



# 70's Rockin' for New Eyes

Sponsorship  
Information

20/20 for 2020

NEW EYES

glasses for those in need



2020  
March  
28th

Hard Rock  
Cafe

Times Square  
New York City



**NEW YORK**

**Saturday, March 28<sup>th</sup>, 2020**

**1501 Broadway, NYC**

**8:30 pm - 12:30 pm**

**Rockin' for New Eyes is a benefit concert for New Eyes for the Needy. Proceeds go to New Eyes' new prescription eyeglass program for financially struggling children and adults in the United States.**



For questions, please contact  
**Jean Gajano, Executive Director**  
[jgajano@new-eyes.org](mailto:jgajano@new-eyes.org)  
**(973) 376-4908**  
[www.new-eyes.org](http://www.new-eyes.org)

Visit: [www.new-eyes.org/rfne](http://www.new-eyes.org/rfne)  
for images on last year's  
Rockin' for New Eyes 2018 event!

**20/20 for 2020**  
**NEW EYES**   
glasses for those in need

### **What:**

A benefit concert composed of musicians who work in the optical industry donating their time and talent to raise funds for New Eyes.

### **Date/Time:**

Saturday, March 28th, 2020 • 8:30 PM - 12:30 AM

### **Location:**

Hard Rock Café - Times Square  
1501 Broadway Avenue  
New York, NY 10036

### **What your Dollars do:**

Every \$5,000 raised for New Eyes will purchase 225 pairs of glasses for those in need in the United States.

### **Giving Levels:**

Diamond Guitar Sponsor - \$25,000  
Platinum Guitar Sponsor - \$15,000  
Gold Guitar Sponsor - \$10,000  
Silver Guitar Sponsor - \$5,000

# Sponsorship Levels



## Diamond Guitar \$25,000

- Named as "Diamond Guitar Sponsor" in solicitation materials
- Name on marquee at Hard Rock Café on the night of the concert
- Sponsor name to appear on concert wristband or tickets
- Article and/or free ad in Vision Monday; logo in Rockin' for New Eyes concert ad
  - Listed as "Diamond Guitar Sponsor" on New Eyes and conference website and on signage/plasma screen and written materials at the concert
  - Welcome concert guests from the stage at Rockin' for New Eyes concert
  - Opportunity to display company banner at concert
- Reserved area for Diamond Sponsor(s) with light food and drinks
- Sponsor name or logo on Rockin' for New Eyes concert flyer
- 100 tickets to the concert

## Platinum Guitar \$15,000

- Recognition in article in Vision Monday; logo in concert ad
- Listed as "Platinum Guitar Sponsor" on New Eyes and conference websites, on signage/plasma screens and written materials at the concert
- Mention of sponsor level from the concert stage
- Opportunity to display company banner at concert
- Reserved area for all Platinum Guitar Sponsor(s) with light food and drinks
- 60 tickets to the concert

## Gold Guitar \$10,000

- Listed as "Gold Guitar Sponsor" on signage/plasma screens/ written materials at the concert
- Recognition as a sponsor in Rockin' for New Eyes ad in Vision Monday; logo in concert ad; and on New Eyes website
- Mention of sponsor level from the concert stage
- Admittance to sponsor area with light food and drinks
- 40 tickets to the concert

## Silver Guitar \$5,000

- Listed as "Silver Guitar Sponsor" on signage/plasma screens/ written materials at the concert
- Recognition as a sponsor in Rockin' for New Eyes ad in Vision Monday and on New Eyes website
- Mention of support level from the concert stage
- Admittance to sponsor area with light food and drinks
- 20 tickets to the concert

# Sponsorship Response Form

*Please print clearly*

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

## IMPORTANT!

Please indicate how you would like to be listed  
on your sponsorship items/signage:

\_\_\_\_\_  
\_\_\_\_\_

## Payment Information

Please complete your payment information below.

I am pleased to be a:

- ☐ Diamond Sponsor (\$25,000)    ☐ Platinum Sponsor (\$15,000)  
☐ Gold Sponsor (\$10,000)    ☐ Silver Sponsor (\$5,000)

Check enclosed \$: \_\_\_\_\_ Check Number: \_\_\_\_\_

*(Make checks payable to New Eyes for the Needy)*

Credit Cards Accepted: American Express, MasterCard, Visa

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Name on Card (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

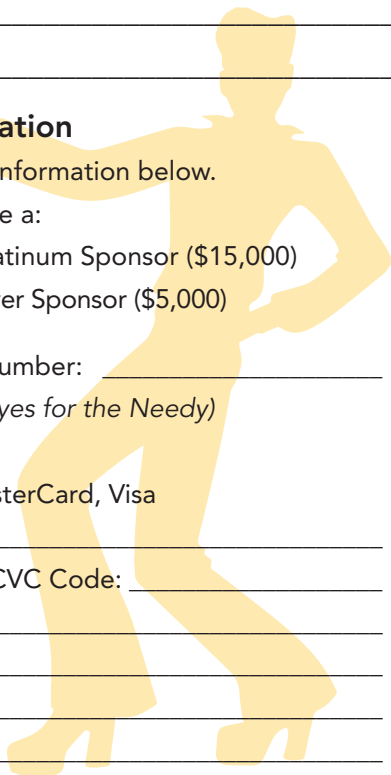
Credit Card Billing Address: \_\_\_\_\_

\_\_\_\_\_

Please return form to:  
New Eyes for the Needy  
P.O. Box 332

549 Millburn Avenue, Short Hills, NJ 07078

Or email to: [jgajano@new-eyes.org](mailto:jgajano@new-eyes.org)



A concert to benefit



**NEW EYES**

glasses for those in need

