



2024

LIBERTY BALL

SATURDAY FEBRUARY 24

7PM - 12AM
CRYSTAL TEA ROOM

A Knight For The Kids

WWW.LIBERTYBALL.ORG



**PennState
Alumni Association**
Philadelphia Chapter



2024 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 \$450,000 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



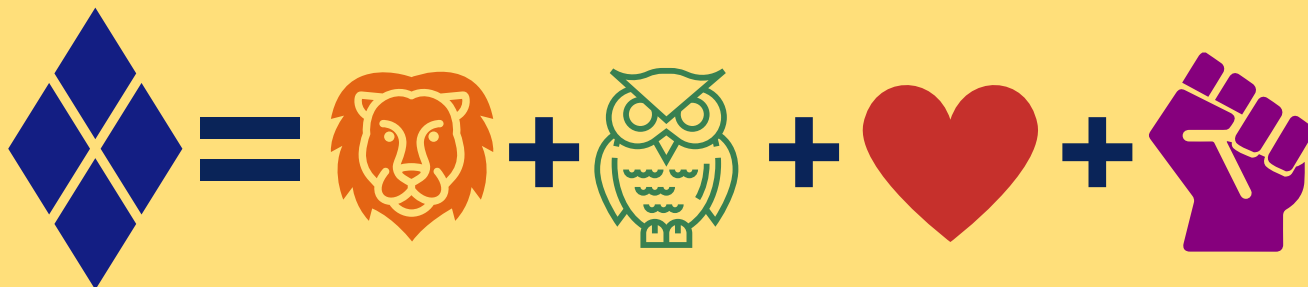
The Philly Chapter

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 symbolic traits that a child needs to overcome cancer.

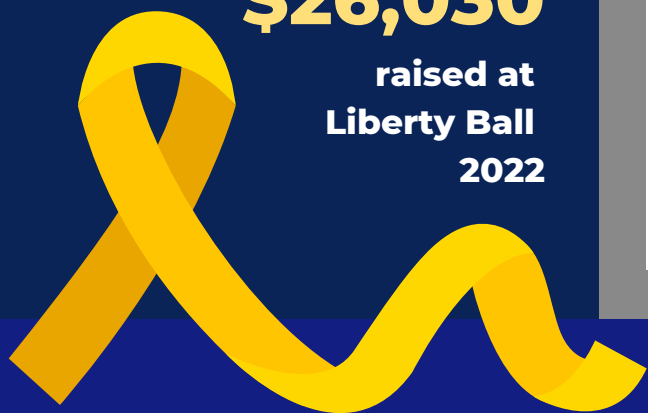


18 YEARS

of the Liberty Ball in
Philadelphia

\$26,030

raised at
Liberty Ball
2022



\$15,006,132.46

raised at
THON 2022

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



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



For more than 47 years, Four Diamonds
has helped more than
4,000 families battling
cancer at Penn State
Children's Hospital

2024 Liberty Ball - Sponsorship Opportunities

Diamond: \$5000

- 10 complimentary tickets (one full table) to the Liberty Ball with table designation
- Full page advertisement in the Liberty Ball program
- Company logo featured on the Liberty Ball photo backdrop and Liberty Ball welcome sign
- Company logo featured on the Philadelphia Chapter and Liberty Ball websites (12 months), promotional materials, correspondence, and social media posts

Gold: \$2500

- 5 complimentary tickets (one half table) to the Liberty Ball with table designation
- Half page advertisement in the Liberty Ball program
- Company logo recognition on the Liberty Ball welcome sign
- Company logo featured on the Philadelphia Chapter and Liberty Ball websites (6 months), promotional materials, correspondence, and social media posts

Silver: \$1000

- 2 complimentary tickets to the Liberty Ball
- Quarter page advertisement in the Liberty Ball program
- Company name recognition on the Liberty Ball welcome sign
- Company logo featured on the Philadelphia Chapter and Liberty Ball websites (3 months), promotional materials, correspondence, and social media posts

Bronze: \$500

- 1 complimentary ticket to the Liberty Ball
- Company name recognition in the in the Liberty Ball program
- Company name recognition on the Liberty Ball welcome sign
- Company logo featured on the Philadelphia Chapter and Liberty Ball websites (1 month) and social media posts

Liberty Ball Program Sponsors:

\$250	Quarter Page Sponsor
\$500	Half Page Sponsor
\$750	Full Page Sponsor
\$1,000	Inside Front Cover Sponsor (*first come basis)
\$1,500	Back Cover sponsor (*first come basis)



2024 Liberty Ball - Sponsorship Form

Sponsorship Level

Diamond Sponsor - \$5,000

Gold Sponsor - \$2,500

Silver Sponsor - \$1,000

Bronze Sponsor - \$500

Liberty Ball Program Sponsor

Back Cover Sponsor - \$1,500

Inside Front Cover Sponsor - \$1,000

Full-Page Sponsor - \$750

Half-Page Sponsor - \$500

Quarter-Page Sponsor - \$250

Additional Tickets and Donations

(single tickets available on the Liberty Ball Website)

Table: 10 Tickets with Table designation - \$1,150

Donation to Liberty Ball \$ _____

(any and all donation are welcome; all donors will be recognized in the program)

Sponsorship Commitment Form

Company Name: _____

Address: _____

City: _____ State _____ ZIP: _____

Contact Person: _____

Phone: _____ Email: _____

Credit Card Type: _____ CC #: _____

CCV: _____ Exp Date: _____

Checks preferred. Please make checks payable to "PSAA, Philadelphia Chapter" and note "Liberty Ball 2024" in memo line

Organization is charged a 4% transaction fee for credit card payments

Your Donation Impact

\$50 Covers 15 minutes of nutritional therapy

\$100 Supports the Hummingbird Program for one day. This program helps improve the quality of life in children with life-limiting conditions

\$300 Provides one day of support from a chaplain who supports the spiritual needs of patients and their families

\$400 Provides a medical education doll to help kids better understand what their body is going through

\$500 Supports art therapy for one week

\$750 Provides one routine maintenance visit for a child with leukemia

\$1,000 Funds one hour of Four Diamonds research

\$1,500 Provides one week of a specialized nurse educator

\$2,250 Provides a private hospital room for a child and their family

\$650,745 Covers the cost to equip one lab with five researchers for just one year

\$800 million Potential cost to bring a new drug to market

COMMITMENT FORMS AND ALL CORPORATE ART/LOGOS ARE DUE BY
FRIDAY, FEBRUARY 2, 2024

☐ Check Enclosed

☐ Check will Follow

☐ Credit Card Payment