



Community Liver Alliance  
100 W. Station Square Drive, Suite 1945  
Pittsburgh, PA 15219  
[www.communityliveralliance.org](http://www.communityliveralliance.org)

January 2021

Dear Community Liver Alliance Friend;

We invite you to support the Community Liver Alliance's Annual You Make a Difference Awards event, which will be broadcasted **LIVE** from the **"Works Theater" at the Carnegie Science Center Friday, February 25, 2021 – 4 :00 p.m.**

We are pleased to announce this year's award recipients. Awardees are recognized for their outstanding accomplishments going above and beyond supporting, advocating, and educating our community about the Community Liver Alliance mission. Please join us in congratulating our honorees.

**Jennifer Fiddner, MD**

Allegheny County Department of Health, Epidemiology

**Martha Loeffert, RN**

Allegheny Health Network, Digestive Health

**Steve Rechterik**

Executive Chef – Crafted North, Marriott City Center

**Aileen Gallatin & Brianna Milankovich**

Living Donor Coordinator, UPMC Live Donor Transplant Program  
and UPMC Clinical Transplant Coordinator, UPMC Transplant Services

**Wallis Marsh, MD MBA; Carl Schmidt, MD; and Brian Boone, MD**

WVU Medicine, Hepatic Oncology

CLA Board Spotlight Award

**Bruno Mastroianni and Susan Stewart**

CORE (Center for Organ Recovery and Education)

The sponsorship document is attached for your review. Your generous support would allow the Community Liver Alliance to expand programs and efforts to reach greater numbers of the population we serve. Attached, you will find the exhibit payment form and a copy of our agenda is attached. Our Tax ID number is 46-1909171.

Thank you for your consideration of our request. We hope that you can join us this year. Please let me know if there is anything else that I can provide to you.

Warmest Regards,

A handwritten signature in blue ink that reads "S Masartis".

Suzanna Masartis



# Community Liver Alliance Awards

**"You Make a Difference" Virtual Awards Event**

**Sponsorship Opportunity**

**Thursday, February 25, 2021**

**Carnegie Science Center – Works Theater**

**Pittsburgh, PA**

**4:00 p.m.**

<p>As the <b>"Liver Hero Sponsor" Title Sponsor</b>, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• <b>Two virtual</b> tables of 10 guests</li> <li>• Award Presentation Speaking opportunity</li> <li>• Prominent full-page ad in the program</li> <li>• Logo on Front COVER of Printed Program Booklet</li> <li>• Logo on sponsor board – First Tier Placement</li> <li>• Virtual Exhibit</li> <li>• Sponsor "Banner Ads", unlimited links and 1:1 meeting opportunity</li> <li>• All enduring video content sponsored</li> <li>• Verbal recognition during the event</li> <li>• Inclusion of all promotional materials, including press release and public relations stories</li> <li>• Opportunity to participate on the Planning Committee</li> <li>• Participation in Highlight Video congratulating the honorees</li> <li>• Inclusion of Social Media Event Campaign</li> <li>• Logo on guest gift bag or gift</li> <li>• Company information/promo item included in guest gift bag</li> <li>• </li> </ul>	<p><b>Title Sponsor</b> <b>\$10,000</b></p>
<p>As the <b>Gold Sponsor</b>, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• <b>One virtual</b> table of 10 guests</li> <li>• Virtual Exhibit</li> <li>• Sponsor "Banner Ads", 10 links and 1:1 meeting opportunity</li> <li>• All enduring video content sponsored</li> <li>• Full-page ad in the event program</li> <li>• Logo on sponsor board – Second tier placement</li> <li>• Verbal recognition during the event</li> <li>• Inclusion in all promotional materials, including press releases &amp; public relations stories</li> <li>• Opportunity to participate on the Planning Committee</li> <li>• Highlight Video congratulating the honorees</li> <li>• Social Media</li> </ul>	<p><b>Gold Sponsor</b> <b>\$7,500</b></p>
<p>As the <b>Silver Sponsor</b>, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• 6 Virtual Registrations</li> <li>• Virtual Exhibit</li> <li>• Sponsor "Banner Ads", 4 links and 1:1 meeting opportunity</li> <li>• All enduring video content sponsored</li> <li>• Full-page ad in the event program</li> <li>• Logo on virtual sponsor board – Third tier placement</li> <li>• Verbal recognition during the event</li> </ul>	<p><b>Silver Sponsor</b> <b>\$5,000</b></p>

<ul style="list-style-type: none"> <li>• Opportunity to participate on the Planning Committee</li> <li>• Social media</li> </ul>	
<p>As the <b>Bronze Sponsor</b>, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• 4 Virtual Registrations</li> <li>• Virtual Exhibit</li> <li>• Sponsor "Banner Ads", 4 links and 1:1 meeting opportunity</li> <li>• Half-page ad in the event program</li> <li>• Logo on virtual sponsor board</li> <li>• Verbal recognition during the event</li> </ul>	<p><b>Bronze Sponsor</b> <b>\$3000</b></p>
<p>As a <b>Virtual Table Sponsor</b>, you will receive the following benefits:</p> <ul style="list-style-type: none"> <li>• 10 Virtual Registrations</li> <li>• Verbal recognition during the event</li> </ul>	<p><b>Virtual Table</b> <b>\$500.00</b></p>



**Virtual Award Event  
Agenda  
Friday, February 25, 2021**

- 4:00 p.m. Welcome and Virtual Exhibits
- 4:15p.m. Awards Ceremony
- Liver Hero Fund Speakers and Appeal
- 2021 Research Grant Recipient Presentation
- Children's Hospital of Pittsburgh Camp Chihopi Check Presentation
- Patient Assistance Program Presentation
- Nominee Recognition
- 5:00 p.m. BREAK and Exhibits
- Exhibit Challenge Winner
- You Make a Difference NEW Award Artist Presentation
- Honorees Award Presentations
- Honoree "Shout Out" Video
- 5:30 p.m. CEO Closing Remarks



**You Make a Difference Award Event  
Thursday, February 25, 2021  
The Carnegie Science Center**

***Sponsorship Information***  
**TAX ID 46-1909171**

\$10,000 \_\_\_\_ Liver Hero Sponsor    \$5,000 \_\_\_\_ Silver Sponsor    \$500.00 \_\_\_\_ Virtual Table  
\$7,500 \_\_\_\_ Gold Sponsor    \$3,000 \_\_\_\_ Bronze Sponsor

Full Page: 5.5" wide x 8.5" high    Black and White/No Bleed/Camera Ready    **Deadline: February 12, 2021.**  
Half Page: 5.5" wide x 4.25" high    Black and White/No Bleed/Camera Ready

Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email Address: \_\_\_\_\_

***Please make checks payable to the Community Liver Alliance***

**Credit Card Payment**

I \_\_\_\_\_ authorize **Community Liver Alliance** to charge my credit card  
(full name)  
account indicated below for \_\_\_\_\_ on or after \_\_\_\_\_. This payment is for  
(amount) (date)  
\_\_\_\_\_.  
(description of goods/services)

Billing Address \_\_\_\_\_ Phone# \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Email \_\_\_\_\_

Account Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover			
Cardholder Name _____			
Account Number _____			
Expiration Date _____		Billing Zip Code _____	
CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____			

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.