



June 15, 2010

Dear Friend of the Weller Center:

The Weller Health Education Center is pleased to announce the 8<sup>th</sup> annual Outstanding Friend to Kids awards ceremony will take place on **Thursday, September 30, 2010 from 5:30 – 7:30 p.m.** at the Martin Guitar museum and factory (a must see!) in Nazareth, Pennsylvania. Presented by 69 WFMZ-TV, the event honors individuals and organizations who have made a significant positive impact on the health of children in our community. We anticipate more than 200 business and community leaders will attend this heart-warming event!

This year's honorees include Children's Advocate Russell "Rooster" Valentini and Young Achievers Shoshanna Goldin and Lindsey Rothrock.

**You can make a difference!** All proceeds from this event support the Weller Center's life-saving preventive health education programs which are presented to tens of thousands of school children each year in Pennsylvania and New Jersey. You can show your support in a variety of ways—become an Outstanding Friend to Kids sponsor, purchase an ad in the program book or buy individual tickets for the ceremony. A sponsorship form is attached for your review. Just complete and return the form by July 30, 2010 with your payment.

If you have any questions, please contact me at 610-258-8500, extension 20 or Lisa Liddington, development director, at extension 18. Thank you for your commitment to the children of the greater Lehigh Valley and the **Outstanding Friend to Kids** awards ceremony!

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Melissa Lee'. The signature is stylized and cursive.

Melissa Lee  
President & CEO  
Weller Health Education Center

#### Steering Committee

Sally Albano, Chair  
Community Volunteer

Katharine DeCrosta  
Community Volunteer

Valerie Downing  
Sacred Heart Hospital

Barbara Isaacs  
Community Volunteer

Winnie DiLeo Melinsky  
Highmark Blue Shield

Jeannine O'Callaghan  
Martin & Company, Inc.

Alan Raisman  
Community Volunteer

Charity Roth  
Lafayette Ambassador Bank

Susan Royster, Esq.  
Fitzpatrick Lentz and Bubba

Beverly Saunders  
Crayola Store

Beverly Young  
Janney Montgomery Scott, LLC



## Weller Health Education Center Outstanding Friend to Kids Sponsorship Form

Business name: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone number: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Sponsor the event! (Please check as appropriate)

- \$5,000 Illustrious Ally** (\$4,880 is tax deductible)  
 All mentions will be worded "sponsored in part by ..." • Company name and logo on all presentation materials • Half-page ad in the program book • Eight tickets to the event • Corporate logo on the event Web page • Formal introduction and recognition at the ceremony • Signage at the event
- \$3,000 Magnanimous Mate** (\$2,910 is tax deductible)  
 All mentions will be worded "additional funding provided by ..." • Company name and logo on all presentation materials • Quarter-page ad in the program book • Six tickets to the event • Company listing on event Web page • Formal introduction and recognition at the ceremony • Company name displayed at the event
- \$1,500 Superlative Sidekick** (\$1,440 is tax deductible)  
 Company name and logo on selected presentation materials • Quarter-page ad in the program book  
 Four tickets to the event • Formal introduction and recognition at the ceremony • Company name displayed at the event
- \$500 Prominent Pal** (\$440 is tax deductible)  
 Company name displayed at the event • Four tickets to the event • Recognition in the program book
- \$250 Sublime Supporter** (\$220 is tax deductible)  
 Two tickets to the event • Recognition in the program book

### Purchase an ad in the program book!

- \$750 Full-page ad
- \$500 Half-page ad
- \$300 Quarter-page ad

The deadline for file submission is Friday, Aug. 27, 2010. Please provide digital artwork as a PDF file to Ann Biernat-Rucker, arucker@wellercenter.org. Call 610-258-8500, ext. 26 with any questions.

### Make reservations!

- Please reserve \_\_\_\_\_ tickets @ \$40 each (\$25 per ticket is tax deductible)

### Payment

- I am paying by check (please make checks payable to the Weller Health Education Center)
- Please charge my  Visa  MasterCard  Discover  American Express  
 Card # \_\_\_\_\_ Signature \_\_\_\_\_ Exp. \_\_\_\_ Sec. Code \_\_\_\_

Mail this form and payment by July 30, 2010 to:  
**Outstanding Friend to Kids Awards** c/o the Weller Health Education Center  
 325 Northampton Street • Easton, PA • 18042 • 610-258-8500 phone • www.wellercenter.org