



## Sponsorship Opportunities





## Our Mission

The mission of the Pediatric Retinal Research Foundation (PRRF) is to support the community of families impacted by blinding pediatric retinal diseases and champion the quest for a cure.

## Supported Diseases

Coats' Disease

Familial Exudative Vitreoretinopathy (FEVR)

Norrie Disease

Persistent Fetal Vasculature Syndrome (PFVS)

Retinopathy of Prematurity (ROP)

X-Linked Retinoschisis

Stickler Syndromes

## Research Initiatives

We fund basic and translational research at the Pediatric Retinal Research Lab (PRRL) at Oakland University. The Foundation funded the development of the PRRL in 2011. This lab is the first of its kind - a state of the art facility with outstanding researchers solely dedicated to pediatric retinal diseases from bench-top to bedside.

**Our latest research update can be found in our 2023 Annual Impact Report found at [www.prrf.org/annual-impact-report](http://www.prrf.org/annual-impact-report).**

## Community Outreach Initiatives

We are continually looking to provide answers to critical questions, as well as highlight trends and innovative opportunities on the horizon - all at no cost to families, caregivers, children and supporters.

We support communities through an annual, free Family Connection Conference, *Through Our Eyes* podcast, workshops connecting families world-wide discussing relevant topics, bi-monthly "Sightlines" eNewsletter featuring articles, research updates, and information curated specifically for the rare pediatric retinal disease community and much more.

The funding opportunities with sponsorship activation benefits outlined below will support research initiatives and ensure community programming remains free for everyone in the PRRF community. Custom and combined packages are available. Please reach out to Stephanie Saville, PRRF Foundation Manager, to discuss your interests and ideas further.

Bi-monthly episodes | [Learn more at PRRF.org/through-our-eyes-podcast](https://www.prrf.org/through-our-eyes-podcast)  
2,792 unique downloads to date | Listenership from 21 countries

## **Presenting Sponsor - \$20,000**

- Presenting Sponsor byline on all podcast materials, communications and recordings
- Pre-recorded :15 second commercial to be played during each podcast episode (24 in total)
- Hyperlinked logo prominently displayed on podcast page of PRRF.org website
- Six social media mentions across all PRRF and podcast platforms
- Social media feature highlighting your product/service; one-on-one interview with the PRRF Board President; or article provided by your marketing team
- One dedicated eblast promoting your product/service
- Feature in one issue of Sightlines, PRRF's electronic newsletter sent to over 1,100 subscribers
- Logo prominently displayed on bottom of all podcast episode eblasts sent out 24 times annually

## **Gold Sponsor - \$10,000**

- Logo on all podcast materials and communications
- Pre-recorded :15 second commercial to be played during 12 podcast episodes
- Logo recognition on podcast page of PRRF.org website
- Two social media mentions across all PRRF and podcast platforms
- Logo recognition in one issue of Sightlines, PRRF's electronic newsletter sent to over 1,100 subscribers
- Logo on bottom of all podcast episode eblasts sent out 24 times annually

## Silver Sponsor - \$5,000

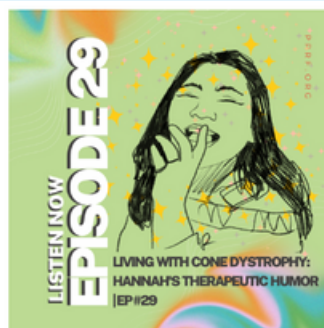
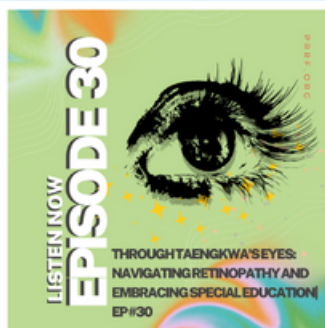
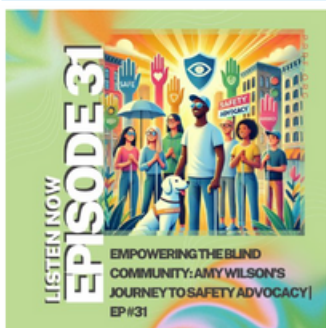
- Logo on all podcast materials and communications
- Pre-recorded :15 second commercial to be played during 6 podcast episodes
- Logo recognition on podcast page of PRRF.org website
- One social media mention across all PRRF and podcast platforms
- Logo recognition in one issue of *Sightlines*, PRRF's electronic newsletter sent to over 1,100 subscribers
- Logo on bottom of all podcast episode eblasts sent out 24 times annually

## Bronze Sponsor - \$2,500

- Logo on all podcast materials and communications
- Logo recognition on podcast page of PRRF.org website
- Logo recognition in one issue of *Sightlines*, PRRF's electronic newsletter sent to over 1,100 subscribers
- Logo on bottom of all podcast episode eblasts sent out 24 times annually

## Community Sponsor - \$1,000

- Logo on all podcast materials and communications
- Logo recognition on podcast page of PRRF.org website
- Logo on bottom of all podcast episode eblasts sent out 24 times annually





## Let's Connect

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**Pediatric Retinal Research Foundation**

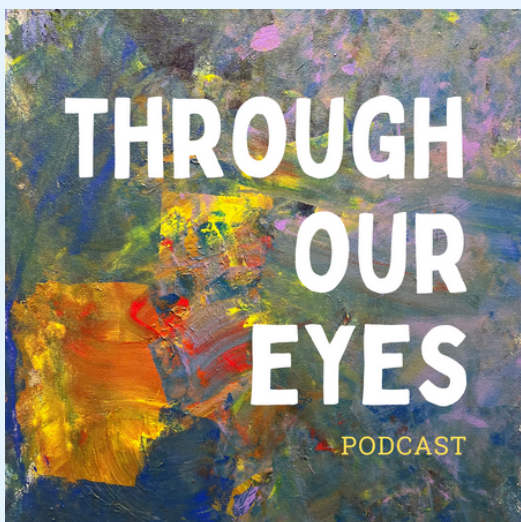
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@PodcastThroughOurEyes

