



# Sponsorship opportunities with the BCLA

Educate, interact & promote growth

Education

Events

Community



Best Practice

Learning

Accessible



[www.bcla.org.uk](http://www.bcla.org.uk)

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Through the process of knowledge sharing, education and networking, BCLA brings expertise from the world of academia and research into the world of the eye health professionals for the benefit of their patients. The BCLA also provides a wide range of benefits to its membership for all stages of their education and their professional lives. Members have access to a range of high-quality resources and a continual stream of relevant information. They also have the opportunity to communicate with others involved with contact lenses and the anterior eye, whatever their role.

## BCLA OBJECTIVES

### Our Vision

Bringing the global contact lens and anterior eye health community together.

### Our Mission

To be recognised as the world's leading contact lens and anterior eye community.

### The Values of the BCLA

- **Best practice** – striving to improve standards of professional and clinical excellence in contact lens care and anterior eye health.
- **Community** - bringing together the world of academic research with eye health professionals.
- **Learning** – supporting education and professional development to drive progress.
- **Accessible** – BCLA is for everyone - if you are passionate about eye care you can join our community.

## WHAT WE DO

With an active and accessible learning programme the BCLA prides itself in supporting and developing its members professionally and educationally, globally.

CPD approved education

Conferences and exhibitions

Hands-on workshops and peer review

Online courses

Podcasts

Webinars

Scientific journal

## WHY SUPPORT BCLA?

Our Partners, Sponsors and Exhibitors play a huge part in making our objectives come to life. We are all aware that there are many educational events in the optical calendar hosted by various organisations, and it is challenging for manufacturers and suppliers to make decisions as to where to allocate budget. However, as the only membership organisation focused on supporting those with an acute interest in contact lenses and the anterior eye, it is vital that we move forward with your continued support.

Your commitment to the BCLA will provide you with a great opportunity to:

- Raise your company profile
- Develop distribution channels in the UK and globally
- Generate sales leads or simply network with the best in the industry
- Promote your latest technologies and services to optimise your ROI
- Keep up with competitors and to stay updated on the market

There is ample opportunity for you to take advantage of being part of a prestigious, internationally renowned organisation - whether you plan to support events on an individual basis, or you choose to increase your competitive edge by supporting multiple BCLA events/activities throughout the year.

This brochure has been compiled to highlight the key opportunities available for you to support and maximise your company's profile including an introduction to our competitively priced sponsorship packages, along with additional opportunities that will be available to help you gain maximum brand awareness.

We look forward to working with you to help promote eye health and help more people become happy, healthy contact lens wearers and ultimately grow the contact lens category.

Growth



# Annual sponsorship

	Partner £25,000 +VAT	Platinum £15,000 +vat
<b>Brand Visibility</b>		
Use of BCLA annual partnership graphic	✓	✓
Branded revolving banner advert with URL link on BCLA website homepage at pre-agreed times (Maximum duration 2 weeks)	✓ (up to 2)	✓ (up to 1)
Sponsored blog content at pre-agreed times	✓ (2 blogs)	✓ (1 blog)
Branded sponsor profile page on the BCLA website, plus a link to your own website	✓	
Press Release for sponsorship announcement	✓	✓
Social Media Post for sponsorship announcement	✓	✓

<b>Exposure at BCLA Events and online learning</b>		
Sponsor of either Certificate in Myopia Management OR Dry Eye Management and Contact Lens Retention. NEW FOR 2024: Foundation Contact Lens Course (launch date TBC)	✓	
Event Listings: Your own event listings published on the BCLA events pages with a link to your own event registration page	✓	✓
BCLA @ Yours Podcast Sponsorship up to 30 second audio advert	✓	✓
BCLA @ Yours Webinar Sponsorship Your logo on holding slides; video advertisement upgrade available	✓	✓
BCLA @ Yours Podcast Feature (x1) Lead your own podcast as part of the BCLA series see page 11 for full details	✓	
BCLA @ Yours Webinar Feature (x1) Lead your own webinar as part of the BCLA series See page 9 for full details	✓	

<b>Additional brand exposure opportunities</b>	
Principle sponsor of the Certificate in Myopia Management*	£12,000 +VAT
Principle sponsor of the Certificate in dry eye management and contact lens retention*	£12,000 +VAT
New for 2024: Principle sponsor of Foundation Lens Course (Launch date TBC)	£12,000 +VAT
Podcast sponsorship	£500 + VAT per episode
Podcast feature	£1,000 + VAT per episode
Webinar sponsor**	£1,200 + VAT per session
Webinar feature	£2,000 + VAT per session

\*Principle sponsors (one for each certificate course) are also eligible to host workshops/peer reviews in support of the certificate; other sponsors will be eligible for branding presence on the learning platform and may, in certain circumstances, be invited to contribute to the workshop/peer review programme.

\*\* Exclusive sponsorship of one webinar each is available to partner and platinum sponsors. Sponsored webinars for gold and premium sponsors may in some cases be shared with another sponsor.

## The small print

For the full details on the packages, please refer to the terms and conditions of sponsorship. It is the responsibility of the sponsoring company to initiate the benefits included in both the annual and event specific sponsorship packages and to submit the relevant information and/or copy, where applicable, for BCLA to execute these opportunities. Annual sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year. Whilst we will endeavour to retain the sponsorship packages and prices as seen these are subject to alterations.

## Optometry Tomorrow will, for the first time, incorporate BCLA Focus in 2024

BCLA is excited to be collaborating alongside the College of Optometrists, the UK's professional and examining body for optometrists, to deliver a two-day conference packed with the very latest learnings that can have a real-world impact in everyday practice.

The BCLA and the College of Optometrists agree that there is a need to develop closer partnerships within the sector, specifically between professional bodies. Offering a collaborative event creates a strong, attractive programme of learning for eye care professionals in the UK (although BCLA has a global presence which will attract some international attendance). It will provide a more sustainable model for all stakeholders by channelling both attendance and sponsorship to one event.

By working together, the BCLA and the College of Optometrists will provide a co-ordinated and engaging message to attendees and build on the strengths of both organisations. By supporting the event, you are aligning your brand with both professional bodies.

### ABOUT THE EVENT

Optometry Tomorrow now incorporating BCLA Focus, is the first CPD conference and exhibition event to be run collaboratively by the BCLA and the College of Optometrists.

The conference will take place at Telford International Centre on 28 - 29 April 2024. There will be two respective programmes running alongside each other, giving delegates the opportunity to attend lectures from both organisations.

The conference will feature approximately 10 tracks of learning, including lecture streams, practical hands-on workshops, as well as informal networking opportunities.

With an expected attendance of more than 500 eye care professionals and a dedicated exhibition featuring around 30 companies, this is sure to be one of the key dates in the optometry calendar.

“  
Great conference and good to be back”  
BCLA Focus Exhibitor

### KEY BENEFITS OF EXHIBITING

Sponsor or exhibit to reap the rewards of meeting with delegates face-to-face as we bring you the perfect audience of UK optometrists and other eye health care professionals, all keen, engaged, and ready to speak to you about innovative products and services.

“  
Excellent conference with inspirational speakers and topics relevant to practice”  
BCLA Focus Attendee

Support the profession and align your brand with the professional bodies for optometry and contact lens professionals	✓
Coverage throughout the BCLA and the College of Optometrists marketing campaign pre and post event	✓
Company listing on the BCLA website/event platform/app	✓
Editorial in the event guide	✓
A selection of exhibition space	✓
Maximise your company's exposure and brand presence by participating in the increasingly popular scavenger hunt game	✓
More activities and engagement during OptomFest – the networking reception on the opening day in the exhibition hall	✓

### SPONSORSHIP

Bookings for BCLA conferences and events (where not included in the annual sponsorship package) must be booked separately. Please contact BCLA to request a sponsorship brochure and booking form for the individual BCLA event(s) that you would like to support.

BCLA are happy to consider alternative sponsorship options/suggestions that are not listed in the brochure; for more information and to discuss further, contact [Luke.Stevens-Burt@bcla.org.uk](mailto:Luke.Stevens-Burt@bcla.org.uk).

# BCLA Clinical Conference and Exhibition

The BCLA hosts the UK's largest Clinical Conference and Exhibition dedicated to contact lenses and the anterior eye every 2 years. This highly regarded event will be returning in 2025.

This event offers delegates a platform to learn from the experts, to network and develop their skills and knowledge, as well as source ideas and suppliers that will tangibly improve their businesses. Attendees will discover the latest trends and challenges, hear the most effective business solutions, and take home the key clinical and professional building blocks for a more successful future in contact lens practice.

The exhibition itself will bring together all types of contact lens, anterior segment related and instrument manufacturers who have the vision, knowledge, and experience to share their products and business strategies with eye care professionals and practice owners both in the UK and Internationally. With 600+ delegates at all stages of their career expected to attend, it's a prime international destination for unveiling new technologies and products in the contact lens and anterior eye segment.

### Your commitment to the event will provide you with a great opportunity to:

- Raise your company profile within the UK and overseas profession.
- Move into new market sectors.
- Give you direct access to your target audience.
- Develop distribution channels both in the UK and overseas.
- Generate sales leads and customer feedback.
- Promote your latest technologies and services to optimise your ROI.
- Keep up with competitors and to stay updated on the market.
- Expand by identifying new customers, suppliers, and partners.
- Network in-person with potential and current customers.

### Key benefits of exhibiting

A selection of shell scheme and space only stand size options	✓
Coverage throughout BCLA's marketing campaign pre and post event	✓
Use of BCLA's marketing toolkit to help you promote your participation at the exhibition	✓
Company listing on the BCLA website/event platform/app	✓
Editorial in the event guide	✓
Maximise your company's exposure and onsite brand presence by taking part in the increasingly popular Exhibitor Product Pavilion	✓
Extra networking time during the delegate welcome drinks reception on the opening day in the exhibition hall	✓



**1** ATTRACTS  
600+ DELEGATES

**2** GLOBAL AUDIENCE

**3** WORLD  
RENOWNED  
SPEAKERS

**4** HANDS-ON  
WORKSHOPS

**5** PRESENTATION  
OF SCIENTIFIC  
RESEARCH PAPERS

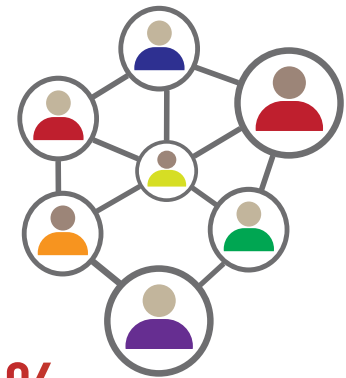
**6** RANGE OF COMPANIES  
SHOWCASING THEIR  
PRODUCTS AND SERVICES



# BCLA Clinical Conference and Exhibition

## The conference and exhibition attract an audience of:

- Contact lens professionals of all disciplines
- Employer managers and employees
- Independents and multiples
- Experienced practitioners or those returning to practice
- Those new to contact lenses
- Those already working in the industry

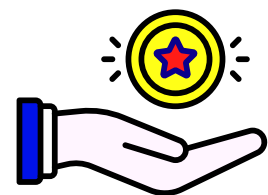


“  
I spent a lot of time in the exhibition and exhibitors seemed really engaged and pleased to be back F2F”  
2023 Conference Attendee

“  
It has been a privilege to meet colleagues from around the globe during this meeting. You attracted people and motivated them to travel and invest in learning”  
2023 Conference Attendee

“  
I want to congratulate you for the opportunity you have given me to make new connections and establish contacts with colleagues from all over the world. Such networks of contacts are essential for the development of our careers and for the exchange of knowledge and ideas”  
2023 Conference Attendee

**65%** of survey respondents found the networking opportunities the most useful in the exhibition†.



Over **90%** of delegates surveyed found the exhibition beneficial†.



**99%** of delegates visited the BCLA exhibition in 2023†.

† 2023 Delegate Feedback Surveys

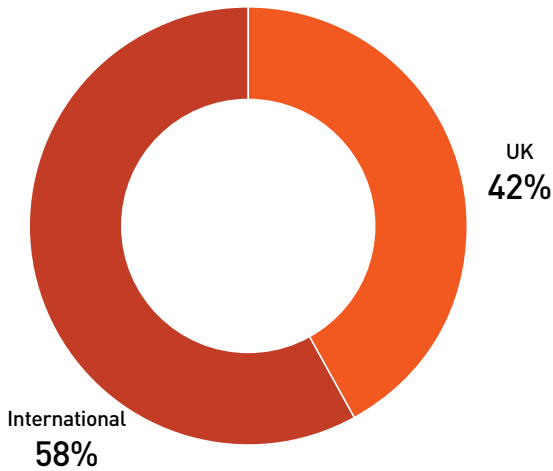




# BCLA Clinical Conference and Exhibition

## WHO ATTENDS?

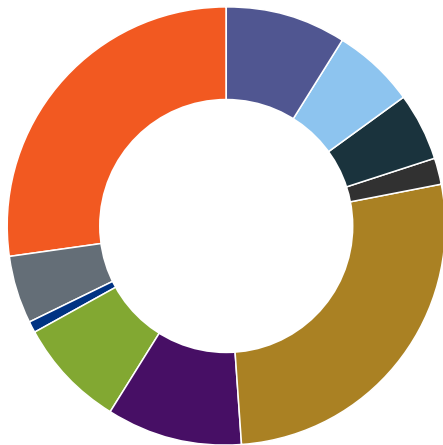
### BCLA Clinical Conference & Exhibition 2023 – Delegate Top Countries Represented



#### Top 24 Countries

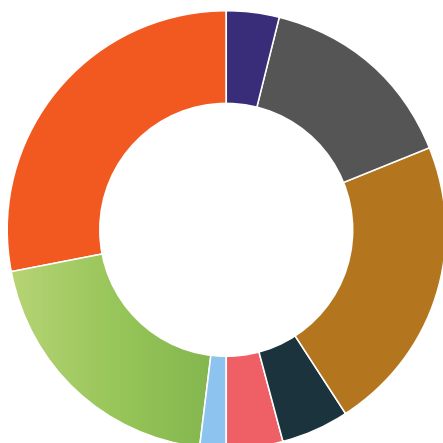
UK	278	Germany	11
USA	43	Indonesia	11
Spain	29	France	10
Switzerland	28	Greece	7
Australia	26	Ireland	6
Japan	25	Malaysia	6
Netherlands	21	South Africa	6
Denmark	19	Hong Kong	5
Sweden	18	Israel	4
Italy	17	Mexico	4
India	16	New Zealand	4
Canada	15	Singapore	4

### BCLA Clinical Conference & Exhibition 2023 – Delegate job type



Academic	9%
CLO	6%
Manufacturer	5%
Ophthalmologist/Medical Practitioner	2%
Optometrist	27%
Pre-Reg Optom	0%
Professional Services	10%
Research	8%
Sales	1%
Student	5%
Trainee CLO	0%
Other/not specified	27%

### BCLA Clinical Conference & Exhibition 2023 – Delegate workplace



Hospital	4%
Independent practice	15%
Industry	22%
Multiple practice	5%
Research Company	4%
Self Employed	2%
University/College	20%
Other/not specified	28%

## SPONSORSHIP

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BCLA are happy to consider alternative sponsorship options/suggestions that are not listed in the brochure; for more information and to discuss further, contact [Luke.Stevens-Burt@bcla.org.uk](mailto:Luke.Stevens-Burt@bcla.org.uk).



# BCLA @Yours: Online courses

Learning

Supporting an online course (including the newly launched Early Career Certificates) is a fantastic opportunity to gain maximum exposure and position your company as a key supporter of these unique online courses which are only available via the BCLA.

The Certificate in Dry Eye Management and Certificate in Myopia Management can be supported by an education grant. We are pleased to announce that there will be a new course launched in 2024 (exact launch date TBC). This will be a course aimed at increasing foundation knowledge in contact lens care and practice. Benefits include all around brand visibility on the learning platform and featured on relevant marketing materials and communications related to the courses.

Offering your company global exposure, the certificates are open to all the members including those based overseas and reflects its multidisciplinary and international evidence-based expertise.

The sponsor of the BCLA Certificates will have the first option opportunity to host\* a workshop or peer review. BCLA will advise those students of the sponsor led sessions.

Please note, Partner sponsors have priority booking for certificate sponsorship.

**“ With the growing prevalence of myopia, there is an urgent need for new management approaches. However, with the increasing number of research publications on the topic of myopia management, there is also a clear necessity for practitioners to understand how myopia should be defined and how interventions, validated by well conducted clinical trials, should be appropriately and ethically applied. This certification will give BCLA members a privileged position as to their knowledge and understanding of this developing area of our profession. ”**  
 Dr Nicola Logan

Benefits List	Principle Sponsor £12,000 + VAT
Host a relevant peer review or workshop to support the students taking part in the certificate*	✓
All year-round recognition and logo	✓
Company logo on the learning platform	✓
Company logo on course pages of the BCLA website	✓
Company logo on BCLA email communications relating to this course**	✓
Link from BCLA website (www.bcla.org.uk) to your own company website	✓
Sponsorship announcement on BCLA Social Media channels	✓
Coverage in Optical Press	✓

**“ Dry eye screening should form part of routine examination in clinical practice, with specialist practitioners with a BCLA qualification well placed to offer the specialist service needed to diagnose and manage the disease. ”**  
 Professor James Wolffsohn,  
 Aston University

All information is correct at time of print. Please note that some benefits may be subject to change. We will notify you as soon as possible if such circumstances occur. Sponsorship packages and products (including add-ons) are only valid within the specific calendar year and for the specific event(s) within that year for which they were purchased. Any unused benefits cannot be carried over to the following year.

\*Cost and organisation are the sponsors responsibility. BCLA will commit to ensure all certificate students are notified and have the opportunity to attend. Please note this benefit is for first option only. Should this not be taken up, these sessions may be offered more widely.

\*\*Emails are sent only to the BCLA members that have opted in to receive information about the BCLA online courses.



We are thrilled to be opening more of our content to BCLA members around the globe. We want our events to be available to as many of our members wherever they are, in the UK or anywhere else in the world. As part of the webinar sponsorship offering, you can sponsor a webinar of your choice (subject to availability).

## BRANDING OPPORTUNITIES AVAILABLE PRE/DURING AND POST WEBINAR

Webinars are recorded and made available for BCLA members to access via the BCLA Learning Platform, you will have further branding opportunities pre, during and post webinar. Topics and speakers are pre-agreed via the digital learning committee, although a collaborative approach is also possible via the Webinar Feature package.

Webinar sponsorship includes sponsor branding on the presentation slides. A special sponsor mention will be made at the beginning of the webinar. Video adverts can be included on request as a paid-for add-on (subject to approval).

In addition to standard sponsorship there is also an option to host your own webinar that is delivered directly to the BCLA community. Using webinars rather than 'physical' events

is the perfect way for us to maximise a global reach. The BCLA has members across the world and by connecting our membership through online sessions we can deliver accessible education to all and in turn this offers a great opportunity for brand exposure across the world.

“  
It was a very informative and practical presentation  
”

“  
Enjoyed the educational level of tonight's webinar  
”

“By connecting our membership through online sessions, we can deliver accessible education to all”

Jonathon Bench, BCLA Past President

Most webinars will be available exclusively for BCLA members and in some instances non-members are allowed to attend in an hour-long complimentary session and are accessible from any location with the option to dial-in via telephone or participate using an audio speaker on their laptop/PC/mobiles. The webinar platform is interactive and includes the option to conduct live polling and facilitate a live Q&A discussion.

BCLA will be promoting the webinar series to eligible BCLA Membership categories, however, sponsors are encouraged to work with BCLA to help generate more interest and increase turnout for their session via their own marketing channels. This could be internal email communication to your own colleagues and associates, advert placement in optical press, social media campaigns, or even creation of a short teaser video advert/ audio message for distribution on social media or podcast channels, to name a few.

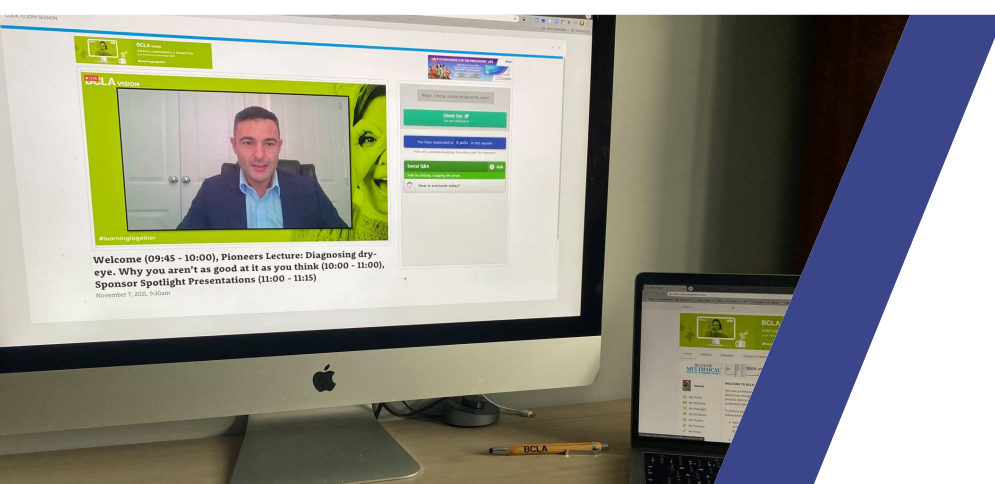
“  
I really enjoyed the very scientific angle of this webinar  
”

“  
Awesome speakers and knowledge sharing  
”

# Growth

# BCLA @Yours: Webinars

Benefits List	Branded Webinar £1,200 +VAT	Sponsor-led Webinar £2,000 +VAT
Dedicated webinar session hosted and sponsor-led <sup>1</sup>		✓
Recognition and logo placement on the on-demand webinar resources page on the BCLA Website for up to 12 months	✓	✓
Company logo on the webinar online registration page	✓	✓
Company logo on the opening speaker presentation slides	✓	✓
Company logo on the event listing on the BCLA website	✓	✓
Company logo on BCLA email communications relating to the webinar <sup>2</sup>	✓	✓
Company logo on all emails to webinar registrants and potential registrants <sup>2</sup>	✓	✓
Co-branded mentions on BCLA's social media advertising posts relating the webinar (Twitter, Facebook, LinkedIn)	✓	✓
Coverage in Optical Press	✓	✓
Opportunity to place a sponsor holding slide advert at the start of the webinar presentation	✓	✓
Opportunity to include a short video advert (of up to 30 seconds) either at the start or end of the webinar session (will appear both on live stream and on the on-demand video recording) <sup>3</sup>	POA	✓
An electronic copy of the attendance list with contact details sent post-webinar <sup>4</sup>	✓	✓
2 complimentary places to the BCLA webinar for your team/colleagues/customers of your choice	✓	
Up to 10 complimentary places to the BCLA webinar for your team/colleagues/customers of your choice		✓



All information is correct at time of publishing. Please note that some benefits may be subject to change. We will notify you as soon as possible if such circumstances occur.

- 1 Registration and marketing will be organised by BCLA. Online session must be hosted via BCLA's webinar platform Zoom. Sponsor is responsible for sourcing speakers and covering all speaker expenses. Sponsor will be expected to apply for CPD points and transfer it to BCLA.
- 2 Emails are sent only to the BCLA members that have opted in to receive information about BCLA webinars.
- 3 Sponsor will need to supply BCLA with the final high resolution MP4 file.
- 4 T&Cs apply. List will contain only the name and email address of registrants that have opted in to receiving information from 3rd party sponsors.



via Spotify, Google Podcast, Breaker, iTunes

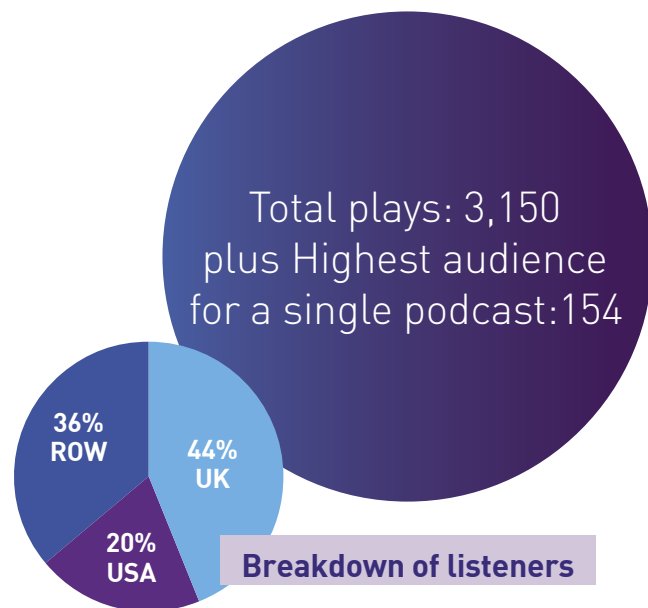
Connected

A fantastic opportunity to gain maximum brand exposure throughout the year and beyond. The **BCLA@Yours** Podcast series was launched in the summer of 2020 and has now become a firm fixture in our digital resource library.

Short, sharp, clinical pearls on topical issues are regularly discussed via this channel and well received by both members and non-members, globally. These high-quality podcasts give listeners the opportunity to hear from top industry experts and stay up to date with the latest industry trends and topics.

There are sponsorship opportunities to brand a specific podcast with a short relevant message. Alternatively maximise your brand exposure by hosting your own podcast on our platform (subject to agreement). The **BCLA@Yours** podcast has a wide reach - shared not only with the BCLA membership database, but a wider, international audience via our strong social media channels, and continues to attract new listeners. They are available permanently on our public platform meaning your sponsorship will last for more than 12 months.

BCLA podcasts are available to anyone with an interest in contact lenses, ocular surface and/or the anterior eye and are accessible via most popular podcast platforms including Spotify, iTunes, Google Podcast, Breaker, Pocket Casts and Radio Public.



Benefits	Branded Podcast Sponsor £500 +VAT	Sponsor-led Podcast Feature £1,000 +VAT
Co-hosting and sponsor-led BCLA Podcast		✓
Company logo on BCLA email communications relating to the Podcast	✓	✓
Company logo on the 'upcoming podcasts' listing on the BCLA website (www.bcla.org.uk) to your own company website	✓	✓
Co-branded mentions on BCLA's social media advertising posts relating the podcast (Twitter, Facebook, LinkedIn)	✓	✓
Audio advert (of up to 20 seconds) on agreed podcast	✓	✓
Access to podcasts analytics/statistics	✓	✓





Contact lenses can change lives for the better. We are passionate about the role they play in eye health and we know you are too.

The BCLA relaunched the Love Your Lenses campaign in 2021, with more than 220 practices participating and that figure rising to 273 in 2022. The aim of the campaign is for participating practices both in the UK and abroad to spread the word about the benefits of wearing contact lenses and the importance of continued compliance and aftercare. We are proud to be staging Love Your Lenses week once again in 2024 and we would love to have your support for a campaign that raises awareness of safe contact lens wear and the benefits of wearing contact lenses.

### Be part of Love Your Lenses in 2024

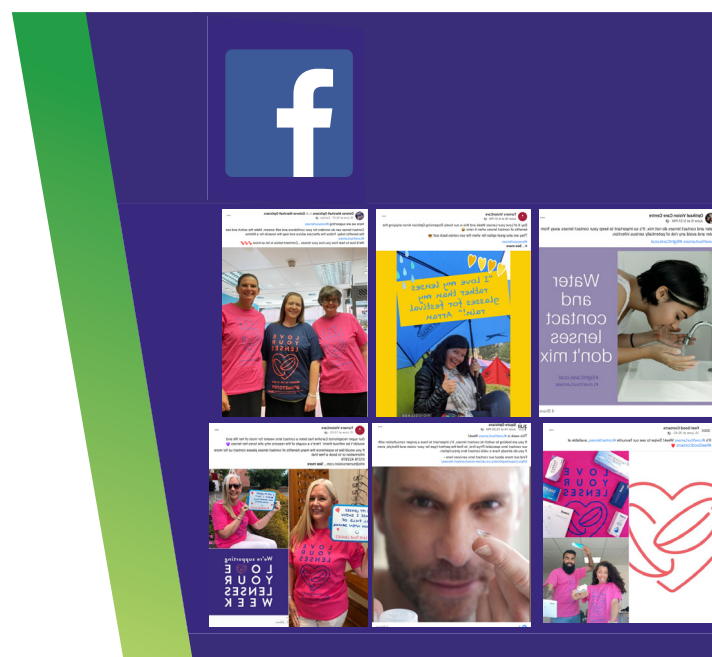
Participating in the Love Your Lenses will give your company

- Maximum brand exposure
- Opportunity to have prime logo placement on key campaign merchandise items
- Exposure across social media with a reach exceeding 441,000
- Optimum media coverage across key optometry publications

Your valued contribution will help to raise public awareness and increase the impact and reach of the exciting activities

we have planned – putting contact lenses firmly in the public eye. If you would like to be part of our growing campaign as a Love Your Lenses supporter or sponsor, please contact [Jashan@bcla.org.uk](mailto:Jashan@bcla.org.uk)

Vision



Element	Bronze £500 plus VAT (unlimited)	Silver £2,500 plus VAT (unlimited)	Gold £5,000 plus VAT (3 available)	Platinum £10,000 plus VAT (1 available)
Prominent display of logo on LYL website plus clickable link to own site	✓	✓	✓	✓
Two mentions of sponsor on LYL/BCLA social media platforms in the build-up to, and during, LYL week		✓	✓	✓
Use of logo on all online resources pack items (social media graphics and digital animation)			✓	✓
Use of logo on all printed posters			✓	✓
Inclusion of sponsor's logo on LYL 'cover photos' on X and Facebook			✓	✓
Opportunity to provide samples or promotional material in all printed resource packs			✓	✓
Use of logo on t-shirts			✓	✓
Sponsorship of and opportunity to shape content and feature on LYL podcast				✓

### Additional Opportunity

Sponsorship of and opportunity to theme content and feature on LYL webinar - £2,000 plus VAT

# Sponsorship Booking Form

Please complete the required information below along with your company's choice of sponsor opportunities and return to **Luke.Stevens-Burt@bcla.org.uk**

By returning this booking form, you are accepting the terms and conditions stated below. If you have any questions about this, please contact **Luke.Stevens-Burt@bcla.org.uk** before returning the form.

Bookings for BCLA conferences and events (where not included in the annual sponsorship package) must be booked separately. Please contact BCLA to request a sponsorship brochure and booking form for the individual BCLA event(s) that you would like to support.

SECTION 1 – Sponsor Details	
<b>COMPANY</b>	Name
	Address
	Town/City
	Postal code
	Country
	Website
<b>KEY CONTACT</b>	Full Name
	Telephone
	Email
<b>Signature of key contact</b>	
<b>Signature agreeing to attached Terms &amp; Conditions of sponsorship</b>	
<b>Print name</b>	

SECTION 2 - Sponsorship Opportunities			
Item	Unit Cost (£)	Quantity	Select (X)
Annual Sponsorship - Partner	£25,000 + VAT		
Annual Sponsorship - Platinum	£ 15,000 + VAT		
Dry Eye Management Certificate	£12,000 + VAT		
Myopia Management Certificate	£ 12,000 + VAT		
Sponsor-led Webinar (per session)	£ 2,000 + VAT		
Branded Webinar (per session)	£ 1,200 + VAT		
Sponsor-led Podcast (per episode)	£ 1,000+ VAT		
Branded Podcast (per episode)	£ 500 + VAT		

# Sponsorship Booking Form

## SECTION 3 – Sponsorship Payment

Please note you can only pay by BACS/WIRE Transfer for your sponsorship. On confirmation of your sponsorship package an invoice will be raised.

Invoice address (if different to those listed in Section 1)

Purchase Order Number (if applicable)

VAT number (if applicable)

This booking form should be completed and returned to **Luke.Stevens-Burt@bcla.org.uk**  
Please keep a copy for your records.

## Sponsorship Terms & Conditions

All information in this brochure is correct at time of publishing.

Please ensure that you have read and understood the sponsorship booking terms & conditions.

## Booking a sponsorship package

The last day to book a sponsorship package is 1 April 2024.

Annual sponsorship packages and products are only valid within the year for which they were purchased. Any unused benefits cannot be carried over to the following year. In some rare cases, certain benefits may be postponed in agreement with the BCLA into the next calendar year.

If you wish to partake in any sponsorship opportunities, a copy of the sponsorship booking form must be completed and returned to **Luke.Stevens-Burt@bcla.org.uk** by the stated deadlines for BCLA to deliver timely on the benefits included in your chosen package.

All sponsorship and exhibitor bookings will be confirmed on a first come, first served basis. Priority booking, where applicable, is valid until 15 December 2023. Whilst we will endeavour to retain the sponsorship packages and prices as seen, these are subject to alterations. Every effort will be made to honour each companies' chosen sponsorship package, however BCLA reserve the right to make changes or remove opportunities where necessary in the best interests of the association and/or the event delivery. BCLA will notify you as soon as possible if such circumstances occur.

## Policy on Side Events/Activities

If a non-participating company (i.e. a company that has not directly supported the BCLA through sponsorship, exhibiting and/or similar investment) has hosted, co-hosted, supported or participated in any activity, event or engagement during a BCLA event (including at the location of, where applicable), activity and/or campaign, that company will be ineligible to take up any of the sponsorship/exhibition packages provided. Activities could include, but are not limited to:

- Any BCLA conference
- Love Your Lenses
- Fitting skills day, or similar practical skills event
- Certificate courses

This ineligibility will be in place indefinitely and can only be overturned by a majority vote on the BCLA Council. The rationale and reason behind this is because the activities of the BCLA rely on the support of both the wider profession and commercial partners. Such sideline events and activities that take place during key activities within the BCLA's work programme is detrimental in the following ways:

- It puts members in an awkward position
- It undermines the companies that support the BCLA – and therefore the profession
- Risks the future of the BCLA and its activities and events which relies on sponsorship to deliver

# Sponsorship Booking Form

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## Payments/invoicing

An invoice for the full sponsorship package will be sent on receipt of a completed booking form. Payment must be made by BACS and received no later than 30 days from the date of the invoice with all payments finalised at least 14 days prior to the sponsored event/activity. Payment will be taken as confirmation of booking; no booking will be assigned without payment.

In some cases, payment may be split into two instalments; please contact [accounts@bcla.org.uk](mailto:accounts@bcla.org.uk) about this should it be needed.

All prices are quoted exclusive of VAT. Unless otherwise stated, UK VAT (20%) will be charged on all sponsorship fees, except for businesses established in the EU on the provision of their VAT number.

In case of non-payment by the dates specified, the BCLA have the right to allocate the sponsorship package and/or associated benefits to another company and the original sponsor would have no claims against the organisers for any such allocation.

## Activating sponsorship benefits

Where applicable, BCLA will ask sponsors to submit assets in accordance with the sponsorship benefits submission schedule provided to the sponsor.

It is the responsibility of the sponsoring company to activate and use the benefits included in the sponsorship package and to submit the relevant information, where applicable and when requested, for BCLA to execute the sponsor opportunities.

Benefits that require sponsors to produce artwork will need to be reviewed by BCLA for pre-approval to ensure that it meets the sponsorship guidelines which will be given to you at time of booking.

Assets not provided by the sponsor in accordance with the schedule specified may not be included to the extent described under the sponsorship package or at all. The failure of any sponsor to meet specific deadlines shall not result in the return of any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.

## Cancellation and refund policy

In case of withdrawal, BCLA must be contacted in writing by emailing [Luke.Stevens-Burt@bcla.org.uk](mailto:Luke.Stevens-Burt@bcla.org.uk). Sponsorship withdrawals prior and up to 30 April 2024 will be refunded 50% of the total package purchased. Sponsorship withdrawals after 30 April 2024 will be liable for the full cost of the sponsorship package.