



## **The American Academy of Ophthalmology Foundation**

Museum of Vision

Unique Naming Opportunities – 2018

We are pleased to offer these naming opportunities for the stunning new Museum of Vision at American Academy of Ophthalmology headquarters. Your leadership will be a lasting legacy for future generations, educating and inspiring all who visit.

Naming opportunities are available as a one-time gift or as multi-year pledges. You can choose to make a gift in your own name, commemorate a pioneer in ophthalmology, or honor the memory of a loved one.

- ✓ **Museum Building Primary Name:** \$4,000,000 — Dr. Stanley M. Truhlsen

**Museum Building Secondary Name:** \$2,500,000

**Event Courtyard/Pavilion:** \$1,000,000

Name on Beach Street gates and included in all marketing materials advertising the museum rental for weddings, meetings, receptions

**Main Gallery:** \$1,000,000

**Small Gallery (2-3):** \$500,000 per gallery

**Virtual Reality/Milestones in Ophthalmology (3-4):** \$250,000 per display

The hands-on VR attraction is expected to be a popular feature for all visitors. Additionally, support may be provided for a display on a major ophthalmic milestone or medical contribution. Donor input is welcome, with final approval by the museum planning committee.

### **Donor Wall Story**

A state-of-the-art digital donor wall will prominently acknowledge donors who give \$100,000 or more with personal stories and photos. Donors who give \$25,000 or more will be acknowledged.

We look forward to discussing how your generosity will inspire hearts and minds for generations to come.

Tina McGovern  
Executive Director  
American Academy of Ophthalmology Foundation

Todd Lyckberg  
Director of Development  
American Academy of Ophthalmology Foundation