

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 PROVIDED*



6,454
VISION
SCREENINGS



739
EYE
EXAMS



1,182
PERSCRIPTIONS
DISTRIBUTED



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

*REDUCED NUMBERS ARE DUE TO COVID-19 SAFETY PRECAUTIONS

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP

\$50,000

- 40 tickets for "Looking Out for Kids" charity gala
- 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
- Name of Company included in presenting title
- 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
- 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
- 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
- Corporate 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
- Corporate 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

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

SPONSORSHIP SNAPSHOT

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

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
 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)

