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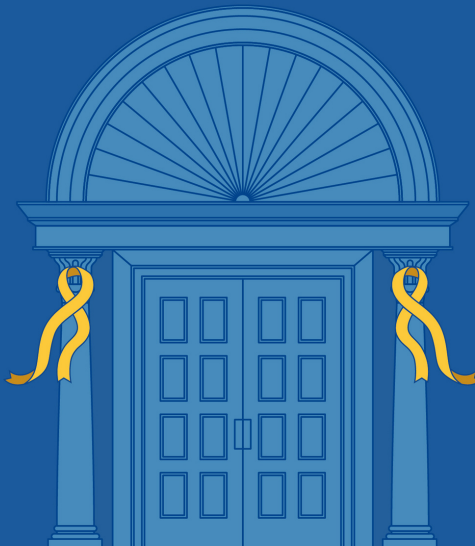
ANNUAL

2021 LIBERTY BALL



Saturday, February 27th
Virtual Event | Begins at 7:00PM
www.libertyball.org

A KNIGHT FOR THE KIDS
CONQUER CHILDHOOD CANCER





2021 LIBERTY BALL

Sponsorship Packet

The Liberty Ball

“The Liberty Ball, A Knight for the Kids” (the “Liberty Ball”) is an annual black-tie optional event held by the Philadelphia Chapter of the Penn State Alumni Association (the “Philadelphia Chapter”) to benefit Four Diamonds at Penn State Hershey Children’s Hospital. The mission of the Liberty Ball is to provide emotional and financial support to the children, families, researchers, and staff of Four Diamonds. Since the first Liberty Ball in 2006, the event has raised more than \$350,000 to help fight pediatric cancer.

www.libertyball.org

Four Diamonds

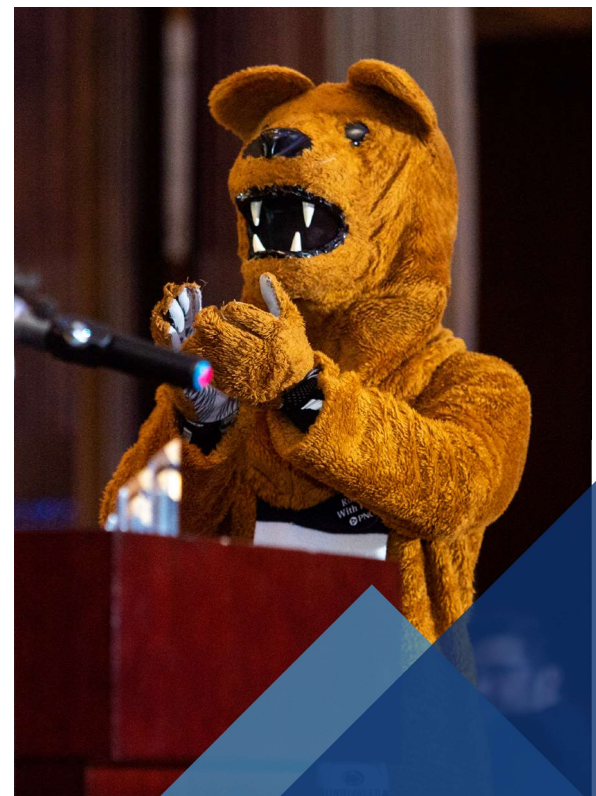
Four Diamonds provides direct support to approximately 600 children with cancer each year - 100 who are newly diagnosed and 500 who are continuing their fight. Four Diamonds offsets the cost of treatment that is not covered by insurance and any expenses that may disrupt the welfare of the child. Four Diamonds also supports a diverse platform of pediatric research at Penn State Hershey Children’s Hospital. Since its founding in 1972, Four Diamonds has helped over 4,000 children and families, many of whom reside in the Greater Philadelphia area.

www.fourdiamonds.org

The Philadelphia Chapter

Representing the interests of more than 70,000 alumni living and/or working within the Greater Philadelphia area, the Philadelphia Chapter boasts one of the highest concentrations of the Penn State alumni in the United States. The Philadelphia Chapter furthers the interests of students, alumni, and supporters of Penn State by providing scholarship opportunities for Penn State students, participating in community service activities, and connecting alumni to each other and to the University. The Philadelphia Chapter (EIN 23-3040608), an affiliate of the Penn State Alumni Association, is a 501(c)(3) tax-exempt, non-profit organization.

www.pennstatephilly.org



THON AT-A-GLANCE

The four diamonds are **courage, wisdom, honesty and strength** and are the symbolic traits that a child needs to overcome cancer.



15 years
of Liberty Ball
in Philadelphia



Four Diamonds funds
over **90+ pediatric
cancer research
professionals**



\$67,465
raised at
Liberty Ball
2020



Four Diamonds provides **family
centered care** from Child Life
Specialists and Social
Workers to Pastoral
Care and Genetic
Counseling.



\$11,696,942.38
raised at THON 2020



For more than 45 years,
Four Diamonds has helped
more than 4,000 families battling
cancer at Penn State
Children's Hospital.



Dear Sponsor:

Since the first Liberty Ball in 2006, our sponsors have helped us raise more than \$365,000. We are proud of our Gala's rich history in the Philadelphia area, raising money and awareness for Four Diamonds and Penn State THON. This is greatly due to the support of our amazing sponsors.

For the safety of our supporters and volunteers, the PSAA Philadelphia Chapter and LB Leadership have decided to transition the annual Liberty Ball to a virtual event for 2021. This will impact the incentives we are able to offer our sponsors due to the limitations of a virtual event.

The below table lists our adjusted sponsorship incentives by sponsorship level:

Incentive:	Bronze \$500	Silver \$1,000	Gold \$2,500
Company recognition in the virtual Liberty Ball Program.	Name	Logo	Logo
Company recognition on the Liberty Ball Givesmart Homepage.	Name	Logo	Logo
Company recognition on the Philadelphia Chapter and Liberty Ball websites and social media posts.	Name One Month	Logo Three Months	Logo Year Round
30 Second Company Commercial Slot in the virtual Liberty Ball Program.			

Dollars raised last year support the needs of Four Diamonds families now. We need your help to make sure kids who face cancer in the coming year have everything they need -- including financial support, expert medical care and advances through life-saving research. We hope we can count on your continued sponsorship of The Liberty Ball, with or without incentives.

To commit your Sponsorship level for 2021, please contact me at sponsorship@libertyball.org. I thank you in advance for your support For the Kids!

FTK,
Jessica Minarovic
sponsorship@libertyball.org

An event of PSAA Philadelphia Chapter
P.O. Box 63575
Philadelphia, PA 19147

libertyball.org
chair@libertyball.org

PSAA Philadelphia Chapter is a registered 501(c)(3) Non-Profit Organization
EIN 23-3040608