



## **PAO 2023 Corporate Sponsor Campaign**

In 2023 the Pennsylvania Academy of Ophthalmology is offering sponsorship opportunities to support our association while marketing your products and services directly to over 600 ophthalmologists in Pennsylvania. Corporate patronage allows the PAO to continue our mission of promoting safe quality eyecare and the profession of Ophthalmology in Pennsylvania. Our members receive:

- Assistance with billing/coding information for ophthalmic practices
- Young Ophthalmologist Speaker Series - free webinars for early career physicians on rotating topics from career goals to personal finance
- PAO member engagement through social media and newsletters
- PAO support for up-and-coming leaders to attend state and national events
- Add-on benefits like practice insurance, contract reviews, HR, and staffing.

### Sponsorship Options include:

#### **Quarterly Sponsorship - \$2,500**

- Listed as a Corporate Sponsor on the PAO website
- Your company logo, bio, contact information, and up to 3 links on our website
- Advertising content in our quarterly digital newsletters
- Advertising content or articles in Fall and Spring expanded print newsletters
- Ad banner included in our weekly e-blast to PAO membership

#### **Annual Sponsorship - \$7,500**

- All the benefits of Quarterly Sponsorship, discounted

#### **Premium Annual Sponsorship - \$10,000**

- All the benefits of Annual Sponsorship
- PLUS may send 2 direct e-blast per year to our full membership via PAO software.  
*It can be information about your company with links to products, catalogs, websites, videos.....anything that you want prospective clients to see. You can offer incentives or limited offers for PAO members. We create the e-blast and upon your approval, we send it on the day and time you choose*