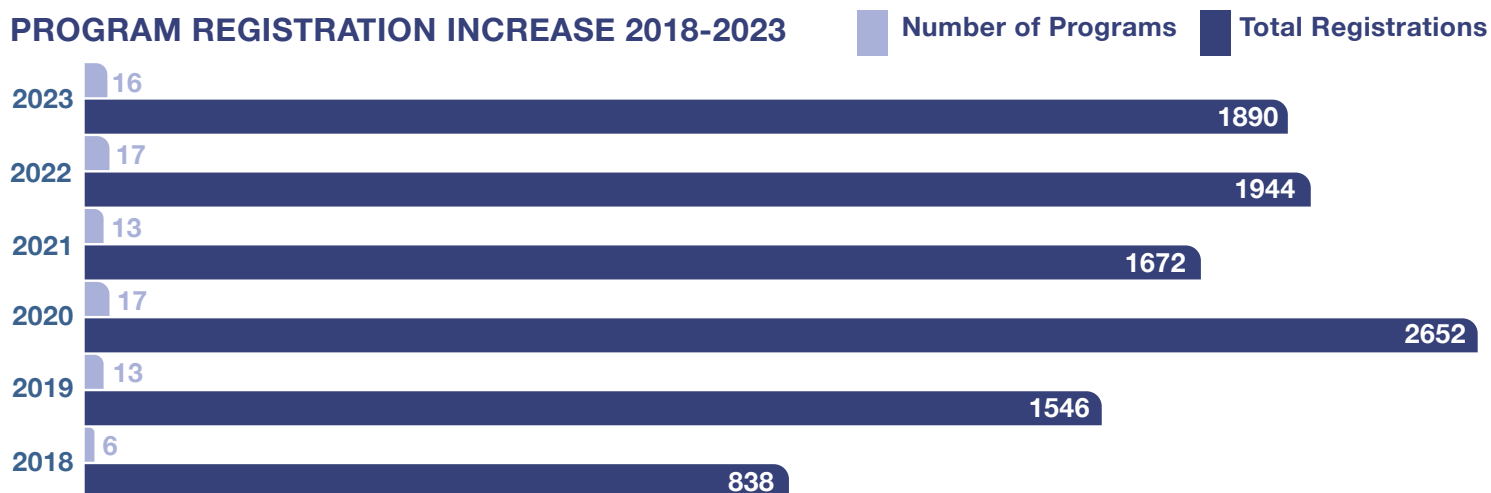
### Vision:

OWL’s vision is to promote and develop diverse leadership to advance Ophthalmic Innovation and Patient Care.

### Mission:

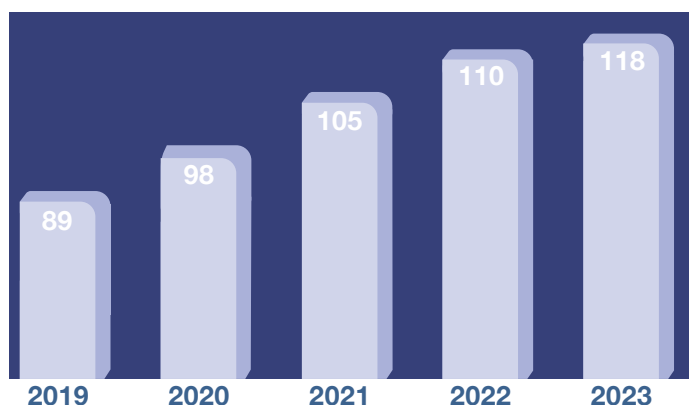
OWL works across Eyecare. Our mission is to provide professional and personal development and create opportunities for collaboration.

### PROGRAM REGISTRATION INCREASE 2018-2023



### CHAMPION MEMBERS

OWL Champions are advocates and champions of the OWL Mission, Vision and Values. They are ophthalmic thought leaders in alignment with OWL’s mission and are key in driving OWL’s Mission forward.



### ACTIVE MEMBERS

