



2017 Orbital Gala Support Opportunities

Auction will be
open online to
all U.S. Academy
members

Looking for a new, cost-effective way to raise your profile with Academy members? The Orbital Gala is *the* premier social event at AAO 2017 in New Orleans, and is a must-attend for Academy leaders and ophthalmologists from around the world. **This year's event will be held on Sunday, Nov. 12 at Mardi Gras World.**

Silent Auction: In-Kind Donation

Contact Karen Duke at 415.447.0356 or kduke@aao.org.

Donate [ophthalmic equipment or services](#) and promote your company to Academy members before and during AAO 2017. Participants bid via smartphone, cell phone or computer.

Donation Value	Benefits
\$30,000+	<ul style="list-style-type: none">• Six gala tickets• Full-page ad in event program• Company recognition: from the podium by CEO, on event signage and materials, on aao.org and auction websites, and in the <i>Academy Express</i> member e-newsletter, Foundation annual report and donor wall
\$20,000 - \$29,999	<ul style="list-style-type: none">• Four gala tickets• Half-page ad in event program• Company recognition: from the podium by CEO, on event signage and materials, on aao.org and auction websites, and in the <i>Academy Express</i> member e-newsletter, Foundation annual report and donor wall
\$10,000 - \$19,999	<ul style="list-style-type: none">• Two gala tickets• Quarter-page ad in event program• Recognition on aao.org and auction websites, on event signage and materials, and in the Foundation annual report
Up to \$9,999	<ul style="list-style-type: none">• Recognition on aao.org and auction websites, on event signage and materials, and in the Foundation annual report

Don't miss out. Join other ophthalmic companies and let us promote your product or service to all U.S. Academy members. Past auction donors include: Optos, Lumenis, Allergan, Haag-Streit, OptoVue, Carl Zeiss, Ellman, Bausch + Lomb, HEINE USA, Gulden Ophthalmics, TTI Medical, DigiSight Technologies, Nextech, Integrity EMR for Eyes, Ikegami, Mobius Therapeutics, NeoMedix Corporation, Reichert Technologies, Sonogage and Volk.

Event Sponsorship

Contact Todd Lyckberg at 415.447.0361 or tlyckberg@aao.org.

An excellent opportunity for networking and prominent visibility for your company. All sponsorships are considered charitable donations* that directly support the Academy's mission to improve patient care. Event ticket and auction sales cover the meal and other costs associated with the event.

Support Level	Benefits
Champion \$15,000	<ul style="list-style-type: none">• Six gala tickets• Full-page ad in event program• Company recognition: from the podium by CEO, on event signage and materials, on the donor wall and aao.org website, and in the <i>Academy Express</i> member e-newsletter and Foundation annual report
Patron \$10,000	<ul style="list-style-type: none">• Four gala tickets• Half-page ad in event program• Company recognition: from the podium by CEO, on event signage and materials, on the donor wall and aao.org website, and in the <i>Academy Express</i> member e-newsletter and Foundation annual report
Star \$5,000	<ul style="list-style-type: none">• Two gala tickets• Quarter-page ad in event program• Company recognition: on event signage, aao.org website, donor wall and the Foundation annual report

"We donated a *California* ultra-widefield retinal imaging device to the silent auction last year. Making an in-kind donation is a win-win: Optos receives great exposure among a key group of customers, and it's an effective way to show support for the Academy's programs."

LESLIE AMODEI, VP OF GLOBAL MARKETING, OPTOS

"Giving back to the ophthalmic community through the Academy Foundation and knowing that our instruments are being used to more accurately diagnose gives us the drive to continue improving. When donating to the Orbital Gala auction, we know our products will get excellent visibility and create loyal HEINE customers for years to come!"

LINDSAY MORGAN, DIRECTOR OF MARKETING, HEINE USA

"Each year, we put together a basket filled with our most popular products for the Orbital Gala. When we manufacture products for donation, our employees feel a connection to the doctors and patients they serve. We highly recommend it!"

ELLIOT FRANZ, GENERAL MANAGER, GULDEN OPHTHALMICS



*Charitable donations to the Foundation of the American Academy of Ophthalmology are tax deductible as provided by law. For tax purposes, your deduction is limited to the amount that exceeds the value of any goods or services received. It is the policy of the Foundation that a portion of the gifts and/or income there from is used to defray the costs of raising and administering the funds. The Foundation has been established as a 501(c)(3) for conducting non-profit, charitable, educational, and scientific activities.