

Sponsorship Prospectus



**2025
OPTOMETRY
EDUCATIONAL
SERIES**

Updates in Primary Eyecare

- In 2025 the Optometry Educational Dinner Series will consist of three events and these are promoted to Optometrists and General Practitioners within South-East Queensland.
- Each dinner presentation is submitted to Optometry Australia for quality assurance and accreditation approval, gaining participants 2.5 clinical, therapeutic and interactive CPD hours.
- The attendee delegate mix consists of locum and senior optometrists, owner/operators of independent and franchised optometry stores, and General Practitioners.
- The 2024 dinners were at capacity of 60 attendees, and each event attracted a waitlist.
- The Optometry Educational Dinner Series is provided to attendees free of charge to achieve their CPD hours.

12 March, 2025 | 21 May, 2025 | 27 August, 2025



Benefits of Sponsoring

Sponsoring an Optometry Educational Dinner not only enhances your brand's visibility but also demonstrates your commitment to advancing vision care and professional education. Your sponsorship directly supports free, high-quality educational programs that enable optometrists and GPs to stay informed about the latest innovations, ultimately benefiting patient care and public health.

Direct Access to Healthcare Professionals

Connect with a focused audience of optometrists and GPs. These healthcare professionals are key decision-makers and influencers in prescribing treatments and recommending products to their patients.

Enhanced Brand Visibility

As a sponsor, your brand will be featured prominently across event materials, digital promotions, and during the dinner itself. This offers increased exposure to a highly relevant professional audience, fostering brand recognition and loyalty.

Support for CPD

Aligning your company with an event that promotes professional education highlights your commitment to advancing healthcare. Your sponsorship helps provide essential, free-of-charge CPD opportunities, positioning your brand as a contributor to the ongoing development of healthcare professionals.

CSR and Community Engagement

By supporting a cause that improves vision health through education, your sponsorship underscores your company's dedication to public health and well-being. This can enhance your corporate image and help fulfill CSR objectives, appealing to both customers and employees who value community involvement.

The Opportunities

Event Partner

- "Supported by" naming rights
- Industry exclusivity to Event
- Logo on all promotional materials
- Up to 2 attendees
- Acknowledgement by speaker during event
- Opportunity for a 2-minute speaking spot
- Featured in article or advertisement in LVF Eye Centre 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

One only - \$6,500

Event Supporter

- Up to 1 attendee
- Acknowledgement by speaker during Event
- Featured in an article in LVF Eye Centre News
- 1 x pull-up banner
- Acknowledgement on AV slide
- 1 social media acknowledgment

Start from \$3,000



About: Our Presenter



Professor Christopher Layton 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.

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 discuss with Michelle Carley-Lep via email michelle@lvfeyecentre.org.au or phone 07 3398 9494 (Option 2).

Since 2016, the Layton Vision Foundation has promoted and assisted in the eradication of blindness through the support of the LVF Ophthalmology Research Centre through vision research and clinical services. The LVF Research Centre provides the next generation of Australia's research scientists the skills in advanced gene and cellular based therapies needed to develop cures for blinding diseases. The Optometry Educational Dinner Series is provided to Optometrists complimentary to achieve their CPD education points.

The Layton Vision Foundation Ltd is a registered charity with the Australian Charities and Not for Profits Commission (ACNC) and is registered Charity No CH3060 under the Collections Act (Qld) 1966. Donations are received as deductible gifts for tax 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.