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Hello,

It's **CLEAR**, 2020 Is **OUR** Year!

2020 was going to be a year **of perfect 20/20 vision**. What happened?

- ⊙ We were **BLINDSIDED** by the coronavirus
- ⊙ **NO ONE SAW IT** coming
- ⊙ Now it's *hard to* **RECOGNIZE FACES**
- ⊙ And feeling **STUCK AT HOME** is common
- ⊙ The road ahead is **CLOUDY**, but one thing is **PERFECTLY CLEAR**

The Sight Center **still needs your support** to empower independence, enrich lives, and lead the way for all who are blind or visually impaired. **No organization in the region does what The Sight Center does!**

An Uneventful Year?

The pandemic forced us to cancel three major fundraisers - the EyEvent Gala, The Sight Center Open Golf Scramble and the Low Vision Symposium. With these annual events being cancelled, I urge you to convert your sponsorship to **Drive-In Designer Purse Bingo** or to one of our very real **2020 UnEvents**. See the enclosed **Sponsorship Form** for details.

Please contact me at sbutts@sightcentertoledo.org or 419-720-3937 x103 with your questions. Thank you in advance for doing what you can to support The Sight Center mission in this very unusual 2020 year.

Sincerely,

A handwritten signature in blue ink that reads "Stacey Butts".

Stacey Butts
Executive Director

P.S. The enclosed **2020 At A Glance** demonstrates our **focus on mission!**

The Sight Center

of northwest ohio

2020 At-A-Glance



You Can't Quarantine Mission!

Motivated by our unique mission, The Sight Center has been innovating, redesigning, and serving in new ways during the period of isolation:

- ⊙ Launched the *Clients in Crisis* project
- ⊙ Established a **new monthly low vision clinic** in Defiance
- ⊙ Issued **10 Tips for Balancing Social Distancing & Vision Impairment**
- ⊙ Transformed our website to better inform and connect with clients
- ⊙ Converted many in-person appointments to phone and telehealth
- ⊙ Rapidly retooled to safely resume client home visits

COVID Didn't Change Everything!

- ⊙ **The number of people losing their vision is still projected to double by 2050** due to health-related conditions and the aging population
- ⊙ **Vision rehabilitation is still the standard of care** for people who lose all or part of their vision according to the American Optometric Association and the American Academy of Ophthalmology
- ⊙ **Insurance still doesn't cover most services** needed by someone who loses their vision, not even basic white cane training
- ⊙ **The Sight Center is still the only organization** in the entire region 100% committed to empowering independence, enriching lives and leading the way for people who are blind or visually impaired

A Century in Sight

As we look towards our 100th anniversary in 2023, your "once in a century" gift can ensure The Sight Center will be here for future generations. Multi-year pledges, tribute gifts, first-time donations, and even 3rd-party fundraisers are great ways to leave your mark.

Questions?

Contact Tim Tegge at ttegge@SightCenterToledo.org or 419-720-3937



REVISED SPONSORSHIP OPPORTUNITIES

2020 Re-Commitment Form

Use the form below to redirect your event sponsorship to these new 2020 events and campaigns. Learn more at www.SightCenterToledo.org/Events

	Cost	Designer Purse Bingo Sponsor	Fill 'er Up Fuel Sponsor	Blindness Month Sponsor	White Cane Day Sponsor	Assistive Tech Sponsor	NON-Event Sponsor
Type	➔	Fundraiser	Fuel Sponsorship	Awareness Campaign	Awareness Campaign	Awareness Campaign	Fundraiser
Day/Month	➔	September 17	4th Quarter 2020	October	October 15	November	NA
Location	➔	Sundance Kid Drive-In (Oregon)	Fleet vehicles	Facebook Live & Social Media	Facebook Live & Social Media	Facebook Live & Social Media	Social Media
Primary Sponsor	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Sponsor	\$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting Sponsor	\$250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor Benefits	➔	See other side	See other side	See other side	See other side	See other side	See other side

To discuss other sponsorship and advertising opportunities, call Tim at 419-720-3937 x105.

Form may be emailed to ttegge@sightcentertoledo.org or faxed to 419-720-3938

Organization:		
Contact:		
Address:		
City, State, Zip:		
Phone:	Email:	
Payment Method:	<input type="radio"/> Check enclosed	<input type="radio"/> Please invoice us
	<input type="radio"/> Call us for credit card information	

SPONSOR BENEFITS OVERVIEW

Designer Purse Bingo Thursday, September 17, 2020 Sundance Kid Drive-In, Oregon, OH	Primary Sponsor \$1,000	Event Sponsor \$500	Supporting Sponsor \$250
Business logo on The Sight Center website homepage	Featured	✓	
Business logo on Designer Purse Bingo event webpage	Featured	✓	✓
Recognition on social media	Featured	✓	✓
Cars/ tickets & preferred parking at the event	4 cars / 8 tickets	2 cars / 4 tickets	1 car / 2 tickets
Recognition during the event	Featured	✓	✓
Signage at event (provided by sponsor)	✓		
Recognition in media news release	✓		
Fill 'er Up Fuel Sponsor 4th quarter 2020 Sight Center vehicles	Presenting Sponsor \$1,000	Event Sponsor \$500	Supporting Sponsor \$250
Business logo on staff vehicles	Featured	✓	
Business logo on The Sight Center website homepage	Featured	✓	
Recognition on social media	Featured	✓	✓
Recognition in media news release	Featured	✓	✓
Blindness Awareness Month October 2020 Facebook Live	Presenting Sponsor \$1000	Event Sponsor \$500	Supporting Sponsor \$250
Recognition during each Facebook Live episode	Featured	✓	✓
Business logo on The Sight Center website homepage	Featured		
Business logo on event webpage	Featured	✓	✓
Recognition on social media	Featured	✓	
Recognition in media news release	Featured	✓	
White Cane Day October 15, 2020 Facebook Live	Presenting Sponsor \$1000	Event Sponsor \$500	Supporting Sponsor \$250
Recognition during Facebook Live episode	Featured	✓	✓
Business logo on The Sight Center website homepage	Featured		
Business logo on event webpage	Featured	✓	✓
Recognition on social media	Featured	✓	
Recognition in media news release	Featured	✓	
Assistive Technology Awareness Month November 2020 Facebook Live	Presenting Sponsor \$1000	Event Sponsor \$500	Supporting Sponsor \$250
Recognition during each Facebook Live episode	Featured	✓	✓
Business logo on The Sight Center website homepage	Featured		
Business logo on event webpage	Featured	✓	✓
Recognition on social media	Featured	✓	
The NON-Event October 32, 2020 Location unknown	Presenting Sponsor \$1000	Event Sponsor \$500	Supporting Sponsor \$250
Business logo on The Sight Center website homepage	Featured	✓	
Business logo on event webpage	Featured	✓	✓
Recognition on social media	Featured	✓	
Recognition in media news release	Featured	✓	

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