

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 \$260,000 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.

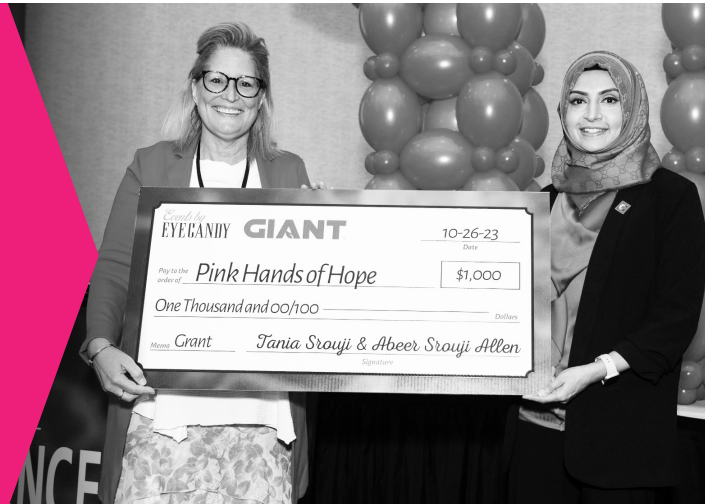
The Srouji sisters create community. They are a professional and positive force in Central PA committed to bringing people together and to create an environment of servant leadership through their events.

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

1

OUR FIRST FOCUS Giving Back

Every single event hosted by Eye Candy gives back to the community. Over \$260,000 has been donated to local non-profits.



\$28,000
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 26,000 Mouths Fed
Plus, an Additional 6,426 Fresh Food Meals Distributed in the Capital Region

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

\$3,800 Toward Breast Cancer Patients Medical Bills and Assistance

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

Purchased one AED for St Francis Soup Kitchen

123,000+ Local Community Members Impacted

4

MEDIA Engagement

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



EYE CANDY HAS BEEN FEATURED ON



5

Awards

SO. MANY. AWARDS.

Best Food Event
by *Susquehanna Style*

Women of Influence
by *Central Penn Business Journal*

Best Planner & Best Charity Event
by *Susquehanna Style*

Women of Style Role Models and Mentors
by *Susquehanna Style*

Woman of the Year by *LLS*

CPBJ 40 under 40

CPBJ Movers and Shakers

Abeer Allen & Tania Srouji *Eye Candy Family, Mechanicsburg*

When 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 Abeer Allen, Abeer's 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 businesses create 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.

Abeer left the corporate world first, after 17 years in banking. "I finally gave my notice, and that was that," Abeer says. "I never looked back." In her successful bid for 2011 Leadership Harrisburg and Harrisburg Society of Central Pennsylvania Woman of the Year, she organized events that included the first Central Penn SuperChef competition. The next year, she helped Tania represent SuperChef Harrisburg as the LLS Woman of the Year and the event doubled back. It was time, Abeer knew, to pursue that lifelong passion for event planning. She remembers organizing her first event, a Mardi Gras party, when she was 14.

The months later, Tania was laid off from her position in an engineering firm. She took it hard, but their father told her, "Tania, you're smart. You're beautiful. Money comes and goes." It was time to take midlife turns and turn it into a pursuit of her passion.

The sisters formed Eye Candy Family, parent company to the accessories and event planning firms. Tania oversees Eye Candy Accessories and Eye Candy Events, while Abeer oversees Eye Candy Events and Eye Candy Family. Their mother, Penny Srouji, is an excellent, internationally recognized cook, and "our biggest fan," says Tania. When they stage Eye Candy Family events, they always feature a special meal prepared by Penny. "The committee we don't have, and she'll create a dish."

The sisters have raised more than \$175,000 for various charities through their business. Not proceeds from SuperChef, but from the sale of their products. A new event, Homestead by SuperChef, will give women a chance to share while using PA Transferred products. "Homestead is what we have in central Pennsylvania," says Tania. "It's a celebration of the culture and products in our state as an Eye Candy Family franchisee. While SuperChef raises money, it also has helped women find jobs by connecting them with employers. We've had local military students find jobs by connecting them with employers. We've had women find their offices in a space where every door was open to them with the words 'Please give us.' It's the spirit they radiated that inspired us to have things we never give up," says Abeer. "We have a responsibility to make a change in this world, and we're going to do it. People are going to knock you down, and you just get back up. You always get back up. You always get back up."

"As entrepreneurs—and parents, they add—is reflected in the part of their business that allows the Eye Candy Family to remain to 'improve business and create good in the world.' It's the spirit they radiated that inspired us to have things we never give up," says Abeer. "We have a responsibility to make a change in this world, and we're going to do it. People are going to knock you down, and you just get back up. You always get back up. You always get back up."

"As entrepreneurs, it's our job to use our business to make change. You're designing your own life."



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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

SuperChef stands out as a premier culinary competition showcasing the finest fine dining and casual-fine dining establishments along with talented chefs from Central Pennsylvania.

As these chefs skillfully dice, sauté, and artfully plate their distinct culinary masterpieces, enthusiasts of gastronomy have the opportunity to socialize, indulge in gourmet tastings, and participate in a silent auction that contributes to a local non-profit organization.

Distinguished celebrity judges and attendees of the event play a pivotal role in determining the champions of this epic culinary showdown. The victorious SuperChef earns the spotlight, gracing billboards across 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

PROGRAM ADS

Full-Page · 5w x 8h · \$500

Half-Page · 5w x 4h · \$300

Quarter-Page · 5w x 2h · \$150

Eighth Page · 2.5w x 2h · \$75

Ads need to be full color, high resolution .pdf at 300dpi without crops or bleeds. Ads that are not sized correctly can be resized at an additional charge. If you need an ad created for you, we have a graphic designer on staff. Rates are determined by ad size and are an additional charge.

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, and Opportunity to Provide Marketing Material/Giveaway in Swag Bags

Join our area's
most influential
entrepreneurs and
business leaders.



—... THE ...— CONFERENCE FOR WOMEN

Be Extraordinary!

*A full day conference celebrating the essence of
what makes a woman truly extraordinary.*

The Conference for Women is designed to connect you with the doers and the dreamers, the inspirational, and the motivational women in our community who are making great changes in the world. The day will be filled with education, recognition, and practical solutions to address today's critical issues and discover innovative solutions.

Get Inspired • Get Empowered • Get Equipped

October 31, 2024 • Penn Harris Hotel & Convention Center

Awards Luncheon Recognizing

Goodwill Ambassador • Leadership in Diversity • Care to Share
Lifetime Achievement • Agate Award (presented to a man)
\$1,000 Not for Profit Grant • Business of the Year Award



ALL Sponsorships Include

- + Logo placement on website and social media with hyperlink to your company
- + Recognition on sponsor board
- + Opportunity to place marketing material in our swag bags
- + Recognition in our program brochure and during luncheon program

Keynote Speaker \$25,000

- + Meet and Greet with Keynote
- + Conference presented by “Your Company”
- + Five (5) minute welcome during lunch to provide sponsor comments
- + Ten (10) tickets to the VIP reception
- + Twenty (20) tickets to the all day conference with two (2) reserved tables at lunch
- + Listed as breakfast sponsor
- + Digital marketing to include billboard (if applicable)
- + Opportunity to be one of our nine session speakers (must be confirmed within selected date)
- + Full page Ad in program brochure
- + Logo placement on all speaker pictures
- + 10 x 10 vendor table in a prominent location

Presenting Sponsor \$10,000

- + Conference presented by “Your Company”
- + Five (5) minute welcome during lunch to provide sponsor comments
- + Ten (10) tickets to the VIP reception
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- + Opportunity to be one of our nine session speakers (must be confirmed within selected date)
- + Full page Ad in program brochure
- + Logo placement on all speaker pictures
- + 10 x 10 vendor table in a prominent location
- + Lifetime Achievement Award presented by “Your Company”

Diamond Sponsor \$7,500

- + Two (2) minute welcome during lunch to provide sponsor comments
- Listed as breakfast sponsor
- Ten (10) tickets to the VIP reception
- Twenty (20) tickets to the all day conference with two (2) reserved tables at lunch
- Full page Ad in program brochure
- 10 x 10 vendor table in a prominent location



Gold Sponsor for VIP Reception \$5,000

Our VIP reception is held on a different day honor all the finalists. The sponsorship will list your company as the presenting sponsor as well as include the following:

- + Ten (10) tickets to the all day conference with a reserved table at lunch
- + Half page Ad in program brochure
- + Logo placement on all speaker pictures
- + 10 x 10 vendor table in a prominent location

Silver Sponsor \$2,500

At the end of the conference, we provide giveaways to all attendees. You will be listed as the End of Day sponsor which includes the following:

- + Two (2) minute welcome during end of day to provide sponsor comments
- + Half page Ad in program brochure
- + Ten (10) tickets to the all day conference with a reserved table at lunch
- + 10 x 10 vendor table in a prominent location

Grant Sponsor \$2,500 (2 available)

- + Nonprofit grant will be presented by "Your Company"
- + You will have a selection for the top two non profits
- + Five (5) tickets to the all day conference with a shared reserved table

Swag Bag Sponsor \$2,500 (2 available)

- + Your company logo will be listed on the swag bags given to each attendee
- + Five (5) tickets to the all day conference with a shared reserved table at lunch

Health & Wellness Room Sponsor \$1,500 (4 available)

- + Five (5) tickets to the all day conference with a shared reserved table at lunch
- + 10 x 10 vendor table in the health & wellness room

Corporate Sponsor \$1,250

- + Ten (10) tickets to the all day conference with a reserved table at lunch



Coffee Table Sponsor \$1,000

- + Company logo placed at coffee station
- + If you are a coffee supplier you may provide the coffee
- + Five (5) tickets to the all day conference with a shared reserved table at lunch

Charging Station Sponsor \$550

- + Company logo placed at charging station to include social media handles
- + Two (2) tickets to the all day conference with a shared reserved table at lunch

Sponsor Students or Community Members!

Community Cares Sponsor \$5,000

- + Sponsor choice of 25 students or 25 community members to attend the conference
- + Full page ad in the program booklet
- + One (1) minute spotlight at the luncheon to provide sponsor comments
- + Five (5) tickets to the all day conference with a shared reserved table at lunch

Community Cares Sponsor \$2,500

- + Sponsor choice of 15 students or 15 community members to attend the conference
- + Half page ad in the program booklet
- + One (1) minute spotlight at the luncheon to provide sponsor comments
- + Five (5) tickets to the all day conference with a shared reserved table at lunch

Program Ad Placement

Ads need to be full color, high resolution .pdf at 300dpi without crops or bleeds. Ads that are not sized correctly can be resized at an additional charge. If you need an ad created for you, we have a graphic designer on staff. Rates are determined by ad size and are an additional charge.

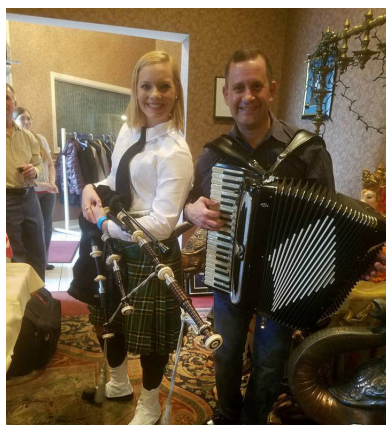
- + Full-Page · 5w x 8h · \$500
- + Half-Page · 5w x 4h · \$300
- + Quarter-Page · 5w x 2h · \$150
- + Eighth-Page · 2.5w x 2h · \$75

Vendor Table

\$475 for VIP
\$395 Regular Table



Celebrating Cultural Diversity!



November 2024

Experience entertainment from across the globe while delighting in the flavors of unique international cuisine and a diverse array of wines. It's a delightful opportunity to network, have a fun evening out, and partake in a unique experience – all while contributing to the support of a local nonprofit.



Champagne Sponsor \$5000

Exclusive Vendor Table at Event
Listed as Presenting Sponsor on All Marketing Material
25 Tickets to Event
Digital Media Recognition to Include Billboard (*if applicable*)
Banner at Front Entrance
Sponsor Recognition through Logo Placement on Sponsor Board and Website
Social Media Marketing · Logo Placement on Ticket Page with Hyperlink



Merlot Sponsor \$2500

20 Tickets to Event
Digital Media Recognition to Include Billboard (*if applicable*)
Listed as Sponsor at Food Tables
Sponsor Recognition through Logo Placement on Sponsor Board and Website
Social Media Marketing · Logo Placement on Ticket Page with Hyperlink



Bordeaux Sponsor \$1000

10 Tickets to Event
Listed as Sponsor at Food Table
Sponsor Recognition through Logo Placement on Sponsor Board and Website
Social Media Marketing

Napkin Sponsor \$750

Napkins Printed with Your Logo



Chardonnay Sponsor \$500

5 Tickets to Event
Sponsor Recognition through Logo Placement on Sponsor Board and Website
Social Media Marketing

Bottle Sponsor \$100

2 Tickets to Event
Listed as a VIP Drink Sponsor at the Bar





SCRAMBLED

Sunday, March 24, 2024

Easter Egg Hunts have become a spring staple. Forget what you know, and let Events by Eye Candy introduce you to SCRAMBLED. An EPIC egg hunt for all ages.

Join us for a
fun egg hunt
for all ages
(0-99+)

Really Cool Prizes ✓
Candy, Gift Cards & Toys ✓
Crafts & Vendors ✓
Firetrucks & Kids ID Screen ✓
Fun Activities For Everyone ✓

Hard Boiled Sponsor \$3,500

- * Vendor Table at Event in Prominent Location
- * 15 Tickets to Event
- * Sponsorship Yard Sign at Hunt
- * Logo on Napkins Provided at Event
- * Digital Recognition to Include Billboard *(if applicable)*
- * Banner at Entrance
- * Sponsor Recognition: Logo Placement on Sponsor Board, Website, and Social Media

Overeasy Sponsor \$2,000

- * 10 Tickets to Event
- * Sponsorship Yard Sign at Hunt
- * Logo on Napkins Provided at Event
- * Digital Recognition to Include Billboard *(if applicable)*
- * Sponsor Recognition: Logo Placement on Sponsor Board, Website, and Social Media

Sunny Side Up Sponsor \$1,000

- * 5 Tickets to Event
- * 5 Tickets to Give Away to the Community
- * Sponsorship Yard Sign at Hunt
- * Sponsor Recognition: Logo Placement on Sponsor Board, Website, and Social Media

Poached Sponsor \$500

- * 5 Tickets to Event
- * Listed as Secondary Sponsor on Yard Sign
- * Sponsor Recognition: Logo Placement on Sponsor Board, Website, and Social Media

Fried Egg Sponsor \$100

- * 2 Tickets to Event
- * Logo placement on Egg Wall

Vendor Table \$55

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



ABEER
SROUJI ALLEN

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717.576.4333

WE CARE ABOUT YOUR SPONSOR DOLLARS.
Commit to 2 or More Years and Save.

5% OFF FOR 2 YEAR COMMITMENT
10% OFF FOR 3 YEAR COMMITMENT

Commitment Contract Must Be Signed