

EYE CANDY

Family



Our Brand Our Purpose

The Eye Candy Family is a multi-divisional company dedicated to being change agents in the community and around the world.

Abeer Srouji Allen & Tania Srouji have raised over \$200,000 for local non-profits through Events by Eye Candy. They are dedicated to serving the community with their unique events – each one creating opportunities for businesses while “paying it forward” to local non-profits.

The Srouji sisters create community. They are a professional and positive force in Central PA committed to bringing people together and to create an environment of servant leadership through their events.

Eye Candy is a family-owned and veteran-owned business.

1

OUR FIRST FOCUS Giving Back

Every event hosted by Eye Candy gives back to the community. Over \$200,000 has been donated to local non-profits.



\$8,000
Nonprofit Grants
Distributed



\$18,500
Scholarship Money
Provided to Students



\$55,000
Cancer Research
Grant Awarded



\$5,000
Alzheimer's
Research Grant

Plus over \$100,000 to other non-profits and community initiatives.

2

EYE CANDY Mission

Our mission is to provide quality products, services, and business opportunities. Our goal is to inspire, motivate, and empower community members to **live their lives by design, not default.**



3

Proven Results

In addition to fun, creative events with a proven track record of success, Eye Candy truly cares about the community and focuses on showing gratitude.

As a Result of Eye Candy Donations

Meals to the Hungry | Over 19,000 Mouths Fed
Plus, an Additional 4,036 Fresh Food Meals Distributed in the Capital Region

\$72,000 Worth of Life Saving Medical Supplies Distributed

\$2,800 Toward Breast Cancer Patients Medical Bills and Assistance

Provided College Tuition to Two Local Students | Provided 50 EKGs to Local Students

123,000+ Local Community Members Impacted

4

MEDIA Engagement

From magazine covers to radio to television interviews, Aber and Tania are everywhere promoting their brand and yours.



EYE CANDY HAS BEEN FEATURED ON



5

Awards

SO. MANY. AWARDS.

- 2019 & 2018 Reader's Choice by Harrisburg Magazine
- 2019-2017 Best Food Event by Susquehanna Style
- 2018 Women of Influence by Central Penn Business Journal
- 2018 & 2017 Best Planner & Best Charity Event by Susquehanna Style
- 2017 Women of Style Role Models and Mentors by Susquehanna Style
- 2011 Woman of the Year by LLS
- CPBJ 40 under 40
- CPBJ Movers and Shakers

Aber Allen & Tania Srouji Eye Candy Family, Mechanicsburg

Where others see needs, the Srouji sisters see opportunities, not just to grow their business, but to create good in the community. "Every event we do, we find a way to give back," says Aber Allen, except sister, by just about one year, to Tania Srouji.

The story of the Srouji sisters is about two women with different strengths and passions who teamed up, took a detour from the corporate road, and found success as entrepreneurs with a social-entrepreneurial mindset. While their business creates dazzling events and help women look beautiful, the undercurrent is always about doing good for others.

Though close in age, the two sisters weren't close growing up. What changed after Tania returned from the military? Together, they took up a wholesome schedule around Tania's interest in volunteerism, affordable jewelry.

Aber left the corporate world first, after 17 years in banking. "I finally gave my notice, and that was that," Aber says. "I never looked back." In her successful bid for 2011 Leadership Harrisburg's Women of the Year award, Aber was named one of the 100 Most Influential Women of the Year in Harrisburg. The award was presented to her by the Harrisburg Area Chamber of Commerce.

The sisters formed Eye Candy Family, parent company to the accessories and event planning firms, Tania oversees Eye Candy Accessories and Aber manages the events, Eye Candy Events. Aber and Tania are also the authors of "The Sisterhood" by Tania Srouji, an excellent, internationally recognized book, and "Our Biggest Fan," says Tania. When they stage Eye Candy Family's annual "The Sisterhood" event, it's not just about the fashion, but the community we don't have, and what we can create.

The sisters have raised over \$175,000 for the LLS Foundation, a nonprofit organization that provides support for children with LLS. "It's not just about the money, it's about the impact we can make," says Aber. "We've been able to make a difference in the lives of so many children with LLS."

The sisters have also been featured in numerous media outlets, including "The Sisterhood" by Tania Srouji, an excellent, internationally recognized book, and "Our Biggest Fan," says Tania. When they stage Eye Candy Family's annual "The Sisterhood" event, it's not just about the fashion, but the community we don't have, and what we can create.

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"As entrepreneurs, it's our job to use our business to make change."

Our Core Values

Making a Difference

Servant leadership is part of our DNA. We are purposeful in using our talents and passion to shape a better future in the community we serve as well as cultivating hope.

The Family Rule

Family is our main priority. We treat our team, clients, and our customers how we treat our family. We have got your back.

Professional Excellence

We believe in having passion for the brand, delivering exceptional customer service, having fun and always thriving to give our customers professional excellence.

Cultivating Creativity

Championing a vision of creativity to build growth, innovation and leadership in order to break the mold of common thinking.

Integrity

We believe in doing the right thing, doing the best we can, and always showing people that we care.

TESTIMONIALS

“

“I was a vendor at The Conference for Women, and it was **THE BEST** vendor event I’ve ever done! The organizers made it super easy with their clear direction and thorough communication approaching the event. Abeer and Tania are an amazing duo. highly recommend attending any of their events and/or participating in them!”

– Leah Barbera –
DoTerra

“

“Events by Eye Candy is capturing the hearts and minds of South Central PA patrons! Each of their signature events is creatively and effectively executed to garner maximum reach, maximum fun, and maximum community impact. It’s why their sponsors and attendees continue to grow and return year after year!”

– Doreen Lecheler –
Best-Selling Author

“

“Abeer and Tania are expert event planners and incredibly detailed! They never disappoint, and they have my highest recommendation!”

– Michaellean McCormick –
Penn State Hershey Medical Center

Read more testimonials at
[EventsByEyeCandy.com](https://www.EventsByEyeCandy.com)



central pennsylvania **SUPERCHEF**

4.8.20 • HERSHEY LODGE

SuperChef is a premier food competition that features the best fine dining and casual-fine dining restaurants and chefs in Central Pennsylvania.

While the chefs dice, sauté, and plate their unique culinary creations, food lovers have a chance to mingle, experience gourmet tastings, and shop the silent auction which benefits a local non-profit organization.

Celebrity judges and event guests choose the winners of the epic food battle. The winning SuperChef appears on billboards throughout the Capital Region.



PRESENTING SPONSOR \$10,000

- >> Company Logo Placement on All Billboards Pre- and Post-Event Featured Throughout Central PA
- >> Listed as VIP Hour Sponsor
- >> Reserved Table with 10 VIP Tickets
- >> Logo Placement on Ticket Page with Hyperlink
- >> Banner Placement at SuperChef
- >> Full-Page Ad in Program Brochure
- >> Opportunity to Provide a 3-Minute Guest Welcome

PLATINUM SPONSOR \$7,500

- >> Company Logo Placement on All Billboards Post-Event
- >> Reserved Table with 10 VIP Tickets
- >> Logo Placement on Ticket Page with Hyperlink
- >> Banner Placement at SuperChef
- >> Full-Page Ad in Program Brochure
- >> Podium Recognition

DIAMOND SPONSOR \$5,000

- >> Reserved Table with 10 VIP Tickets
- >> Logo Placement on Ticket Page with Hyperlink
- >> Banner Placement at SuperChef
- >> Full-Page Ad in Program Brochure
- >> Podium Recognition

GOLD SPONSOR \$2,500

- >> Reserved table with 10 General Admission Tickets
- >> Half-Page Ad in Program Brochure
- >> Podium Recognition

GRANT SPONSOR \$2,500

(only 10 available)

- >> Non-Profit Grant will be presented by "Your Business"
- >> 5 VIP tickets to SuperChef with a Shared Reserved Table
- >> Special Mention via Social Media and At Event

BAG SPONSOR \$2,500

(only 2 available)

- >> Your Company Logo on the Gift Bags to be Distributed to the first 500 Attendees
- >> Shared Reserved Table with 5 General Admission Tickets

VIP TABLE SPONSOR \$1,750

- >> Reserved Table with 10 VIP Tickets

VIP DRINK SPONSOR \$1,500

- >> Marketing Material and Logo Placement at Bar
- >> 4 VIP Tickets

TABLE SPONSOR \$1,250

- >> Reserved Table with 10 General Admission Tickets

COFFEE SPONSOR \$1,000

- >> Marketing Materials and Logo Placement at Coffee Table
- >> If you are a coffee shop or supplier, we will use your coffee!
- >> 2 VIP Tickets

NAPKIN SPONSOR \$750

- >> Napkins Printed with Your Logo

CHARGING STATION SPONSOR \$550

- >> Marketing Materials and Logo Placement at Charging Station
- >> 2 Tickets

TICKET SPONSOR \$500

- >> Logo Placement with Direct Link to Your Website on Online Ticket Page
- >> 2 Tickets

ALL SPONSORSHIPS INCLUDE

- >> Sponsor Recognition Through Marketing Material, Program Brochure, and Sponsor Board
- >> Digital and Social Media Marketing
- >> Logo and Link to Your Website on the Central PA SuperChef Website
- >> Opportunity to Provide Marketing Material/Giveaway in Swag Bags

VIP TICKETS include entrance to the event ONE HOUR EARLY, first tasting of all entrées, live entertainment, the "Buy it Now" feature for the silent auction, and one drink ticket.

Meet Our Sister Company

The Srouji Sisters, Tania and Abeer, have always had a passion for fashion. Combined with their love of spending time together, they were inspired to start their own jewelry and accessories company in 2008. Eye Candy Accessories offers fashion-forward pieces of almost every style.

FUNDRAISING • WHOLESALE • CUSTOM SHOPPING

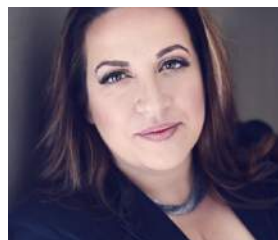


FOR SPONSORSHIP,
PLEASE CONTACT EYE CANDY



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Commit to 2 or More Years and Save.

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FOR 2 YEAR COMMITMENT

10% OFF

FOR 3 YEAR COMMITMENT

Commitment Contract Must Be Signed