



THE 16th ANNUAL  
**LOOKING OUT  
 FOR KIDS**  
 CHARITY FUNDRAISER

*gh*  
**SWITCH HOUSE**  
 AT THE BATTERY

6:30 P.M. • SATURDAY  
**NOVEMBER 11**  
 2023 ↗



**SPONSORSHIP  
 OPPORTUNITIES**

[SALUSUHEALTH.COM/LOFK](https://salusuhealth.com/lofk)

**HONORING**  
**SUSAN C. OLESZEWSKI, OD '76, MA, FFAO**  
 PENNSYLVANIA COLLEGE OF OPTOMETRY  
 PROFESSOR EMERITUS  
 LOOKING OUT FOR KIDS FOUNDER



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP

\$25,000

- 30 tickets for "Looking Out for Kids" Charity Gala
- Name of Company included in presenting title
- Corporate logo prominently featured on all publicity materials and prominently displayed during 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 2023 Fall Alumni Magazine and The Eye Institutes newsletter (Circulation 40,000)
- Full page ad in LOFK event program book inside front cover

## GOLD SPONSORSHIP

\$10,000

- 10 tickets for "Looking Out for Kids" Charity Gala
- Corporate logo prominently featured on all publicity materials and prominently displayed during event
- Corporate logo to appear on event and University websites, pre and post event
- Priority placement in the 2023 Fall Alumni Magazine and The Eye Institutes newsletter (Circulation 40,000)
- Full page ad in LOFK event program book

## SILVER SPONSORSHIP

\$5,000

- 6 tickets for "Looking Out for Kids" Charity Gala
- 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 2023 Fall Alumni Magazine and the The Eye Institute's newsletter (Circulation 40,000)

## BRONZE SPONSORSHIP

\$2,500

- 4 tickets for "Looking Out for Kids" Charity Gala
- Corporate logo to appear on event and University websites, pre and post event
- Half page ad in LOFK event program book
- Priority placement in the 2023 Fall Alumni Magazine and the The Eye Institute's newsletter (Circulation 40,000)

## OTHER WAYS TO SUPPORT LOFK

### PROVIDE ONE HEARING AID MOLD | \$50

A gift of \$50 funds one new ear mold for a hearing aid

### EYE EXAM | \$60

A gift of \$60 can fund an eye exam

### ONE PAIR OF GLASSES | \$30 OR TWO PAIRS | \$60

A gift of \$30 can fund ONE pair of eyeglasses

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

### PROVIDE ONE HEARING AID | \$1,000

A gift of \$1,000 funds one new hearing aid.

\*Many children are in need two hearing aids

### A FULL DAY OF CARE | \$2,500

20 students will receive comprehensive eye exams, TWO pairs of eyeglasses if needed, and transportation to and from The Eye Institute



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

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.com/LOFK](https://SalusUhealth.com/LOFK)  
or call 215.780.1395

### Sponsorship Levels

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

*Sponsorships are due by 10-1-2023*

### Program Ad Rates

- Full Page \$500
- Half Page \$275
- Back Cover (Full page) \$1,000

*Ads are due by 10-12-2023*

### Other Ways to Support

- Provide one pair of eyeglasses for \$30
- Provide one hearing aid mold for \$50
- Provide one eye exam for \$60
- Provide one eye exam and two pairs of glasses for \$120
- Bus Ride to The Eye Institute for \$350
- Provide one hearing aid for \$1,000
- Provide a full day of care for \$2,500

### 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, 2023.

#### PREMIUM FULL PAGE ADS

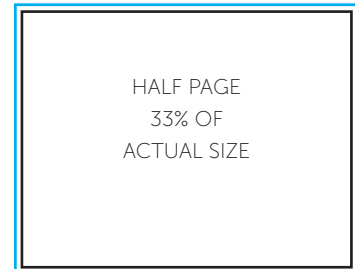
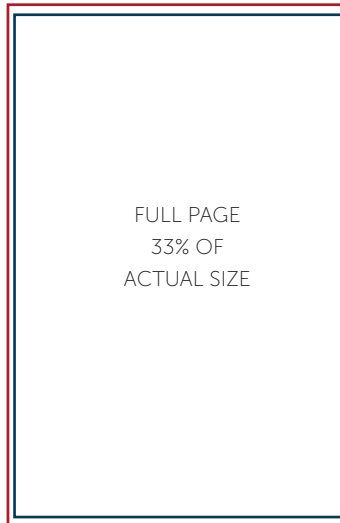
Back Cover (Full Page) \$1,000

#### 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)



# LOOKING OUT FOR KIDS

## Silent Auction Form

Join us in supporting Looking Out for Kids  
Charity Fundraiser by donating to our auction

Your generous support will enable us to continue the impactful work of providing comprehensive vision services and hearing screenings to economically disadvantaged children in our region.

As part of the care we rendered in 2022 - 2023 we dispensed 2,036 pairs of eyeglasses to children in need. In total we provided more than 8,346 students with vision screenings and more than 2,000 students with hearing screenings.



The smiles on the faces of children who see and hear clearly for the first time are unforgettable.

On behalf of Salus University, and the many children we serve each year, Thank You!

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Donated item or service: \_\_\_\_\_

Special notes or additional information needed for arrangements: \_\_\_\_\_

Estimated Fair Market Value: \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Any official gift certificate or prize letter should have a contact name, phone number and expiration date, including restrictions (if applicable). Please send auction items to [ndouglas@salus.edu](mailto:ndouglas@salus.edu) or mail to: Salus University c/o Institutional Advancement, 8360 Old York Road, Elkins Park, PA 19027