The Herbert Wertheim School of Optometry and Vision Science

NAMING OPPORTUNITIES FOR A NEW SATELLITE CAMPUS IN EMERYVILLE, CA

UNIVERSITY OF CALIFORNIA, BERKELEY
JANUARY 2024
This year, the Herbert Wertheim School of Optometry & Vision Science at Berkeley celebrates one hundred years of groundbreaking research, clinical excellence, and unparalleled education in optometry and vision science. As we embark on our next 100 years, we are in the process of building a new satellite campus in Emeryville that will double our clinical capacity and expand opportunities for world-class education and research.

What sets our new satellite campus apart is that it offers an unprecedented model of integrated eye care, offering comprehensive and specialty eye care services, including pediatric and special vision assessment clinics; binocular vision clinics; vision therapy and rehabilitation; a concussion clinic; a low vision clinic; a specialty contact lens clinic; a myopia management clinic; a sports vision clinic; and a state-of-the-art eyewear center, all under one roof.

**Naming Opportunities**

With $77 million in funding already secured, we present the following naming opportunities to help us raise the final $23 million needed to complete our $100 million “Our Vision, Our Future” campaign.

“We are embarking on an expansion of the Herbert Wertheim School of Optometry and Vision Science, establishing the foundation for the school’s next 100 years. Your involvement will make a significant impact. By associating your name with our new satellite campus in Emeryville, you will support a groundbreaking initiative and demonstrate your commitment to providing best-in-class eye care to children and their families, and to a new era of professional education and vision research.”

John G. Flanagan
DEAN AND PROFESSOR
$15 million - Emeryville Children’s Vision Clinic

The Emeryville Children’s Vision Clinic will provide Bay Area children with a holistic eye care experience. This naming opportunity communicates the donor’s commitment to providing the best possible eye care for children in the Bay Area and beyond. It will provide donors the opportunity to have a lasting impact on the children’s vision clinic and their vital role in supporting children’s eye health.

$2 million - Named Specialty Clinic

Available clinics include primary care, binocular vision, pediatrics, sports vision, vision therapy, contact lens, myopia control, neuro rehabilitation, and low vision.

The new Emeryville Clinic will provide exceptional and specialized eye care services. Each of our specialty clinics are committed to advancements in eye care and to providing the best in class care for our patients.
$7.5 million - Academy for the Advancement of Optometric Education

Our Academy for the Advancement of Optometric Education will deliver cutting-edge knowledge and hands-on clinical training, offering a dynamic learning environment for optometrists to enhance their skills and stay at the forefront of their profession.

If no donor is identified at this level, the school will offer naming opportunities for the following spaces:

1. **Theater For Innovation And Teaching**
   The centerpiece of the new Emeryville satellite campus will be a new state-of-the-art full size theater that will offer a dynamic learning environment that encourages collaboration and innovation.

2. **The Academy’s CE Program**
   The Academy will offer small-group, patient-based, advanced specialty training and virtual skill-building to infuse advanced techniques into the current professional workforce.

3. **Procedures Suite**
   Our procedures suite will emphasize medical treatments and patient well-being. This state-of-the-art facility will allow eye practitioners to perform complex procedures precisely and confidently.

4. **Breakout Rooms (6 Available)**
   A breakout room is a space dedicated to small group learning, educational exchange and knowledge sharing. The breakout rooms will be a hub for continuous learning, networking, and professional development during continuing education events.

5. **Learning Lounge**
   The Learning Lounge is where students, faculty, and colleagues can gather to explore new ideas and exchange knowledge. Our Learning Lounge will cultivate a comfortable, relaxed learning environment that encourages active participation and collaborative learning.
$2.5 million - Clinic Lobby/Hall

Our clinic lobby at the new eye center will be a child-friendly and welcoming place for patients seeking eye care. Carefully chosen lighting, textures, and furniture will signal to patients and visitors that they are entering a supportive and comfortable clinic environment.

$1.5 million - Reception (2 available)

The reception/waiting area is the initial point of contact for patients and visitors, where they are warmly greeted and guided through their healthcare journey.
$1 Million - Sports Vision Therapy Room

Our Sports Vision Therapy Room will focus on rehabilitation and enhancing sports performance through vision therapy tailored to athletic needs. The Sports Vision Therapy Room will allow athletes and those with active lifestyles to engage in training exercises and vision therapies to improve sports-related visual skills.

$1 Million - Vision Therapy Room

Our Vision Therapy Room will provide an open space for therapy, training, and rehabilitation for individuals with binocular vision challenges. This dedicated space will foster a positive and motivating atmosphere for successful vision therapy and rehabilitation.
$1.5 million - Eyewear Center

The new eyewear center in Emeryville will offer a wide selection of eyewear options. The center will include a separate area for dispensing glasses and contact lenses, as well as an optical lab. We aim to create a stylish and sophisticated space that offers our patients a unique and personalized shopping experience.

1. Eyewear Center Retail
2. Eyewear Center Dispensing
3. Eyewear Center Optical Lab
Procedure, Exam & Diagnostic Rooms

Naming opportunities for procedure, exam and diagnostic rooms are available, as well as for conference and seminar rooms, patient-consult rooms, and waiting areas.

1. **In Office Procedure Suite**
   Our Procedure Suite is a dedicated and specialized area for in office eye procedures, including laser treatments and minor surgical procedures. Our patients will receive expert and attentive care in a space that fosters a sense of comfort, confidence, and precision.

2. **Seminar Room for Collaborative Clinical Learning**
   The collaboration areas will serve as a central point for connection and interaction among our faculty, students, and colleagues. We aim to create an engaging and dynamic space where ideas flow freely, and collective efforts lead to innovative solutions. The seminar rooms will be a hub for teamwork, brainstorming, seminars, and conferences.

3. **Diagnostic Room (8 Available)**
   Our diagnostic rooms are equipped with state-of-the-art technology for evaluating the eye and visual system. It includes visual field analyzers used to detect early signs of glaucoma and other eye diseases; corneal topographers used to help fit contact lenses for people suffering from diseases such as keratoconus or to assist fitting specialty lenses for myopia control; ocular ultrasound to measure axial length for myopia control or to help diagnose ocular diseases; ocular coherence tomographers used to diagnose and monitor glaucoma and retinal diseases; and ocular photography used to monitor disease progression and educate our patients.

4. **Examination Room / Lane (40 Available)**
   Our well equipped examination rooms promise exceptional vision care services for patients where doctors provide specialty and comprehensive eye examinations.

5. **Patient Consult Room (4 Available)**
   Our patient consult rooms are dedicated spaces to facilitate meaningful and private conversations between patients and eyecare professionals.

6. **In-Clinic Waiting Areas (8 Available)**
   Our waiting areas are dedicated spaces where patients can relax before appointments.

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**Donor Levels**

| $500K |
| $500K |
| $250K |
| $100K |
| $100K |
| $100K |
$5 million - Center for Clinical Trials Research

Our Center for Clinical Trials Research will focus on seeking new knowledge and advancements through clinical research. **It will be a dedicated space for conducting innovative research studies and clinical trials to improve healthcare outcomes and bring new treatments to patients.**

1. **Point of Care Testing Lab**
   The eye testing lab is a point-of-care eye testing service, allowing immediate diagnosis and treatment.

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$1 million - Courtyard

A courtyard on the new Emeryville satellite campus promises a space where patients can relax and enjoy an outdoor space while waiting for their appointments. **It will be a dedicated area for patients to experience a welcoming and peaceful environment.**

1. **Artwork**
   The Clinic will feature a collection of art that offers a unique visual experience.

2. **Gift-In-Kind Equipment**
   This naming opportunity acknowledges the generous donation of equipment that will significantly contribute to the clinic’s diagnostic and treatment capabilities.
Contact Us

Have questions? Or just want to talk? Feel free to call or email us anytime. We love talking to our alumni, donors, and friends!

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