



January 12, 2012

Dear Community Partner:

We would like to invite you to be a sponsor for a major community event: **the release of the second annual *State of the Lehigh Valley: Community Trends at a Glance*** on Wednesday, February 15, 2012. Last year's event was very successful with over 250 community members coming together to discuss the issues confronting the Lehigh Valley with a panel of community experts and received a great deal of media coverage. This year's *State of the Lehigh Valley* will focus on the issues facing the Lehigh Valley, such as education, housing, health, and economic growth. This year's report will also expand the comparison groups to include other metropolitan statistical areas in order to determine how the Lehigh Valley stands in relation.

The *State of the Lehigh Valley* is authored by faculty from the Lehigh Valley Association of Independent Colleges (LVAIC) as a project of the Lehigh Valley Research Consortium (LVRC), a collaboration of academic researchers, public officials, non profits, and the business community. The Consortium is pleased to be partnering again with Renew Lehigh Valley (RenewLV), an organization committed to regional collaboration as a means of fostering vibrant communities and a high quality of life.

The *State of the Lehigh Valley* release event will feature:

- an overview of the *State of the Lehigh Valley* report
- discussion of key trends found in the report in comparison to other metropolitan areas
- a session of Q&A and open discussion/round-table discussions moderated by experts focused on key trends of the report

The event will take place on **Wednesday, February 15 from 11:30am to 1:30pm** in Iacocca Hall, Lehigh University Mountaintop Campus. A \$25 registration fee will include lunch.

The attached form shows the levels of sponsorship available for the *State of the Lehigh Valley* event. We will personally follow up with you to discuss your interest in serving as a sponsor.

Thank you for supporting this event, which we hope will continue to grow as an annual occasion for the region to celebrate its progress and discuss the challenges ahead.

Sincerely,

Michele Moser Deegan, Ph.D., Director
Lehigh Valley Research Consortium
Associate Professor of Political Science,
Muhlenberg College

Pamela Colton, Executive Director
Renew Lehigh Valley

State of the Lehigh Valley: Community Trends at a Glance
Co-Hosted by the Lehigh Valley Research Consortium and Renew Lehigh Valley

Wednesday, February 15, 2012, 11:30am to 1:30pm
Iococca Hall, Lehigh University Mountaintop Campus

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$2,500

- Recognition as presenting sponsor on event announcements, press releases, and online registration page
- Opportunity to offer introductory remarks at event
- Name and logo on cover of event program provided to all attendees
- Ten free event registrations (includes lunch)
- Banner display at event
- Exhibition table

Partner: \$1,500

- Recognition on event announcements and press releases
- Name on cover of event program provided to all attendees
- Five free event registrations (includes lunch)
- Banner display at event
- Exhibition table

Contributor: \$750

- Recognition on event announcements and press releases
- Name in event program provided to all attendees
- Three free event registrations (includes lunch)
- Name on welcome sign at event
- Exhibition table

Community Supporter: \$500

- Name in event program provided to all attendees and press releases
- Two free event registrations (includes lunch)
- Name on welcome sign at event
- Exhibition table

SPONSORSHIP FORM

Name of Organization:

Contact Person:

Mailing Address:

Email Address:

Office Phone:

Mobile Phone:

Fax:

Please indicate your choice of sponsorship level below:

- Presenting Sponsor (\$2,500)
- Partner (\$1,500)
- Contributor (\$750)
- Community Supporter (\$500)

Names of free registrants from your organization:

Please return to **Renew Lehigh Valley, 1337 E. Fifth Street, Bethlehem, PA 18015**
Form may also be faxed to **Renew Lehigh Valley at 484-821-2269** or e-mailed to **smartgrowth@renewlv.org**