



# PHILANTHROPY

TESPA EAST CHARITY LAN  
MARCH 12-13, 2016

## ***SPONSORSHIP DECK***



The background of the entire slide is a photograph of a large, diverse crowd of people, primarily young adults, sitting in bleachers and cheering enthusiastically. Many are holding up smartphones to record or take photos. The image is overlaid with a semi-transparent dark blue filter. A white diagonal line runs from the top left towards the bottom left. A white rectangular box is positioned in the upper left area, containing the event's logo.

phi·LAN·thro·py

The Tespa East Region is proud to be hosting PhiLANthropy, an intercollegiate charity LAN event driven by and for the collegiate gaming communities. We're partnered with **Blizzard Entertainment**.

We want to utilize this LAN as an opportunity to **unite students** across the eastern region that all share similar **passions for gaming**, as well as raise **awareness and money for a charitable cause** involved with issues that plague many students and gamers alike.



# Basics

“ Extra Life is gamers doing what they do best to help sick and injured children at their chosen Children’s Miracle Network Hospital. The money that you raise through Extra Life will go directly to your chosen Children’s Miracle Network Hospital as ‘unrestricted funds’. This means that the hospital decides where and how to spend the money to ensure the dollars you raise make the biggest impact in the lives of the kids they treat. ”

- [extra-life.org](http://extra-life.org)



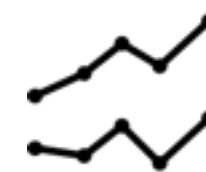
## Harvard Northwest Labs

Cambridge, Massachusetts



## March 12-13, 2016

Weekend after most spring breaks

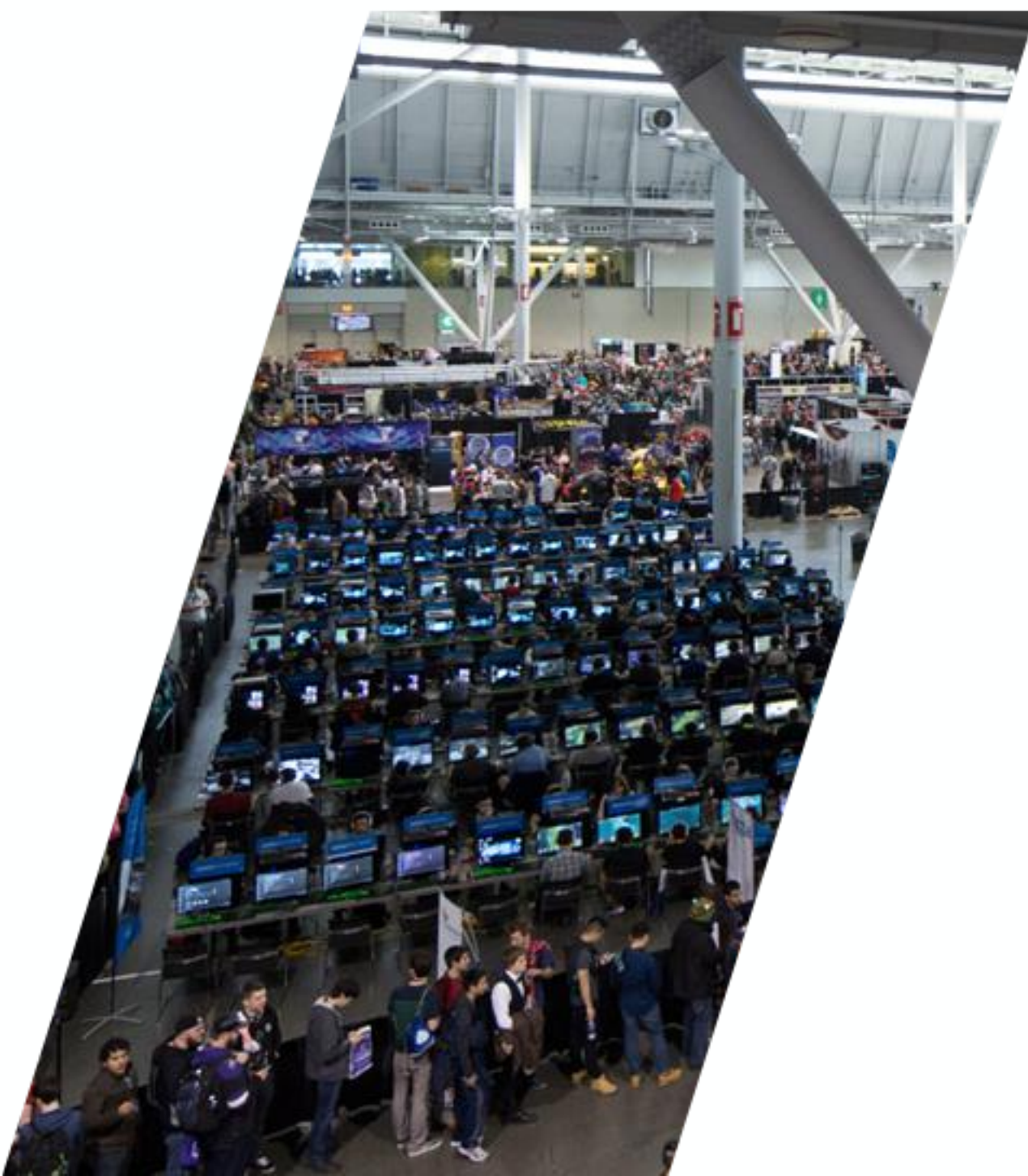


## 500-700 Expected Attendance

Space for 300+ desktop PCs



# The Student Experience



## Competition

What LAN party would be complete without a bunch of people gathering in a shared space playing their favorite games with one another? We're spicing things up with select prized tournaments as well!



## Special Guests

We want to invite special guests to our event to give attendees opportunities to meet their favorite players, learn more about their favorite games, or perhaps learn new game knowledge.



## Charity & Community

Extra Life unites thousands of players around the world with gaming marathons to support Children's Miracle Network Hospitals. Since its inception in 2008, Extra Life has raised more than \$14 million for local CMN hospitals.



# The Sponsor Experience

We hope you're excited to be part of the biggest charity LAN on the East Coast! We're looking for financial, strategic, and in-kind sponsorships in particular.



## Company Image

Raise awareness of your brand to gamers across the East Coast.



## Collegiate Relations & Recruitment

Keep a heads up for the brightest interns and hires for future recruitment pipelines.



## Charity

Take a leading role in an ambitious charitable cause! All funds will be dedicated to making PhiLANthropy a success and donations to Extra Life.

Sponsorship Tiers	Bronze	Silver	Gold	Platinum	Diamond
	\$100	\$500	\$1,000	\$5,000 <small>Limited to 10</small>	\$10,000 <small>Limited to 4</small>
GENERAL					
Sponsored side event	✓	✓	✓	✓	✓
Sponsored snack table	✓	✓	✓	✓	✓
Intro at main opening			1 mins	3 mins	5 mins
Booth				✓	✓
Custom lounge space				✓	✓
Present prize on stage				✓	✓
Keynote					✓
BRANDING					
Logo on website	✓	✓	✓	✓	✓
Award branded prize		✓	✓	✓	✓
Swag in bags & table	✓	✓	✓	✓	✓
Small ad size	✓	✓	✓	✓	✓
Big ad size			✓	✓	✓
Stream shout outs				✓	✓
Stream ad rotation					✓
Logo on t-shirt			✓	✓	✓
Blurb in program			✓	✓	✓



# Team

The ambitious students behind PhiLANthropy are from across the East Coast, including schools such as Harvard, Carnegie Mellon, and Penn State. They've devoted countless hours to make the event a success by drawing on a broad range of experiences and skills.

A portrait of Jason Shen, a young man with dark hair and glasses, wearing a red and black checkered shirt and a dark tie. He is smiling and looking slightly to the right. The background is blurred, showing other people in a social setting.

**Jason Shen**

A portrait of Matan Kushner, a young man with dark, wavy hair, wearing a dark suit jacket over a light blue shirt. He is smiling and looking directly at the camera. The background is a plain, light-colored wall.

**Matan Kushner**

A portrait of Cordell Yee, a young man with dark hair and glasses, wearing a light blue button-down shirt under a dark blue cardigan. He is looking directly at the camera with a neutral expression. The background is a warm, reddish-brown wall.

**Cordell Yee**

A portrait of Angelique Rein, a young woman with long, wavy blonde hair, wearing a dark top. She is smiling and looking directly at the camera. The background is a plain, light-colored wall.

**Angelique Rein**





# PHILANTHROPY

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