



THE HOUSE INSTITUTE  
FOUNDATION  
*FORMERLY HOUSE EAR INSTITUTE*



# 2020 SPONSORSHIP OPPORTUNITIES

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# THE HOUSE INSTITUTE FOUNDATION

FORMERLY HOUSE EAR INSTITUTE

## OVERVIEW:

House Ear Institute has officially relaunched as the House Institute Foundation. We invite you to support our efforts in ear and neuroscience research, education, and global hearing health in 2020. Your sponsorship will help us expand our efforts in defining and developing treatments for hearing and balance-related disorders, provide both professional and consumer education, and identify solutions for adults and children who lack the appropriate resources for treating their hearing loss around the globe.

## REACH:

- The House Institute Foundation reaches 20,000 patients a year through our partnership with the House Institute Ear Clinic.
- All magazines and mailers will be placed in the clinic's waiting and examination rooms. This is a unique opportunity to reach a large number of hearing-related contacts.
- Each magazine will remain in circulation in the House Institute Ear Clinic for at least five months.
- All magazines and mailers will be sent out to over 5,000 contacts in select zip codes in Los Angeles County.
- We reach over 7k subscribers on YouTube.
- We reach over 8k followers on social media.
- We reach about 1k subscribers via email, which includes past House Institute Foundation fellows, visiting physicians, and referring doctors.



**Nearly 750 million adults worldwide have hearing loss.**

Help make a difference in their lives today and in the lives of those who will face hearing loss in the future. Every dollar supports our mission towards a world where *all may hear*.



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| <b>Sponsorship Benefits</b>                                  | <b>Premier</b>  | <b>Major</b>    | <b>Associate</b> | <b>Supporting</b> | <b>Friend</b>  |
|--|-----------------|-----------------|------------------|-------------------|----------------|
| Co-branded House Institute Ear Plugs                         | X               |                 |                  |                   |                |
| Sponsorship Credit on 1 Postcard                             | X               | X               |                  |                   |                |
| Clinic Donor Hall of Fame                                    | X               | X               | X                |                   |                |
| Sponsorship Credit on 2 Mailers                              | X               | X               | X                |                   |                |
| Sponsored YouTube Videos                                     | 10              | 5               | 3                | 1                 |                |
| Curated Social Media Posts                                   | 10              | 5               | 3                | 1                 |                |
| Ad in 2 House Calls Magazines                                | Inside cover    | 1 page          | 1/2 page         | 1/4 page          |                |
| Sponsorship Credit on 2 Campaign Landing Pages               | X               | X               | X                | X                 | X              |
| Logo & Link on our Corporate Sponsors Page                   | X               | X               | X                | X                 | X              |
| Sponsorship Credit on all Promotional and Educational Emails | X               | X               | X                | X                 | X              |
| Sponsorship Credit in 2 House Calls Magazines                | X               | X               | X                | X                 | X              |
|  | <b>\$50,000</b> | <b>\$25,000</b> | <b>\$10,000</b>  | <b>\$5,000</b>    | <b>\$3,000</b> |



## **SPONSORSHIP OPPORTUNITIES:**

### **Premier Sponsor: \$50,000**

- Premier sponsorship credit in 2 House Calls magazines
- Premier sponsorship credit in all House Institute Foundation promotional and educational emails until December 2020
- Logo and link on our “Corporate Sponsors” web page
- Premier sponsorship credit on the landing pages for our spring campaign and year-end campaign
- Full page ad on the inside cover of 2 House Calls magazine
- 10 curated social media posts
- 10 Sponsored YouTube Videos with a 10-second ad read and link and information listed in the bio
- Premier sponsorship credit on the direct mail for our spring campaign and year-end campaign
- Premier sponsorship Credit in the Donor Hall of Fame located in the House Institute Ear Clinic
- Premier sponsorship credit on the postcard for our year-end campaign
- Co-branded earplugs with the House Institute Foundation

### **Major Sponsor: \$25,000**

- Major sponsorship credit in 2 House Calls magazines
- Major sponsorship credit in all House Institute Foundation promotional and educational emails until December 2020
- Logo and link on our “Corporate Sponsors” web page
- Major sponsorship credit on the landing pages for our spring campaign and year-end campaign
- ½ page ad on the back of 2 House Calls magazines or a full-page ad inside 2 House Calls magazines
- 5 curated social media posts
- 5 Sponsored YouTube Videos with a 10-second ad read and link and information listed in the bio
- Major sponsorship credit on the direct mail for our spring campaign and year-end campaign
- Major sponsorship credit in the Donor Hall of Fame located in the House Institute Ear Clinic
- Major sponsorship credit on the postcard for our year-end campaign



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**Associate Sponsor: \$10,000**

- Associate sponsorship credit in 2 House Calls magazines
- Associate sponsorship credit in all House Institute Foundation promotional and educational emails until December 2020
- Logo and link on our “Corporate Sponsors” web page
- Associate sponsorship credit on the landing pages for our spring campaign and year-end campaign
- 1/2-page ad in 2 House Calls magazine
- 3 curated social media posts
- 3 Sponsored YouTube Videos with a 10-second ad read and link and information listed in the bio
- Associate sponsorship credit on the direct mail for our spring campaign and year-end campaign
- Associate sponsorship credit in the Donor Hall of Fame located in the House Institute Ear Clinic

**Supporting Sponsor: \$5,000**

- Supporting sponsorship credit in 2 House Calls magazines
- Supporting sponsorship credit in all House Institute Foundation promotional and educational emails until December 2020
- Logo and link on our “Corporate Sponsors” web page
- Supporting sponsorship credit on the landing pages for our spring campaign and year-end campaign
- 1/4-page ad in 2 House Calls magazines
- 1 curated social media post
- 1 Sponsored YouTube video with a 10-second ad read and link and information listed in the bio

**Friend Sponsor: \$3,000**

- Friend sponsorship credit in 2 House Calls magazines
- Friend sponsorship credit in all House Institute Foundation promotional and educational emails until December 2020
- Logo and link on our “Corporate Sponsors” web page
- Friend sponsorship credit on the landing pages for our spring campaign and year-end campaign



## 2020 SPONSORSHIP COMMITMENT FORM

We would like to partner with the House Institute Foundation to further ear and neuroscience research, education, and global hearing health. Please secure the following sponsorship:

Premier Sponsor: \$50,000

Major Sponsor: \$25,000

Associate Sponsor: \$10,000

Supporting Sponsor: \$5,000

Friend Sponsor: \$3,000

Unable to sponsor, but would like to purchase ad space in spring House Calls Magazine

Full Page Ad: \$2,000

1/2-Page Ad: \$1,000

1/4-Page Ad: \$500

1/8-Page Ad: \$250

Unable to sponsor but wish to show our support \$

Company:

Contact Name:

Phone:

Email:

Check enclosed (payable to House Ear Institute)

Payment will be delivered by \_\_\_\_\_, 2020

Visa

MasterCard

American Express

Card Number:

Exp. Date:

Name on Card:

CCID/CCV:

Signature of Cardholder:

Billing Address:

City:

State:

Zip: