

Sponsorship Prospectus



**2024
OPTOMETRY
EDUCATIONAL
SERIES**

Updates in Primary Eyecare

- The 2024 Optometry Educational Dinner Series are promoted to optometrists within South-East Queensland and held quarterly.
- Each dinner presentation is submitted to Optometry Australia for quality assurance and accreditation approval.
- This process includes clinical, therapeutic and interactive CPD hours that are 2 to 2.5 hours.
- The attendee delegate mix range from locum and senior optometrists to owner/operator independent optometrists and franchised stores.
- The 2023 dinners were well attended with an average of 60 participants at each event.

6 March, 2024 | 22 May, 2024 | 7 August, 2024



Benefits of Sponsoring

Sponsoring our educational event can increase brand recognition before, during and after the actual event by giving your company exposure to new audiences and can provide attendees with a unique experience that fosters trust and credibility.

Brand Awareness

Grow your brand awareness in a positive way through exposure on our website and social media platforms in the lead-up, during and post the event.

Target Market

The attendee delegate mix range from locum and senior optometrists to owner/operator independent Optometrists, and franchised stores,

Community

Tap into a new community network and learn about how you can get involved with more worthwhile projects and activities.

Goodwill

Sponsoring affords you and your business the opportunity to make a genuine difference strengthening the relationship with key stakeholders and grow your brand profile and reputation.



The Opportunities

Event Partner

One only - \$6,000

- "Presented by" naming rights
- Industry exclusivity to Event
- Logo on all promotional materials
- Up to 3 attendees
- Acknowledgement by speaker during event
- Opportunity for a 2-minute speaking spot
- Feature article in LVF Eye News
- Published article on website
- 1 x pull-up banner in prime position
- Trade Display Table
- Acknowledgement on AV slides (solus).
- 3 x social media acknowledgments

Gold

Start from \$2,500

- Logo on all promotional materials
- Up to 2 attendees
- Acknowledgement by speaker during Event
- Feature article in LVF Eye News or published article on website
- 1 x pull-up banner at entry
- Trade Display Table
- Acknowledgement on AV slides (solus).
- 2 x social media acknowledgments

Silver

Start from \$1,500

- Logo on AV Slide
- Up to 1 attendee
- Acknowledgement by speaker during event
- 1 x pull-up banner
- Trade Display Table
- Acknowledgement on AV slides.
- 1 x social media acknowledgement



About: Our Presenter



Professor Christopher Layton (Dr Chris) is a private Clinical Ophthalmologist, Rhodes Scholar, and a national leader in innovative ophthalmology and has a special interest in clinical education.

He completed optometry at QUT, ophthalmology in Queensland, Oxford and London, subspecialty training in retinal disease at the Royal Brisbane Hospital and holds a PhD in diabetic retinopathy from Oxford University.

His expertise is in macular disease, lens surgery and minimally invasive glaucoma interventions.

Professor Layton's work has been widely published in the international literature and has been recognised by multiple international awards.

Professor Layton is also founding director of the LVF Ophthalmology Research Centre.

About: LVF Eye Centre

The LVF Eye Centre is an ophthalmology specialist practice based on the southside of Brisbane.

It is dedicated to providing diagnosis and treatment of a comprehensive range of eye care services to adult patients including the following (but not limited to):

- Macular Degeneration and Diabetic Retinopathy
- Cataract Surgery and refractive lens exchange
- Glaucoma diagnosis and drop free glaucoma treatment solutions
- Dry eye and non-invasive blepharoplasty (eye lift)

The affiliated LVF Ophthalmology Research Centre provides the next generation of Australia's research scientists the skills in advances of gene and cellular based therapies necessary to develop cures for blinding diseases.

We understand that your vision is one of your most precious assets, which is why we offer a wide range of services to ensure that your eyes stay healthy and your vision remains clear.



We do understand that every organisation has different needs when it comes to marketing. We are also aware of the constraints and protocols relating to sponsoring educational events. While we offer these standard sponsorship opportunities for the educational dinners, we are happy to discuss your individual needs and bespoke options, inclusions and exclusions that may be relevant.

Please feel free to reach out and discuss with Michelle Carley-Lep.

E: michelle@lvfeyecentre.org.au

M: 0418 784 916.

The LVF Eye Centre is a hub of world class clinical care, surgical services and ophthalmology research based on the southside of Brisbane. Since 2016, eye research charity Layton Vision Foundation has promoted and assisted in the eradication of blindness through vision research and clinical services. The Optometry Educational Dinner Series is provided to Optometrists complimentary to achieve their CPD education points.

Layton Vision Foundation Ltd is a registered charity with the Australian Charities and Not for Profits Commission. Donations are received as deductible gifts for tax purposes. The Layton Vision Foundation Ltd is administered by volunteers and 100% of contributions are used for charitable purposes.

Sponsorship Terms and Conditions:

The Sponsor must pay the Organiser the amount set out in the Booking Contract which is for the items set out in the Payment Details. Credit card details are requested on the Booking Contract to secure sponsorship and the Sponsor irrevocably authorises the Organiser to debit the Sponsor's credit card with the total amount payable, together with any merchant fee for that credit card, if relevant, on or after the dates specified for payment. Payment schedules must be strictly adhered to. Should the Sponsor fail to make timely payments, we regret the Sponsor will automatically forfeit their entitlements, together with any monies already paid. If a Sponsor decides to cancel, the Sponsor may do so by giving a written notice to the Organiser. If cancellation occurs less than two months out from event, the Sponsor is liable for the full amount of the agreement. If the cancellation occurs with more than two months' notice, the Sponsor will be liable for 50% of the full amount of the sponsorship. The Organiser may, in its absolute discretion, postpone or change the dates for the holding of the Event, shorten or lengthen the duration of the Event, change the hours during which the Event is held, or change the venue of the Event. The Organiser may determine this agreement and at its sole discretion return a part of payments made by the Sponsor, if the holding of the Event or the supply of any services by the Organiser is prevented, postponed or abandoned by reason of any cause not within the direct control of the Organiser.
