

Da Vinci Science Center and Community Action Lehigh Valley Cohost Racial Conversation March 31

Contact: Caroline Scutt

ALLENTELL, PA. March 20, 2023 – Da Vinci Science Center welcomes the Racial and Ethnic Justice (REJ) team of Community Action Lehigh Valley to lead a Racial Conversation on Friday, March 31.

Using the BODY WORLDS RX exhibit as a portal for discussion of what makes us human, the REJ team will facilitate a community conversation that invites participants to explore and express their feelings towards the culture of the Lehigh Valley. The session will review demographic data, examine stereotypes, dissect the meaning of implicit bias, explore the difference between equity and equality, and the foundations of white privilege. The goal of the conversation is for participants to gain insights and feel empowered to make a difference.

"Although the primary goal of this exhibition was to shed light on preventive healthcare, it also allows individuals the opportunity to experience human existence without the construct of race. We see the humanity within ourselves and others," notes Candace Moody, Racial and Ethnic Justice Community Organizer.

The evening will begin with time to explore the BODY WORLDS RX exhibition, which features over 30 human specimens ranging from organs to skeletal structures preserved through Plastination. What isn't on display are cultural, socio-economic, or racial backgrounds, which provides an ideal starting point for a guided discussion on the role of race in our society.

Members of the Lehigh Valley community are invited to participate in the Racial Conversation, which will be held at Da Vinci Science Center on Friday, March 31 from 4:30 - 8:30 p.m.; light refreshments will be served. Tickets are \$10 per person and reservations are required. RSVP at davincisciencecenter.org/racial-conversation/.

Disclosure: The Racial and Ethnic Justice (REJ) team of Community Action Lehigh Valley; in partnership with the Da Vinci Science Center, does not endorse or hold any liability in connection with the Plastination process of the human cadavers used in the Body Worlds Rx exhibit.

About Racial and Ethnic Justice (REJ) team of Community Action Lehigh Valley

The Racial and Ethnic Justice (REJ) team of Community Action Lehigh Valley; brings together the wide diversity of people, resources, and perspectives to push back on the bigotry and racism that is all too pervasive in this community to ensure that every person has equal access to opportunity. To learn more visit www.communityactionlv.org/racialjustice.



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

SPONSORSHIP VISIBILITY PACKAGES

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 second) 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/banning 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 second) provided by sponsor to highlight in social media and on website June 1 – July 1.
- Name/logo featured on event signage/banning 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/banning 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/banning on site during reception
- Each couple will receive a signed copy of Lidia's A Pot, A Pan and A Bowl cookbook



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)

Form of payment:

Enclosed is my check for \$_____
Payable to 'NCC Foundation'

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

Vintage - \$2,500
(\$1,500 Charitable)

Please invoice me

Please charge my credit card: Visa MasterCard Discover American Express

Credit card no: _____ Expiration date: _____

For processing purposes circle card type: CORPORATE PERSONAL

Name: _____ Company: _____

Email: _____ Phone: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Signature: _____