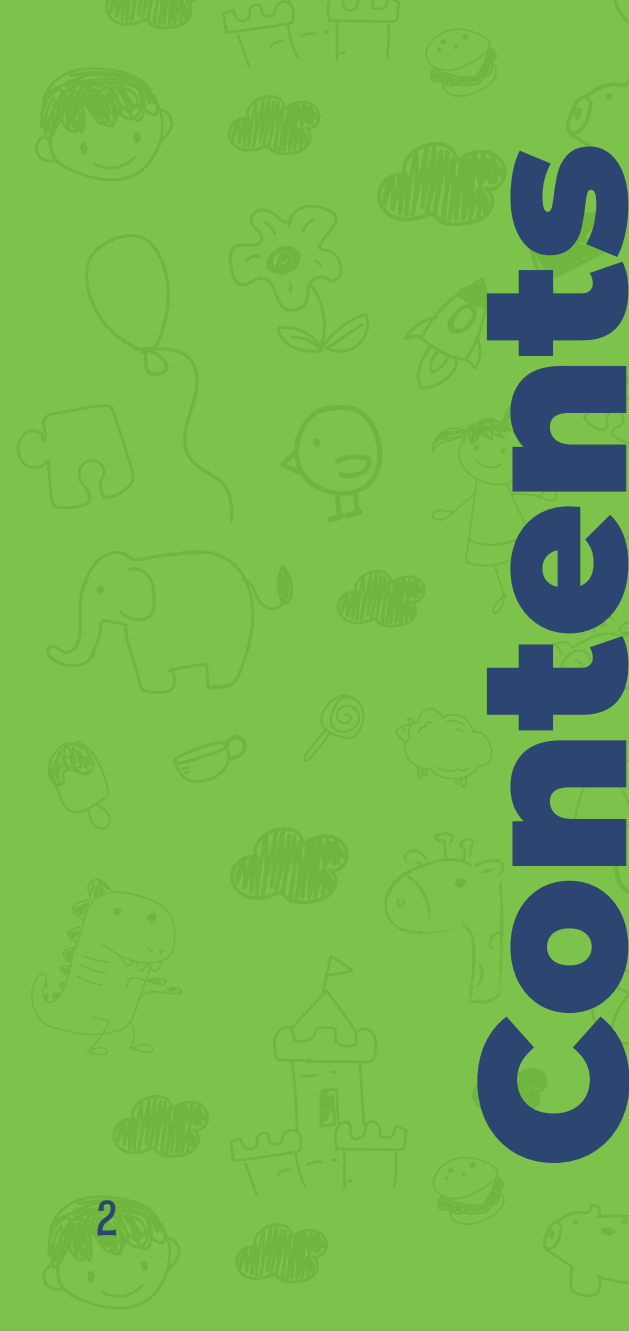




playTM
FOR THE KIDS!

Partnership
OPPORTUNITIES

FOUR  DIAMONDS
— Conquering Childhood Cancer —



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About PLAY FOR THE KIDS™

One month. All ages.

FOCUS ON FUN.

Conquering childhood cancer.



Play For The Kids™ is a fundraising activity that unites the Four Diamonds community nationwide to help conquer childhood cancer. This is a celebration of children's joy and how kids have a magical way of finding delight in everything they do.

Four Diamonds supporters of all ages are playing like kids – hosting fundraisers like kickball tournaments and cooking contests – to raise money for world-class cancer care and life-saving research.

Play For The Kids™ is underway and culminates in celebration in the month of September—Childhood Cancer Awareness Month.

Play FOR THE
KIDS!
BENEFITING FOUR DIAMONDS



**We do what we
do for kids like
ADLEY.**

FOUR DIAMONDS CHILD ADLEY
conquering acute lymphoblastic leukemia (ALL)

Meet Adley

FOUR DIAMONDS CHILD

Adley is a happy and energetic 3-year-old little girl who loves to play outside, hang out with her dog Nismo and her kitten Kali Kat, swim, jump on her trampoline (jumpoline), and watch her big brother Mayze play baseball.

Right before her second birthday, her parents noticed that Adley was looking pale, lethargic and was more tired than usual. They decided to call their pediatrician to have her annual appointment moved up. Within two hours of getting blood work done, they received a phone call from Penn State Health Children's Hospital saying that they had a room ready for Adley. Upon arrival, they were told the heartbreaking news that Adley was diagnosed with B-cell Acute Lymphoblastic Leukemia.

Adley is currently in long term maintenance. She takes chemo every day at home and has less than one year left on active treatment! She still goes to the hospital monthly to receive outpatient care.

Adley has proven time and time again just how strong she is. Those around her are continuously amazed by her resilience. She is truly a hero! Her family believes she will make a difference in this world. They have learned to count their blessings and take in every second of every day, to make the memories, soak in the smiles, and cherish their children.

“

We are so thankful for the support of Four Diamonds during this time because it has given us the opportunity to focus on Adley and not have to worry about anything else.

— Chad, Four Diamonds dad to Adley —

With your partnership, kids like Adley receive world-class care and financial support throughout their cancer treatment and beyond. **Will you join our fight to conquer childhood cancer and help kids like Adley?**

Partnership OPPORTUNITIES

Whether your organization is big or small, partnering with Four Diamonds can help you reach your business goals while you make a positive impact and fund life-saving childhood cancer treatments and research, benefiting kids around the world.



Direct SPONSORSHIPS

Company covers the entire sponsorship fee and individual employees are encouraged to participate and be a part of the fundraising challenge.

Employees can create pages and fundraise, but there is no minimum that they must raise.

Matching GIFTS

Company commits to match all, or a portion of, what employees raise. This can have a maximum.

Example: 50 employees participate and each has a goal to raise/donate \$250, which the company then matches. Total contribution from employees and company is \$25,000.

Employee ENGAGEMENT

Company does not financially support the campaign but encourages employees to participate.

Example: 50 employees participate and each has a goal to raise/donate \$500. Total raised by employees is \$25,000.

Sponsorship OPPORTUNITIES

Presenting Sponsor

\$50,000

BRAND RECOGNITION

- Featured as presenting sponsor on all program materials
- Official sponsor of a featured Play For The Kids™ fundraising activity
- E-newsletter spotlight article or mention
- Sponsor name on digital platforms
- Opportunity to promote sponsorship in company materials
- Recognition at Four Diamonds hosted Play For The Kids™ events

EMPLOYEE ENGAGEMENT

- Opportunity for your Executive Team to assist with Four Diamonds hosted Play For The Kids™ events
- Customized kick-off event at your office to engage employees in the Play For The Kids™ program
- Presentation for your employees conducted by a Four Diamonds representative

- Invites for your employees to attend Four Diamonds hosted Play For The Kids™ events
- Access to our digital platforms to enhance participant engagement and fundraising efforts

OTHER BENEFITS

- Recognition on Penn State Health Children's Hospital Digital Donor Wall
- Access to our digital storefront for Four Diamonds promotional materials
- Virtual "Dollars at Work" Experience
- Invitation to join our Play For The Kids™ Facebook group
- Personal Four Diamonds liaison to provide resources and support

Sponsorship OPPORTUNITIES

Adventure Sponsor

\$25,000

BRAND RECOGNITION

- E-newsletter spotlight article or mention
- Sponsor name on digital platforms
- Opportunity to promote sponsorship in company materials
- Recognition at Four Diamonds hosted Play For The Kids™ events

EMPLOYEE ENGAGEMENT

- Customized kick-off event at your office to engage employees in the Play For The Kids™ program
- Presentation for your employees conducted by a Four Diamonds representative
- Invites for your employees to attend Four Diamonds hosted Play For The Kids™ events
- Access to our digital platforms to enhance participant engagement and fundraising efforts

OTHER BENEFITS

- Recognition on Penn State Health Children's Hospital Digital Donor Wall
- Access to our digital storefront for Four Diamonds promotional materials
- Virtual "Dollars at Work" Experience
- Invitation to join our Play For The Kids™ Facebook group
- Personal Four Diamonds liaison to provide resources and support

Discovery Sponsor

\$15,000

BRAND RECOGNITION

- Sponsor name on digital platforms
- Opportunity to promote sponsorship in company materials
- Recognition at Four Diamonds hosted Play For The Kids™ events

EMPLOYEE ENGAGEMENT

- Presentation for your employees conducted by a Four Diamonds representative
- Invites for your employees to attend Four Diamonds hosted Play For The Kids™ events
- Access to our digital platforms to enhance participant engagement and fundraising efforts

OTHER BENEFITS

- Virtual "Dollars at Work" Experience
- Invitation to join our Play For The Kids™ Facebook group
- Personal Four Diamonds liaison to provide resources and support

Sponsorship OPPORTUNITIES

Imagination Sponsor

\$10,000

BRAND RECOGNITION

- Sponsor name on digital platforms
- Opportunity to promote sponsorship in company materials
- Recognition at Four Diamonds' hosted Play For The Kids™ events

EMPLOYEE ENGAGEMENT

- Invites for your employees to attend Four Diamonds' Play For The Kids™ events
- Access to our digital platforms to enhance participant engagement and fundraising efforts

OTHER BENEFITS

- Invitation to join our Play For The Kids™ Facebook group
- Personal Four Diamonds liaison to provide resources and support



OUR PROMISE TO YOU

Your partnership matters! Our team would be happy to work with you to develop and activate a customized package that meets your company's needs and the needs of your customers and employees.

Sponsorship LEVELS



	Presenting Sponsor	Adventure Sponsor	Discovery Sponsor	Imagination Sponsor
Sponsor Benefit	\$50,000	\$25,000	\$15,000	\$10,000
Recognition during program events	Yes	Yes	Yes	Yes
Sponsor name on digital platforms	Yes	Yes	Yes	Yes
Presentation for your employees conducted by a Four Diamonds representative	Yes	Yes	Yes	No
E-newsletter spotlight article or mention	Yes	Yes	Yes	No
Customized kick-off event at your office to engage employees in the Play For The Kids™ program	Yes	Yes	No	No
Opportunity for your Executive Team to assist with Play For The Kids™ events	Yes	No	No	No
Featured as presenting sponsor on all program materials	Yes	No	No	No

The Four Diamonds team would be happy to work with you to develop a customized sponsorship package to meet your company needs.

For details, please contact us at:
playforthekidsinfo@pennstatehealth.psu.edu
 or 717-531-6086



FOUR  DIAMONDS

— Conquering Childhood Cancer —

play FOR THE
KIDS!

Four Diamonds | Play For The Kids™

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