



OPTICIAN

AWARDS

Thursday 2nd December 2021
The Grosvenor House Hotel
86-90 Park Lane, Mayfair, London, W1K
7TN

[About the Awards](#)

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[Contact](#)

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About the Awards

Celebrating Excellence in Optics.

The Optician Awards are the UK's leading and most prestigious annual awards dedicated to the optical industry for over 30 years.

Entries for the Awards are encouraged from both independent opticians and multiples and recognise the success of Opticians, optical practices and suppliers from around the UK and Ireland.

As a sponsor of the Optician Awards you will have the unique opportunity to raise your profile and promote your brand to over 600 of the industry's most influential figureheads and companies.

Nothing celebrates success like an Optician Award: it's an accolade that makes staff, clients and rivals sit up and take notice.





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The categories

Trophies for business and fashion will all feature in the 2021 *Optician* Awards, joining the line-up of well-established and popular categories showcasing the best in optical practice and products.

All areas of optical practice and business are represented in the Awards and this year we have some exciting new categories.

The 2021 categories include:

- Covid Hero Award (NEW)
- Sustainability Award (NEW)
- Technology Practice of the Year
- The Family Optician of the Year
- Multiple Practice of the Year
- Independent Practice of the Year
- Social Media Practice of the Year
- Frame of the Year
- Contact Lens Product of the Year
- Lens Product of the Year
- Fashion Practice of the Year
- Optical Supplier of the Year
- Optical Assistant Team of the Year
- Contact Lens Practitioner of the Year
- Dispensing Optician of the Year
- Optometrist of the Year



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Sponsorship

Sponsorship of the Optician Awards demonstrate your companies support for the industry as well as promote your company to our senior audience of; opticians, suppliers, Dispensing Opticians, Finance Directors, Practice Managers, Optical Assistants and Managing Directors. **The Sponsorship Package includes the following:**

Pre event:

- Editorial coverage within Optician magazine, website and social media channels.
- Your company logo will appear in all promotional advertising in Optician magazine
- Your company logo and profile will appear on the Optician Awards website.
- Your company logo will appear on dedicated Optician Awards e-shots, sent to over 40,000 industry professionals.
- Entry forms will be branded with your company logo.
- Optician Awards tickets will be branded with your logo.
- Two tickets to the Optician Awards shortlist party – held in London with over 150 guests, a celebration of being shortlisted.
- Opportunity to propose a judge from your company as well as an independent judge relevant to your sponsored category.
- We will provide you with the Optician Awards logo and web banners for use on your marketing material.
- Personalised letter to the shortlist of your category

On the Night:

- Logo on sponsors wall which will be displayed in reception area and on screens throughout the evening.
- Opportunity to host your guests in a branded area in the main drinks reception.
- Senior representative from your company will be invited to announce the winner on stage. The picture of the sponsor and winner will be used in Optician magazine.
- One table of 10 guests located in a prime position at the Awards.
- Opportunity to purchase additional tables at 10% discount.

Post Event

- Optician magazine will feature extensive coverage of the event and the Award winners including a four page feature carrying photographs of the winners and sponsors, sponsor logos and shortlist.
- Your own sponsored email sent to our 40,000 listed names congratulating the winners.

For a price on category sponsorship please contact Darren or Joseph



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Sponsorship: Other opportunities

Additional and alternative sponsorship opportunities include:

- Shortlisted Drinks event sponsorship
- 'On the night' pre-dinner drinks sponsor
- Table plan
- Goody bag
- Balloon burst
- Table gift
- Casino
- Advertisement in post Awards feature.

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Why sponsor

Networking – meet senior industry decision makers and peers within the UK's leading organisations.

Exposure and Profile – benefit from the high-profile branding to the Optical sector before, during and after the event.

Reputation building – by aligning your brand with the Optician Awards your company will be seen as supporting the industry and recognised as a leading brand by your customers.

Brand reach – through an extensive communications programme (inc social media) that reaches throughout the industry.

New business – create new business opportunities through brand presence and networking with existing and potential customers.

Leader in your field – align your company with a category which is relevant and highlights your expertise in your field.

