

St. Luke's and Keystone Athletic Announce 5-Year Partnership to Grow Soccer

By Sam Kenedy

St. Luke's University Health Network and Keystone Athletic are proud to announce a formal relationship between the area's premier sports medicine provider and the largest soccer club in the Lehigh Valley-Pocono region.

"We are thrilled to be working with St. Luke's," said Keystone Athletic President Hisham Sobhy. "We always strive to provide the best possible sports services and sports medicine for our players and their families, and St. Luke's is a great institution to be working with."

St. Luke's Sports Medicine is the leading provider for athletics throughout the Lehigh Valley Region with more than 60 high schools as well as numerous relationships within the local soccer community, including the Lehigh Valley Youth Soccer League.

"This is truly a partnership between two organizations that have very similar visions for how to grow the game of soccer and provide as many opportunities for kids to play as we possibly can," said John Hauth, Senior Director Sports Medicine Relationships for St. Luke's.

St. Luke's and Keystone have agreed to an initial 5-year partnership deal that will focus on providing athletic training services, sports medicine care and financial sponsorship to aid in keeping costs at a minimum for players and families to commit to the game of soccer.

"Keeping the costs to play low is important because it allows the kids to play for their home clubs and home leagues," Hauth said. "That's important for the communities we serve because it helps grow the next generation of soccer players, and a vibrant organization helps keep the local communities engaged in the mission of

keeping people healthy and active."

Keystone has been working with other soccer clubs in the region to provide more playing opportunities. That collaborative approach has helped young players stay in their local areas without having to commit to lengthy travel and costly fees.



"Anything that benefits the kids in our sport in this area is what we wish to accomplish," said Tom Mustac, the Director of Coaching for Keystone Athletic. "This is a great partnership with St. Luke's, which has the best sports performance programs in the region. Their training programs are teaching our players injury prevention and getting our athletes prepared for the season."

"Our goal is to provide the community a place to play at all levels, from beginner to advanced. I think we have done a great job doing so with the relationships created in Northeastern PA. Our growth and level of play speaks for itself."

Keystone has been utilizing a variety of the St. Luke's affiliated indoor facilities throughout the winter to run training sessions as well as free soccer clinics.

The soccer clinics are an integral piece and part of the overall mission of the partnership, according to Hauth.

"The contract officially began in the fall, but we had been partnering on a number of things together for a while," he said.

Keeping training and playing local will continue to help the players develop to the best of their abilities

"Why should players have to leave this area to get higher level training and playing experiences," Mustac

asked rhetorically. "We love staying local and benefitting the kids in the area, and thanks to St. Luke's, we can make it possible for our best players to stay local while growing the game from the grassroots level with expert, affordable training and dedicated sports performance and sports medicine services."



FOOD & WINE DINNER WITH CELEBRITY CHEF LIDIA BASTIANICH • JUNE 2, 2023



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GOURMET SPONSORSHIP \$10,000 (\$7,500 Charitable Deduction)

Recognition as Gourmet Sponsor includes the following:

- 10 tickets to the Lidia inspired dinner at the Wind Creek Ballroom on June 2, 2023
- Name/logo featured in full page print ads in the Morning Call, Express Times, Lehigh Valley Style
- Name/logo featured on digital billboards running June 1 – July 1
- Spotlight video (60 seconds) provided by sponsor to highlight in social media and on website June 1 – July 1
- Sponsor provides spotlight editorial (300 words) to be used in social media, event program and website
- Name/logo featured on event signage/banner on site during dinner
- Inclusion in event news release
- PBS promotion to be determined
- Each couple will receive a signed copy of Lidia's A Pot, A Pan and A Bowl cookbook

PRESENTING SPONSORSHIP \$7,500 (\$5,500 Charitable Deduction)

Recognition as Presenting Sponsor includes the following:

- 8 tickets to the Lidia inspired dinner at the Wind Creek Ballroom on June 2, 2023
- Name/logo featured in full page print ads in the Morning Call, Express Times, Lehigh Valley Style
- Name/logo featured on digital billboards running June 1 – July 1
- Spotlight video (60 seconds) provided by sponsor to highlight in social media and on website June 1 – July 1
- Name/logo featured on event signage/banner on site during reception
- Sponsor provides spotlight editorial (300 words) to be used in social media, event program and website
- PBS promotion to be determined
- Each couple will receive a signed copy of Lidia's A Pot, A Pan and A Bowl cookbook

PREMIUM SPONSORSHIP \$5,000 (\$3,500 Charitable Deduction)

Recognition as Premium Sponsor includes:

- 6 tickets to the Lidia inspired dinner at the Wind Creek Ballroom on June 2, 2023
- Name/logo featured in full page print ads in the Morning Call, Express Times, Lehigh Valley Style
- Name/logo featured on event signage/banner on site during reception
- Inclusion in event news release
- PBS promotion to be determined
- Each couple will receive a signed copy of Lidia's A Pot, A Pan and A Bowl cookbook

VINTAGE SPONSORSHIP \$2,500 (\$1,500 Charitable Deduction)

Recognition as Vintage Sponsor includes:

- 4 tickets to the Lidia inspired dinner at the Wind Creek Ballroom on June 2, 2023
- Name/logo featured in full page print ads in the Morning Call, Express Times, Lehigh Valley Style
- Inclusion in event news release
- Name/logo featured on event signage/banner on site during reception
- Each couple will receive a signed copy of Lidia's A Pot, A Pan and A Bowl cookbook



Photo by Christine Schuler

SPONSORSHIP REGISTRATION FORM

Become a sponsor online at lehighvalleyfoodandwine.com or send your completed form to NCC at 3835 Green Pond Road, Bethlehem, PA, 18020. Please indicate your level of sponsorship:

☐ **Gourmet - \$10,000**
(\$7,500 Charitable)

☐ **Premium - \$5,000**
(\$3,500 Charitable)

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☐ Payable to 'NCC Foundation'

☐ Please invoice me

☐ **Presenting - \$7,500**
(\$5,500 Charitable)

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Please charge my credit card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

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Name: _____ Company: _____

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DEAR VALUED SPONSOR:

As we prepare for this year's Lehigh Valley Food & Wine Dinner, we are excited to announce that celebrated chef, Emmy award-winning public television host, a best-selling cookbook author, and restaurateur, Lidia Bastianich will be joining us as our celebrity chef. The date is Friday, June 2, 2023.

The event will take place in the beautifully designed new ballroom at Wind Creek Bethlehem. The evening will feature a reception and a Lidia inspired dinner, fine wines and open bar for sponsors and guests. The evening will also include an auction of fine wines, unique experiences and opportunities to support NCC. All sponsors will be given a signed copy of Lidia's newest cookbook, Lidia's A Pot, A Pan, and a Bowl.

Similar to last year, a media plan will be developed and coordinated to ensure a large audience exposure as outlined in the enclosed Lehigh Valley Food & Wine Dinner Sponsor Benefits marketing sheet. We continue to revise and adjust our plans as we come out of the pandemic. We are grateful for your patience, overwhelming support and encouragement over these past few years.

This event provides much-needed scholarship support and hands-on experience for our culinary and hospitality students. Our strength comes from so many, including our festival sponsors whose commitment to the college continues to transform lives, provide affordable access to a top-quality education, and life-changing opportunities. Now more than ever, our students need your support!

We are excited about this year's event and would like to thank you again for your continued support. We look forward to you joining us again in 2023.

With gratitude,

Mike Molewski

Mike Molewski
Festival Honorary Chair
CAPTRUST