

## Student Engagement

We recognize that many of you like to partner with our student organizations to support their programming or to host Lunch & Learns, which may be in addition to these support packages. While we want to encourage these opportunities for our students, our student services and development teams must coordinate all logistics and payments.

Due to ongoing construction in 2027, we cannot offer Lunch & Learns at our Commonwealth Clinic. We can only host them at Beacon Street and can help partner you with a faculty member to facilitate the event.

**Student Education Event:** An event open to all students or a particular class year, focusing on an educational topic. Limited to 1-2 hours. Participation in events like Dry Eye Industry Day would be considered a Student Education Event.

**Partnered Student Organization Event:** An event for club members with a particular focus. Must be organized through the CAPA office. All funding goes through CAPA and will not go directly to the club.

## Student Organizations

**Asian Optometry Student Organization (AOSO):** Promotes the awareness and acceptance of Asian culture and diversity to improve patient care and connect with NECO alumni working in Asia.

**Beta Sigma Kappa (BSK):** An international optometric honor fraternity dedicated to scientific and clinical excellence and high moral standards in the optometric profession.

**Canadian Association of Optometry Students (CAOS):** Canadian OD students.

**Optometric Vision Development and Rehabilitation Association:** Through presentations and speakers, educate and advocate for comprehensive vision care with an emphasis on developmental and behavioral approaches.

**Contact Lens Society (CLS):** Contact Lens Society (CLS) at NECO is an interest based club for those who want to learn about the various soft and specialty contact lens options available to fit patients in as well as to learn about different contact lens wear complications and anterior segment disease.

**Latinos En Optometry (LEO):** Helping future eye doctors navigate language barriers, LEO focuses on teaching optometry students how to conduct comprehensive eye exams in Spanish to improve the quality of care and clinical outcomes for Spanish-speaking patients.

**Lions Club:** Supports the local community by providing eye and general health screenings, book-binding services to the National Braille Press, bilingual presentations to senior centers, and glasses to VOSH and local homeless shelters.

**National Optometric Student Association:** Works to improve the delivery of vision care to underserved communities through consumer education, legislative advocacy, and minority recruitment and retention.

**Ocular Disease Club:** Provides students with an interest in ocular diseases an opportunity to engage more deeply in the field and cultivate a better understanding and knowledge of the scope optometrists have in treating ocular disease.

**Performance Vision Club (PVC):** Committed to improving patients' visual function, informing the public of preventative eye safety measures, and promoting professional standards among members and the general public.

**PRISM:** NECO's LGBTQIA+ ally organization to create inclusivity and diversity within NECO and the greater optometric community through educational, social, and advocacy events.

**Private Practice Club (PPC):** Students interested in private practice and learning about business management.

**Sigma Upsilon Sigma:** Provides a platform for the voices of women in the field of optometry.

**Student Alliance for the Advancement of Diversity & Inclusion (SAADI):** Educates the NECO community about social issues affecting BIPOC students, exploring implications for optometry at the clinical, administrative, and educational level.

**Student Council:** Serves as a liaison to NECO faculty, staff, and administration, and organizes activities like the Welcome Back Barbecue and annual Eye Ball formal dance.

**Volunteer Optometric Services to Humanity (VOSH):** Delivers eye care to those who lack access, locally and abroad.

## A Note on Our Clinical Integrity

Corporate partnership fees directly fuel educational programming and institutional innovation. All didactic, academic, and clinical decisions, including curriculum design, continuing education (CE) content, and future clinical or operational purchases, remain strictly independent of financial support. We will evaluate any expanded operational partnerships or clinical purchases solely through independent clinical review, demonstrated institutional need, and proven benefit to our clinics and the College.



# Collaborative Partnerships

A Comprehensive Guide to Tiered and Custom Engagement Opportunities at NECO



# Collaborative Partnership Portfolio

## A Comprehensive Guide to Tiered and Custom Engagement Opportunities at New England College of Optometry

**NECO's Collaborative Partnership Portfolio** connects visionary brands with NECO's vibrant academic and clinical community. As a global leader in optometric education and innovation, we invite forward-thinking industry partners to collaborate with us at the highest level. Through this partnership, we offer customized pathways to showcase your leadership, support world-class research, and forge deep connections with our future leaders in eye care.

### The Beacon Institutional Partner – \$75,000

As NECO's leading institutional partner, this elite tier delivers maximum year-round visibility alongside premier event alignment, executive speaking platforms, and maximum strategic access.

- **Exclusive Daily Co-Branding:** Serve as the exclusive corporate sponsor of NECO's main campus hub for the 2027 academic year. Your brand will be integrated directly into daily operations through high-impact, prominent co-branded signage throughout the central gathering space for students, faculty, staff, and guests at 424 Beacon Street.
- **Digital Real Estate:** 100% exclusive corporate branding and banner placement on the digital café ordering platform (Toast) used daily by all students, faculty, and clinical staff.
- **Exclusive Reunion Sponsorship:** Exclusive speaking opportunity at NECO's reunion event with ~100 alumni from a range of classes, a prominent table to greet attendees, logo and recognition on all event materials, and a dedicated 30-minute speaking time slot.
- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for five Signature Events of your choice.
- **Student Engagement:** Two student education events.
- **Faculty Engagement:** Speaking opportunity at faculty conference.
- **Resident Engagement:** Speaking opportunity at one residency conference.
- **Partner Choice:** NECO Partner Support initiative of your choosing.

### Visionary Partner – \$50,000

Engineered for major industry impact, this tier elevates your brand through high-visibility event sponsorships, dedicated speaking platforms across faculty and residency conferences, and direct engagement with emerging leaders in eye care.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for seven Signature Events.
- **Student Engagement:** One partnered event with a student club and three student education events.
- **Faculty Engagement:** Speaking opportunities at faculty conference.
- **Resident Engagement:** Speaking opportunity at all four residency conferences.
- **Partner Choice:** One NECO Partner Support initiative of your choosing.

### Insight Partner – \$25,000

Designed to build deep connections with future leaders, this tier combines interactive student educational programming and residency conference engagement with priority trade show positioning and core event support.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for five Signature Events of your choice.
- **Student Engagement:** One partnered event with a student club and two student education events.
- **Resident Engagement:** Speaking opportunity at one residency conference.
- **Partner Choice:** One NECO Partner Support initiative of your choosing.

### Gold Partner – \$15,000

A balanced partnership offering continuous community presence through core event sponsorships, guaranteed graduate recruitment access, and dedicated support for key institutional initiatives.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for four Signature Events of your choice.
- **Resident Engagement:** Speaking opportunity at one residency conference.
- **Partner Choice:** One NECO Partner Support initiative of your choosing.

### Silver Partner – \$10,000

Provides foundational visibility and talent outreach, combining signature event presence with guaranteed recruitment access at NECO's premier graduate trade show.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for four Signature Events of your choice.

### Bronze Partner – \$5,000

An accessible entry-level tier designed to establish a clear, recognizable presence within the NECO ecosystem through targeted event alignment and direct student recruitment.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Signature Events:** Support for two Signature Events of your choice.

### Supporter – \$2,500 (minimum for à la carte events)

Ideal for focused participation, this flexible tier offers high-contrast visibility tailored to your immediate goals, allowing you to choose between direct trade show recruitment or targeted event sponsorship.

- **Core Recognition:** Listed in the NECO Annual Report.
- **Benefit Choice:** A guaranteed table at our Graduate Strong Trade Show OR support for one Signature Event.

## The 2027 Opportunity Menu

We value flexibility in our partnerships. If your organization hosts a specialized engagement event—such as Brunch with ODs or the First Year Guides program—these may be credited as a Signature Event within your selected sponsorship tier.

### Signature Events

- **Final Year Sendoff (April):** A celebratory event honoring ~130 graduating students as they transition into practice. (Includes table/networking).
- **White Coat Ceremony (August):** A symbolic milestone marking the entry into clinical education. (High-visibility branding).
- **First-Year Orientation (September):** An immersive introduction for ~130 new students. (Includes a ten-minute speaking opportunity).
- **Welcome Back BBQ (September):** A community celebration fostering connections among students, faculty, and staff. (Includes table/giveaway option).
- **Canadian Thanksgiving (October):** A tradition bringing together NECO's Canadian students for a shared meal. (Includes table/giveaway option).
- **Industry Collaborative (November):** A high-impact forum convening leaders from education and industry to co-create the future of optometry (exhibit hall opportunity, potential opportunity for speaking in a panel if it aligns with programming).
- **Reunion (November):** An opportunity to welcome ~100 alumni back to NECO at our annual reunion event with a dedicated sponsor table and logo and recognition on all event materials.
- **Graduate Strong Career Fair (January):** Direct engagement with the student body via a dedicated sponsor table.

### Resident Engagement

- **Residency Graduation Conference (June):** Residents present clinical findings (including a speaking opportunity).
- **Summer Residency Conference (July):** Orientation and CE sessions for the new resident cohort (includes a speaking opportunity).
- **Fall Residency Education Event (October or November):** A full day of supplemental learning focused on core clinical topics (includes a speaking opportunity).
- **Spring Residency Education Event (February or March):** A full day of supplemental learning focused on core clinical topics (includes a virtual speaking opportunity).

### Faculty Engagement

- **Faculty Retreat** (Spring or Summer)

### NECO Partner Support

- **Food Pantry Fund:** An ongoing initiative dedicated to ensuring no student has to choose between their education and their next meal. This is a direct, high-visibility way to show your commitment to student health, dignity, and academic success.
- **Staff Retreat:** Supporting the professional community that guides our students daily.

Submit your sponsorship request by using this QR code, or email Addy Rose at [rosea@neco.edu](mailto:rosea@neco.edu).

