

# 2022 SPONSORSHIP OPPORTUNITIES

# LOOKING OUT FOR KIDS

Through the LOFK fund, Salus University is able to provide vision and hearing screenings to some of the area's most vulnerable children. In fact, one in four children has an undetected vision problem. Students requiring further vision testing are transported to The Eye Institute (TEI) of Salus University for a comprehensive eye exam and provided with two pairs of glasses (one for school and one for home) – all at no cost. Students requiring further hearing testing are referred to the Pennsylvania Ear Institute (PEI).

OVER 37,000 CHILDREN HAVE BEEN SCREENED THROUGH THE LOFK INITIATIVE SINCE 2010. IN THE 2021-22 SCHOOL YEAR, LOOKING OUT FOR KIDS SUPPORTED\*:



**6,454**  
VISION  
SCREENINGS



**739**  
EYE  
EXAMS



**1,182**  
PERSCRIPTIONS  
DISTRIBUTED



NINE SCHOOL  
DISTRICTS SERVED  
INCLUDING **53**  
SCHOOLS IN  
PHILADELPHIA

\*REDUCED NUMBERS DUE TO COVID-19 SAFETY PRECAUTIONS

# SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSORSHIP

\$50,000

- 40 tickets for "Looking Out for Kids" charity gala + 20 Parking Passes
- Check presentation ceremony
- Name of Company included in presenting title
- Recognition at Salus University events throughout the 2022-2023 academic year
- Corporate logo prominently featured on all publicity materials and logo/banner prominently displayed during the event
- Corporate logo to appear on event and University websites, pre and post event
- Opportunity for Senior Officer to speak during the event
- Priority placement in the 2022 Fall Alumni Magazine and The Eye Institute's newsletter
- Full page ad in LOFK event program book
- Inclusion in all event public relations efforts

## PLATINUM SPONSORSHIP

\$25,000

- 30 tickets for "Looking Out for Kids" charity gala + 15 Parking Passes
- Name of Company included in presenting title
- Corporate logo prominently featured on all publicity materials and prominently displayed during the event
- Opportunity for Senior Officer to speak during the event
- Priority placement in the 2022 Fall Alumni Magazine and The Eye Institute's newsletter (Circulation 40,000)
- Full page ad in LOFK event program book

## GOLD SPONSORSHIP

\$10,000

- 10 tickets to "Looking Out for Kids" charity gala + 5 Parking Passes
- Corporate logo prominently featured on all publicity materials and prominently displayed during the event
- Corporate logo to appear on event and University websites, pre and post event
- Full page ad in LOFK event program book
- Priority placement in the 2022 Fall Alumni Magazine and The Eye Institute's newsletter (Circulation 40,000)

## SILVER SPONSORSHIP

\$5,000

- 6 tickets to "Looking Out for Kids" charity gala + 2 Parking Passes
- Company logo to appear on event website and company name on University website, pre and post event
- Full page ad in LOFK event program book
- Priority placement in the 2022 Fall Alumni Magazine and The Eye Institute's newsletter (Circulation 40,000)

## BRONZE SPONSORSHIP

\$2,500

- 4 tickets to "Looking Out for Kids" charity gala + 1 Parking Pass
- Company logo to appear on event website and company name on University website, pre and post event
- Half page ad in LOFK event program book
- Acknowledgment in the 2022 Fall Alumni Magazine and The Eye Institute's newsletter (Circulation 40,000)

## OTHER WAYS TO HELP SUPPORT LOFK

### EYE EXAM | \$60

A gift of \$60 can fund an eye exam.

### TWO PAIRS OF GLASSES | \$60

A gift of \$60 can fund TWO pairs of eyeglasses.

### TOTAL EYE CARE PACKAGE | \$120

A gift of \$120 can fund an eye exam and two pairs of eyeglasses.

### BUS RIDE | \$350

A gift of \$350 can fund transportation for children to and from The Eye Institute to receive comprehensive care.

### A FULL DAY OF CARE — \$2500

Depending on the size of the donation, 8-16 children can receive comprehensive eye exams, TWO pairs of eyeglasses if needed, and transportation to and from The Eye Institute.

# SPONSORSHIP SNAPSHOT

	<b>DIAMOND SPONSOR</b>	<b>PLATINUM SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>
	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Logo featured at The Eye Institute for 2022-2023 Academic Year	●				
Check presentation ceremony	●				
Name of Company included in presenting title	●	●			
Opportunity for Senior Officer to speak during the event	●	●			
Inclusion in all event public relations efforts	●	●			
Corporate logo prominently featured on all publicity materials	●	●	●		
Recognition in Salus University events throughout the 2022-2023 academic year	●	●	●		
Ads in digital LOFK event program book	FULL	FULL	FULL	FULL	HALF
Video ad during LOFK charity event	60 seconds	30 seconds	15 seconds		
Corporate logo/banner displayed during the event	●	●	●	●	
Parking Passes	20	15	5	2	1
Corporate logo to appear on event and University websites, pre and post event	●	●	●	●	●
Prominence in the 2022 Fall Alumni Magazine and TEI patient newsletter	●	●	●	●	●

# SUPPORTING THE CAUSE

Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Checks can be mailed to:**  
 Salus University  
 c/o Institutional Advancement  
 8360 Old York Road  
 Elkins Park, PA 19027

**For credit cards please visit:**  
[SalusUhealth.edu/LOFK](http://SalusUhealth.edu/LOFK)  
 or call 215.780.1395

## Sponsorship Levels

- \_\_\_\_\_ Diamond Sponsor - \$50,000
- \_\_\_\_\_ Platinum Sponsor - \$25,000
- \_\_\_\_\_ Gold Sponsor - \$10,000
- \_\_\_\_\_ Silver Sponsor - \$5,000
- \_\_\_\_\_ Bronze Sponsor - \$2,500

*Sponsorships due by 10-1-2022*

## Program Ad Rates

- \_\_\_\_\_ Full Page \$500
- \_\_\_\_\_ Half Page \$275
- \_\_\_\_\_ 1/4 Page: \$150
- Premium Ad Rates**
- \_\_\_\_\_ Inside Cover (Full page): \$1,000
- \_\_\_\_\_ Back Cover (Full page): \$1,500

*Ads due by 10-12-2022*

## Other Ways to Support

- \_\_\_\_\_ \$60 Eye Exam
- \_\_\_\_\_ \$60 Two Pairs of Glasses
- \_\_\_\_\_ \$120 Total Eye Care Package
- \_\_\_\_\_ \$350 Bus Ride
- \_\_\_\_\_ \$2500 A Full Day of Care

## PROGRAM ADVERTISING

DELIVER AD ARTWORK AS A SINGLE PAGE HIGH RESOLUTION PDF OR 300DPI CMYK JPG  
 FONTS MUST BE OUTLINED AND IMAGES AT 300DPI OR HIGHER  
 FULL PAGE ADS MUST HAVE 1/8" BLEED. ADS DUE BY OCTOBER 12, 2022.

### PREMIUM FULL PAGE ADS

Inside Front Cover (Full Page) **\$1,000**  
 Back Cover (Full Page) **\$1,500**

### FULL PAGE AD | \$500

- Bleed size 5.75" (w) x 8.75" (h)
- Trim size 5.5" (w) x 8.5" (h)
- Live Area 5.25" (w) x 7.75" (h)

### HALF PAGE AD | \$275

- Trim size 5.25 in" (w) x 4.0625" (h)

### QUARTER PAGE AD | \$150

- Trim size 2.5625" (w) x 4.0625" (h)

