

# 2026 THE GOA PARTNERSHIP PROGRAM



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# THANK YOU 2025 PARTNERS



Double Diamond Level Partner

Johnson & Johnson

vsp VISION™

Diamond Level Partners

BAUSCH + LOMB



Gold Level Partners

Silver Level Partners

abbvie

Alcon  
SEE BRILLIANTLY



essilor

myeyeDr.  
OD  
EYE CARE + EYE WEAR. BETTER TOGETHER.

LUNOVUS  
WHERE LIFE IMPROVES

# OUR GOALS

## **Expose** Your Product

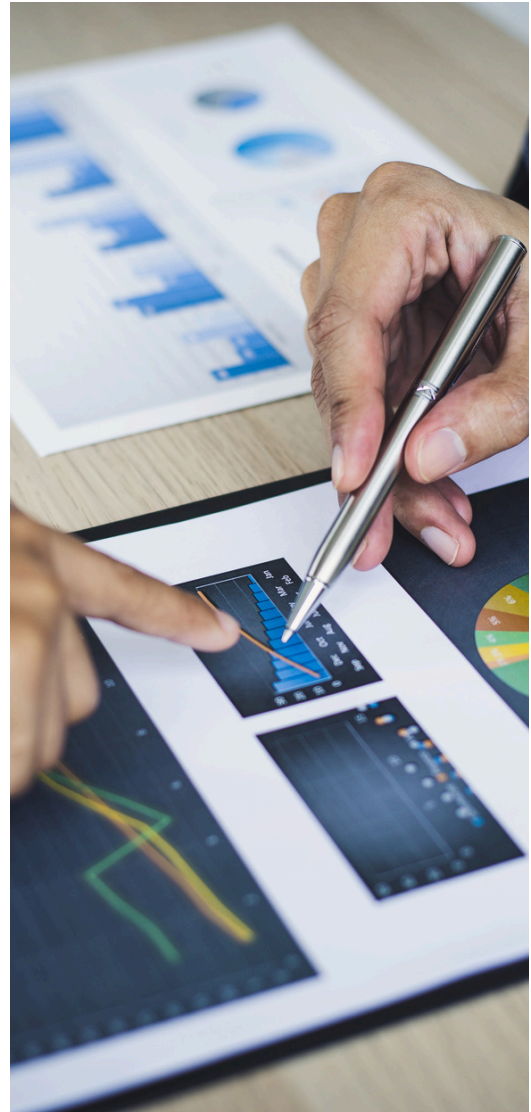
The Georgia Optometric Association (GOA) Partnership Program will become an invaluable component of your marketing strategy. You will gain unparalleled access to our membership to showcase your product and its value.

## **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 many outlets, 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.



The Georgia Optometric Association's (GOA) Partnership Program was established in recognition of the vital role industry support plays in strengthening both the Association and the optometric profession as a whole. We understand that opportunities for businesses to invest their marketing dollars are often limited, and that reaching target audiences quickly and cost-effectively is more important than ever.

Partnering with GOA provides companies with direct access to more than 70 percent of optometrists practicing in Georgia, allowing them to effectively promote their products and services while driving sales at a relatively low cost. The GOA is committed to helping our partners engage with our membership through innovative and impactful marketing opportunities.

# PARTNERSHIP BENEFITS & LEVELS

MARKETING & ADVERTISING	Silver (\$8,500)	Gold (\$15,000)	Diamond (\$20,000)	Double Diamond (\$30,000 +)
Company logos linked to website on www.goaeyes.com and in GOA's Weekly E-Newsletter	✓	✓	✓	✓
Company mention in the GOA's printed newsletter 6x per year	✓	✓	✓	✓
Social Media Promotion on LinkedIn, Instagram, and X.com	✓	✓	✓	✓
Partner Spotlight on GOA Website	✓	✓	✓	✓
Color Advertisement in GOA Newsletter	¼ Page	½ Page	Full Page	Full Page
Featured E-Blast to the GOA membership	2 E-Blasts	3 E-Blasts	4 E-Blasts	4 E-Blasts
GOA 5@5 Banner Advertisement	2 Months	3 Months	4 Months	6 Months
Website Banner Advertisement	✓	✓	✓	✓
Free Listing in GOA Classifieds			✓	✓
Program Listing on GOA Calendar of Events			✓	✓

## CONTINUING EDUCATION CONFERENCES & EVENTS

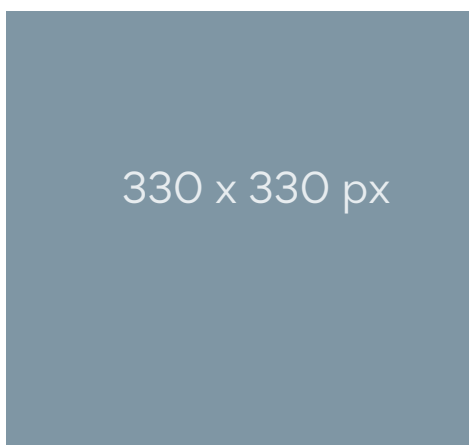
Single booth exhibit space with prominent placement at GOA's Annual Summer and Fall Conferences	✓	✓	✓	✓
Recognized on GOA Annual T-Shirt and Fall Conference Registration Bag	✓	✓	✓	✓
Banner Advertisement on the Annual Summer and Fall Conference Websites	✓	✓	✓	✓
Sponsorship of Registration Item at GOA Annual Summer Meeting or Fall Conference (Arranged and Coordinated by GOA)*	Up to \$500 Value	Up to \$1000 Value	Up to \$2500 Value	Up to \$2500 Value
Single booth exhibit space at GOA Super CE			✓	✓
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 sponsor a Young OD or Corporate OD Networking Event				✓
Option to Sponsor and Speak at GOA Board of Trustees Meeting				✓

**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.**

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

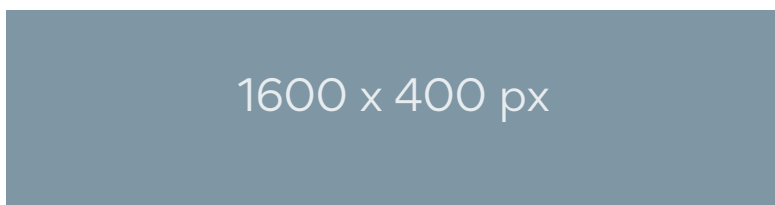
# ADVERTISING SPECIFICATIONS

## GOA Website Ad (Square)\*



## GOA Banner Ad\*

5@5 and Conference Website



\*Image shown has been scaled down on this page.

# INTERESTED IN BECOMING A PARTNER?



## COMPANY INFORMATION

Company Name:
Company contact name/title:
Address:
City/State/Zip:
Phone:
E-mail:
Website:

Method of Payment: Payable to the Georgia Optometric Association {Check one}

- Check    Visa    MasterCard    AmEx    Discover    Invoice

Credit Card #:
Exp Date:                      CVC:
Name Printed on Card:
Billing Address {if same as above, skip}:

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

- DOUBLE DIAMOND** {\$30,000}  
 **DIAMOND** {\$20,000}  
 **GOLD** {\$15,000}  
 **SILVER** {\$8,500}  
 Our company would like to discuss the possibility of becoming a GOA Partner.

### 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@goeyes.com** or Director of Meetings and Operations Manager Vanessa Grosso at **770.961.9866 x1** or **Vanessa@goeyes.com**

LINKEDIN | [LinkedIn.com/company/georgia-optometric-association](https://www.linkedin.com/company/georgia-optometric-association)

INSTAGRAM | @GOAeyes | @GOAeyesMembers

FACEBOOK | [GeorgiaOptometricAssociation](https://www.facebook.com/GeorgiaOptometricAssociation)

X | @GOA\_eyes | @GOAeyesMembers

EMAIL | [info@goeyes.com](mailto:info@goeyes.com)

PLEASE SUBMIT THIS FORM TO:  
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