



EYES • ON
DESIGN

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27th Annual EyesOn Design Automotive Exhibition

June 13 – 15, 2014
Sponsorship Opportunities



DEPARTMENT OF OPHTHALMOLOGY
The Detroit Institute of Ophthalmology



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THE DETROIT INSTITUTE OF OPHTHALMOLOGY

A Division of the Department of Ophthalmology, Henry Ford Health System

The Detroit Institute of Ophthalmology (DIO) is the research education arm of Henry Ford Health System's Department of Ophthalmology. Henry Ford and the DIO are committed to assisting the visually impaired in maintaining their independence.



The 27TH Annual EyesOn Design Automotive Exhibition

We are pleased to announce the 27th annual EyesOn Design Automotive Exhibition, which is an international celebration of the past, the present and the future of automotive design. The theme for 2014 is "Automotive Design's Influence on Popular Culture."



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The EyesOn Design Alliance

It is only with good vision that a person can fully appreciate the beauty of design.

- This is the simple but powerful idea behind the EyesOn Design automotive design initiative, which has enjoyed recognition, prestige and support for nearly three decades.
- Through an informal alliance with the design community, EyesOn Design events have raised several million dollars, which directly support the visually impaired and blind communities, and contribute to vision research.
- Currently, Henry Ford Health System's Department of Ophthalmology and the Detroit Institute of Ophthalmology are formalizing this relationship through a new initiative called the EyesOn Design Alliance.



Funds raised through EyesOn Design events help to support programs for the visually impaired, including DIO support groups.



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The EyesOn Design Alliance (cont.)

Vision impairment and blindness result in increased depression, higher direct and indirect health care costs, lost productivity, reduced independence, diminished quality of life and accelerated mortality.

The EyesOn Design Alliance is a coalition of partners who are providing funding to help prevent, treat, educate and care for the visually impaired and blind communities – working to help them maintain their independence and dignity, while learning how to live a productive life in a sighted world.



EyesOn Design Events

The pioneers behind the EyesOn Design Alliance have historically obtained necessary funding through two premier automotive design events:

EyesOn Design Automotive Exhibition

- For nearly three decades, the EyesOn Design Automotive Exhibition has celebrated automotive design excellence of the past, present and future.
- Held on Father's Day at the Edsel & Eleanor Ford House in Grosse Pointe Shores, Michigan, the show features a new theme each year.
- Vehicle entries are eligible to win several awards, including one judged and presented by visually impaired adults.



Detroit Institute of Ophthalmology "Visionaries" support group members judge an EyesOn Design Automotive Exhibition vehicle by touch.



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EyesOn Design Events (cont.)

EyesOn Design at the North American International Auto Show

- Based on the success of the summer car show, the EyesOn Design format expanded in 2005 to include an awards program at the North American International Auto Show (NAIAS), one of the industry's most prestigious automotive design shows.
- Held each year at Cobo Center in Detroit, Michigan, vehicles revealed at the Detroit show are judged by a distinguished panel of automotive designers from various design disciplines, with one production and one concept vehicle being chosen as the winner in each category.
- Original Equipment Manufacturers are represented by their designers as judges, but do not participate as sponsors of the EyesOn Design Awards at NAIAS.



The Cadillac Design Team with the 2013 EyesOn Design Production Vehicle award winner, the 2014 Cadillac ELR.



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Our Invitation to You

We invite your company to support the EyesOn Design 2014 Automotive Exhibition. Affiliation will provide your company with:

- Networking opportunities with global design leaders from major domestic, Asian and European OEMs
- Networking opportunities with automotive industry executives and the leadership of the major design schools
- Opportunities to meet your marketing objectives and provide corporate hospitality for your customers
- Excellent visibility and opportunity to promote your brand to industry leaders, as well as 5,000+ attendees of the three-day weekend of events





Our Events, Your Marketing Tools

Vision Honored

The Henry – Presidential Ballroom
300 Town Center Drive
Dearborn, MI
Friday, June 13, 2014
6:30 – 11:00 PM

An extraordinary black-tie gala. This prestigious event, attended by automotive executives, designers and leaders within the automotive community, will celebrate the contributions and accomplishments of the Lifetime Design Achievement Award recipient for 2014, **Peter Schreyer**, president and chief design officer, Hyundai Motor Group.

\$175/Person (FMV: \$63)
\$1,500 Table of 10 (FMV: \$630)



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Our Events, Your Marketing Tools (cont.)

Private Eyes Brunch

Edsel & Eleanor Ford House

Sunday, June 15, 2014

11:00 AM - 1:00 PM

The brunch, a tradition of treating Father's Day with elegance, class and style, is held on the lawn of the historic Edsel & Eleanor Ford House on Lake St. Clair. Join leading designers, industry leaders and event sponsors at one of our country's most gorgeous auto baron estates.

All Private Eyes Brunch tickets include admission to Automotive Exhibition

\$75/Person (FMV: \$51)

\$25/ Children 12 and under (FMV: \$25)

\$750/ Table of 10 (FMV: \$510)



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Our Events, Your Marketing Tools

EyesOn Design Automotive Exhibition

Edsel & Eleanor Ford House

Sunday, June 15, 2014

10:00 AM – 4:30 PM

The Automotive Exhibition is known around the world for its creative show themes that center on design. The 2014 theme, “Automotive Design’s Influence on Popular Culture,” is exemplified by the 1936 Cadillac V-16 Aero Dynamic Coupe (featured on the 2014 EyesOn Design commemorative poster) and is sure to provide a feast for the eyes with over 250 invited vehicles onsite.

\$20/Person at the Gate (FMV: \$20)

Free-Children 12 and under (when accompanied by an adult)

Active duty military free with ID



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Sponsorship Opportunities for EyesOn Design Automotive Exhibition Events

- **\$50,000 Vision Honored Presenting Sponsor**
\$12,000 Supporting Sponsor (3 Available)
- **\$40,000 Platinum Sponsor**
- **\$25,000 Private Eyes Brunch Sponsor**
\$7,500 Supporting Sponsor (3 Available)
- **\$20,000 Gold Sponsor**
- **\$15,000 Crystal Awards Sponsor – SOLD**
- **\$10,000 Silver Specialty Sponsors**
- **\$7,000 Silver Sponsors**
- **\$5,000 Bronze Specialty Sponsors:**
- **\$3,000 Bronze Sponsors:**

Please see following pages for more information about these sponsorship opportunities.





Vision Honored Presenting Sponsor

\$50,000* (FMV: \$2,990)

\$12,000 Supporting Sponsor (3 available – see next page)

Benefits for Vision Honored Presenting Sponsor:

- Exhibit (2) vehicles (production or concept) or product at each of the EyesOn Design Automotive Exhibition events
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials as a sponsor/supporting sponsor of Vision Honored
- Signage at the entrance of Vision Honored and the EyesOn Design Automotive Exhibition
- (1) two-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at Vision Honored
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for (2) tables of (10) at Vision Honored
- Admission for (10) to Private Eyes Brunch
- General admission for (30) to EyesOn Design Automotive Exhibition

***25% reduction
for 3-year
commitment**





Vision Honored Supporting Sponsor

\$12,000 (FMV: \$1,662)

3 available

Benefits for Vision Honored Supporting Sponsor:

- Exhibit (1) vehicle (production or concept) or product at each of the EyesOn Design Automotive Exhibition events
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials as a sponsor/supporting sponsor of Vision Honored
- Signage at the entrance of Vision Honored and the EyesOn Design Automotive Exhibition
- (1) full-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at Vision Honored
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for table of (10) at Vision Honored
- Admission for (2) to Private Eyes Brunch
- General admission for (12) to EyesOn Design Automotive Exhibition





Platinum Sponsor

\$40,000* (FMV: \$2,432)

This exclusive sponsorship provides support and access to all weekend events.

Benefits for Platinum Sponsor:

- Exhibit (1) vehicle (production or concept) or product at each of the EyesOn Design Automotive Exhibition events
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials as a featured sponsor
- Signage at the entrance of each event of the EyesOn Design weekend
- (1) two-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at each event
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for table of (10) at Vision Honored
- Admission for (6) to Private Eyes Brunch
- General admission for (30) to EyesOn Design Automotive Exhibition

***25% reduction
for 3-year
commitment**





Private Eyes Brunch Presenting Sponsor

\$25,000* (FMV: \$1,763)

\$7,500 Supporting Sponsor (3 available – see next page)

Benefits for Private Eyes Brunch Presenting Sponsor:

- Exhibit (1) vehicle (production or concept) or product at the EyesOn Design Automotive Exhibition
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance of the Private Eyes Brunch and the EyesOn Design Automotive Exhibition
- (1) full-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at each event
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for (4) to Vision Honored
- Admission for (10) to Private Eyes Brunch
- General admission for (16) to EyesOn Design Automotive Exhibition

***25% reduction
for 3-year
commitment**





Private Eyes Brunch Supporting Sponsor

\$7,500 (FMV: \$1,135)

3 available

Benefits for Private Eyes Brunch Supporting Sponsor:

- Exhibit (1) vehicle (production or concept) or product at the EyesOn Design Automotive Exhibition
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance of the Private Eyes Brunch and the EyesOn Design Automotive Exhibition
- (1) half-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at each event
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for (4) to Private Eyes Brunch
- General admission for (8) to EyesOn Design Automotive Exhibition





Gold Sponsor

\$20,000* (FMV: \$1,512)

This exclusive sponsorship provides support and access to all weekend events.

Benefits for Gold Sponsor:

- Exhibit (1) vehicle (production or concept) or product at each of the EyesOn Design Automotive Exhibition events
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials as a featured sponsor
- Signage at the entrance of each event of the EyesOn Design weekend
- (1) full-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at each event
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for (4) to Vision Honored
- Admission for (4) to Private Eyes Brunch
- General admission for (12) to EyesOn Design Automotive Exhibition

***25% reduction
for 3-year
commitment**



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Crystal Award Sponsor – **SOLD**

\$15,000 (FMV: \$1,725)

Honorary Chairman's Award, EyesOn Design Interior Award, Visionaries Award, Preserving the Vision Award, Rolling Sculpture Award

Benefits for Crystal Award Sponsor:

- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance of each event of the EyesOn Design weekend
- (1) full-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at the EyesOn Design Automotive Exhibition
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for table of (10) at Vision Honored (customized package)
- Admission for (4) to Private Eyes Brunch
- General admission for (10) to EyesOn Design Automotive Exhibition





Silver Specialty Sponsorship Opportunities

\$10,000 each (FMV: \$1,062)

- **Program Book**
Sponsor the cost of printing the Automotive Exhibition program book
- **Vehicle Exhibitors' Hospitality Tent**
Provide a hospitality tent for Automotive Exhibition vehicle owners to meet and gather for a continental breakfast and lunch (catering costs not included)
- **Corporate Hospitality Tent** Opportunity for client entertaining, product display, brand messaging, exposure to the car exhibitors and enthusiasts (catering costs not included)
- **Signage**
Support the week's events by covering costs of the signage
- **Parking Shuttle**
Provide service from off-site parking lots throughout the day of the Automotive Exhibition
- **Printing**
Provide funding for paper and printing costs of invitations and tickets for the weekend events
- **Golf Cart Shuttle**
Provide shuttle service via 20 golf carts for on-grounds transportation during Automotive Exhibition

Benefits for Silver Specialty Sponsorship Opportunities listed on next page.





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Silver Specialty Sponsorship Opportunities (cont.)

\$10,000 each (FMV: \$1,062)

Benefits for Silver Specialty Sponsors:

- Exhibit (1) vehicle (production or concept) or product at EyesOn Design Automotive Exhibition event
- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance of the EyesOn Design Automotive Exhibition
- (1) full-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at the EyesOn Design Automotive Exhibition
- Logo on website
- Recognition in EyesOn Design Automotive Exhibition program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- Admission for (2) to Private Eyes Brunch
- General admission for (8) to EyesOn Design Automotive Exhibition



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Silver Sponsorship Opportunities

\$7,000 each (FMV: \$880)

Museum Vehicle Transportation: Provide for the transportation of 3-6 vehicles from a major out-of-state museum

License Plates

Exhibited vehicles receive a commemorative license plate with medallion; includes sponsor name on plate

Benefits for Silver Sponsor:

- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance to EyesOn Design Automotive Exhibition
- (1) half-page color ad in the EyesOn Design Automotive Exhibition program book
- Special mention and recognition by the Master of Ceremonies at the EyesOn Design Automotive Exhibition
- Logo on website
- Recognition in EyesOn Design program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- General admission for (8) to EyesOn Design Automotive Exhibition





Bronze Specialty Sponsorship Opportunities

\$5,000 each (FMV: \$690)

Volunteer Apparel: Volunteers wear official EyesOn Design golf-style shirts with the event logo on the front and sponsor's logo on the sleeve

Best of Chrome Award: One award will be given to the vehicle judges as having the best use of chrome detail

SOLD

Benefits for Bronze Specialty Sponsor:

- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance to EyesOn Design Automotive Exhibition
- (1) half-page color ad in the EyesOn Design Automotive Exhibition program book
- Logo on website
- Recognition in EyesOn Design program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- General admission for (6) to EyesOn Design Automotive Exhibition





Bronze Sponsorship Opportunities

\$3,000 each (FMV: \$620)

Judges' Breakfast: Host the continental breakfast (held in the Edsel & Eleanor Ford Activities Center) for the prestigious judging panel of the Automotive Exhibition

Lanyard: Provide identification lanyards for judges, sponsors and 3,000+ Automotive Exhibition attendees

Designer's Choice Award: Provide award for one set of 4 Designer's Choice Awards (4 sets available)

Ribbons/Name Tags: Provide name tags and ribbons awarded to vehicle class winners

Benefits for Bronze Sponsor:

- Corporate identity featured on all EyesOn Design Automotive Exhibition related collateral, promotional and advertising materials
- Signage at the entrance to EyesOn Design Automotive Exhibition
- (1) quarter-page color ad in the EyesOn Design Automotive Exhibition program book
- Logo on website
- Recognition in EyesOn Design program book
- Inclusion of sponsor name and/or logo on all event listings
- Inclusion of sponsor name and/or logo in all press releases
- General admission for (4) to EyesOn Design Automotive Exhibition



**Custom sponsorships are also available.
Please contact us for fulfillment details.**

Sponsorship Contact:
Cyndy Doherty

Mobile: (313) 515-9050
Office: (248) 593-9740
cyndy@fulkersongroup.com





Thank you for your consideration.

Through the generous support of the EyesOn Design Alliance and event sponsors, Henry Ford Health System clinicians, researchers and staff along with hundreds of volunteers and friends will continue to improve the lives of the visually impaired and blind by:

- Advancing ophthalmic research initiatives, including Henry Ford's two world research congresses
- Enhancing the breadth and depth of Henry Ford's clinical programs and services
- Expanding the reach of support groups for the visually impaired and blind
- Establishing a world-renowned eye institute within Henry Ford Health System

