

## 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
- Complimentary Professional Memberships for select 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
- Invitations to private “President’s Gathering” before OWL Signature Events to meet panelists and leaders

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

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



OPHTHALMIC WORLD LEADERS

## 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" - \$30,000

- 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
- Opportunity to give remarks from the podium
- 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)



## Align with OWL and the mission of "Advancing Diversity in Leadership"

### 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 - \$15,000

- 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 SECO

Friday February 27, 2026

#### Night OWL at ASCRS!

Thursday April 9, 2026

#### OWL At AOA

Thursday June 18, 2026

#### OWL At ESCRS

Sunday, September 13, 2026

#### OWL at AAOpt

Thursday October 1, 2026

#### OWL at AAO Signature Event & Awards Ceremony:

Sunday, October 11, 2026

*\*dates & events subject to change*

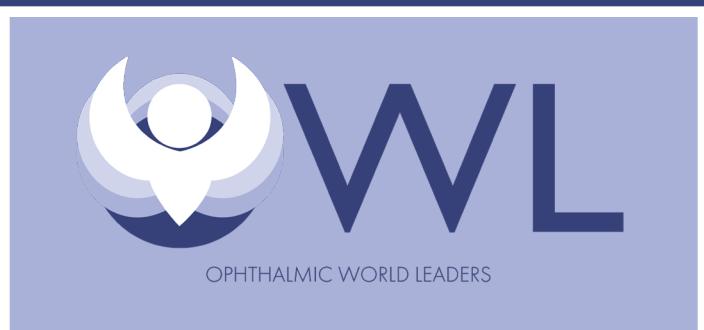
# Align with OWL and the mission of “Advancing Diversity in Leadership”

## OWL Uniting Sponsor — \$10,000

- Membership Package (5 x Professional and 1 x Champion memberships or your team). Want more memberships for your employees? Let us know.
- Video interview with company associate “Inside the OWL Studio” OR Blog feature of company associate, 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

- Sponsoring an OWL chapter raises your company’s profile locally and strengthens connections with others in the field of eyecare 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 5 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, North Carolina, Florida, Texas and New England which have been a great platform for local in-person engagement. OWL is exploring a new chapter launch for Missouri in the future - contact us for more details.





OPHTHALMIC WORLD LEADERS

## Align with OWL and the mission of “Advancing Diversity in Leadership”

### Sponsor Those Game-Changers via OWL Leadership Awards

Since 2012, OWL has been proud to recognize members of the eyecare community working to make a difference for others in our space. We seek company support for 3 annual awards:

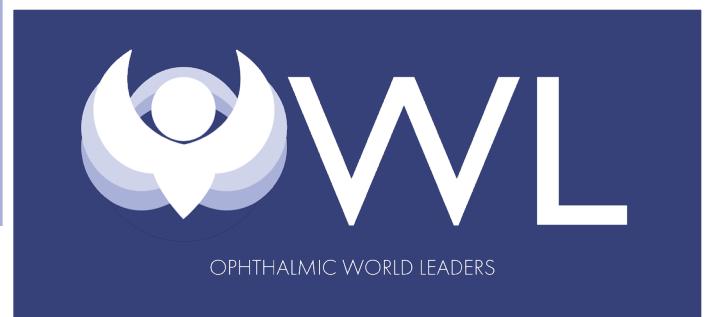
- **Rising Star** - honors an individual who is an emerging leader in the ophthalmic space. Nominees should be in their early or mid-careers and demonstrate high potential for making an impact.
- **Catalyst** - honors an individual who has contributed significantly to helping others advance their career in eye care.
- **Visionary Leader** - honors an individual who has paved the way for diversity in their field through significant achievement. Nominees have demonstrated leadership in their field throughout their careers.

### Award Sponsorship Package - \$10,000 per award

- Recognition of your company's name in promotions around the particular award – website, registration page, nominations process, social media.
- Representative from your company to take the stage during the OWL Signature Event & Awards Ceremony at AAO to present the award to the winner (as elected by OWL membership).
- Logo included on Awards slides during event
- Two Invitations to private “President’s Gathering” immediately prior to OWL Signature Event
- Digital photographs of presentation
- Logo with link included on the “Supporters” page of the OWL website
- Company Name listed in OWL’s Empower Magazine



# Align with OWL and the mission of "Advancing Diversity in Leadership"



**OWL Fellows Program**

The application period for our Class of 2024-25 is now closed.

**Objectives**

OWL continues to seek ways to drive its impact in advancing diversity in leadership. The OWL Fellows Program will increase support and connection opportunities by pairing interested rising leaders with established leaders in the ophthalmic space. These connections should allow parties to grow, share experiences and impact careers – and will be a way for OWL to elevate underrepresented parties in the ophthalmic space. **Note:** There is no formal educational curriculum associated with the Program.



**Get-on-Board with OWL**

**Objectives**

The objectives of this new program are to increase diversity on Boards and interrupt the current situation where a majority of board seat nominations come from referrals from other board members.

**The Why**

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

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

**OWL Leadership Summit** - Targeted at those in mid-career, OWL's leadership development program 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.

## Align with OWL and the mission of “Advancing Diversity in Leadership”

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:**

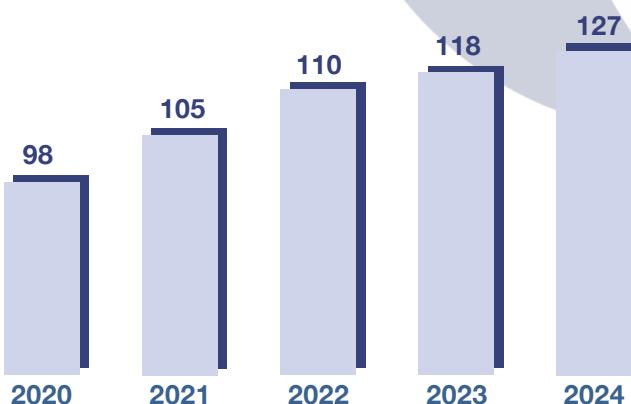
OWL's vision is to promote and develop diverse leadership to advance Ophthalmic Innovation and Patient Care.

### **Mission:**

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

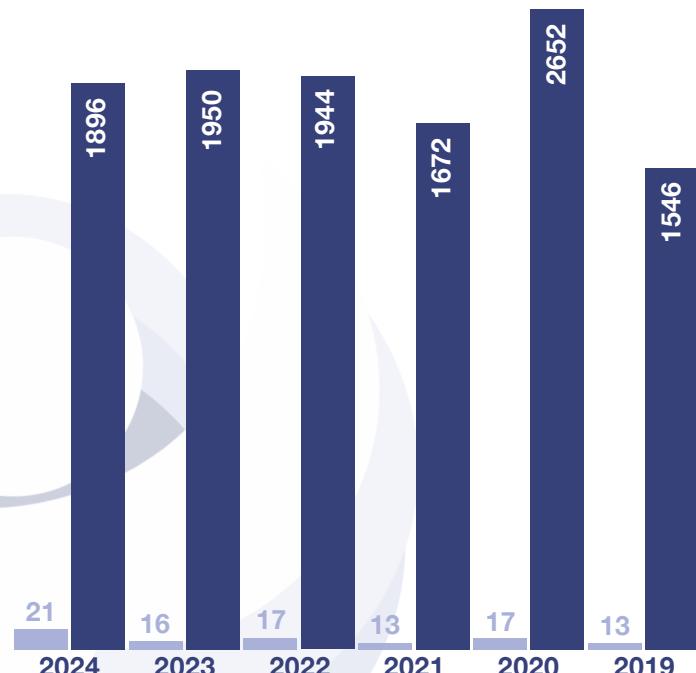
### **CHAMPION MEMBERS**

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.



### **PROGRAM REGISTRATION INCREASE 2019-2024**

Number of Programs      Total Registrations



### **ACTIVE MEMBERS**

