An Opportunity to Support Smart Growth in Bethlehem Pennsylvania

The Commonwealth Awards is 10,000 Friends’ signature program recognizing smart growth development projects and initiatives – and the people and organizations that make them happen. We celebrate projects that create walkable, sustainable, equitable and healthy communities, initiatives that find new uses for vacant and underutilized land, increase opportunities for communities on the rise, and breathe new life into old neighborhoods.

The 2018 Awards spotlight the City of Bethlehem.

About 10,000 Friends of Pennsylvania

10,000 Friends of Pennsylvania is the leading statewide voice for great places to live and work. We work with citizens, organizations and public officials to create land use, infrastructure and governance policies and practices that protect our resources and strengthen our economy. We are the leading advocate in Pennsylvania for responsible and efficient land use.

10,000 Friends of Pennsylvania envisions a Commonwealth in which its citizens have a great variety of high quality places in which to live and work; where natural resources are respected and used wisely; where the infrastructure is strong, safe and supports sensible development; where the built environment is planned for maximum convenience, attractiveness, sustainability and economic competitiveness; where governments work together to allocate and share resources and deliver public services effectively, equitably and efficiently; where residents value their communities, find opportunity, and share the benefits of Pennsylvania’s commitment to competitiveness through strategic investment and sustainable growth.

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Your Support

Please join us in celebrating the accomplishments and progress underway in Bethlehem! Your support is critical to our advocacy work at the federal, state and local levels, as well as our regional initiatives to promote healthy and sustainable communities.

For more information visit http://10000friends.org/sponsorship-2

The attached list provides sponsorship levels and benefits.

We look forward to seeing you there!

The Event

On the evening of December 6th, 10,000 Friends will celebrate the transformational impact that these individuals and organizations have had on the City, working collaboratively, creatively, and having the courage to employ long term investment strategies. The Bethlehem story sends a strong message to other Pennsylvania cities that when public/private partnerships creatively use local, state and federal incentive programs, positive change can occur.

Bethlehem has benefited from the foresight of many civic and business leaders, dating back to the historic 1959 six-month steel strike. There is a spirit of grit and resilience underlying the city’s redevelopment. Growth and revitalization are apparent throughout the City, but no more so than in the soaring glory of the SteelStacks campus. No industrial brownfield site of such magnitude has ever been repurposed and redeveloped with such results.

But perhaps no gamble was larger than the City and RDA’s decision to bring gaming to downtown Bethlehem. The Sands Casino opened in 2009—producing 2000 jobs at the height of the recession. It continues to thrive. That is an achievement we can also celebrate.

In addition to recognizing these major award recipients, 10,000 Friends’ Commonwealth Awards will be awarded to leading private sector companies, and public and non-profit institutions, whose projects and initiatives have made outstanding contributions to the City of Bethlehem. The recipients of these project-specific awards will be announced prior to the event.

Award Winners

JOANNE DENWORTH  
FOUNDER’S AWARD

Louis J. Appell, Jr.  
LEADERSHIP AWARD

Public Sector  
EXCELLENCE AWARD

Mark Schneider  
FRIEND OF PA AWARD

Jeff Parks / ArtsQuest will receive the Joanne Denworth Founders Award for visionary institutional leadership in community revitalization. Jeff is a pioneer in leveraging the arts to drive economic and community development. Collaborating with private and public sector partners, he helped transform the Bethlehem Steel plant into the multi-faceted SteelStacks campus. This project reflects the impact that a non-profit institution, teamed with visionary private and public sector partners, can have on a city’s future development.

Michael Perrucci / Peron Development will receive the Louis J. Appell, Jr. Leadership Award for outstanding private sector leadership and innovative investment. Mike led the effort to acquire the Bethlehem Steel site and maximized its potential by bringing the Sands Casino to downtown Bethlehem. Mike’s dedication to his hometown, innovative entrepreneurship, and commitment to enduring investment strategies epitomizes the spirit of the Appell.

Tony Hanna / City of Bethlehem Redevelopment Authority will receive the Public Sector Excellence Award for governmental entities and their executives who demonstrate visionary leadership and political courage. Tony’s leadership of the RDA during the acquisition and repurposing of the Bethlehem Steel site played a central role in the City’s remarkable revitalization. This award also salutes the key role the RDA played in leveraging critical tax incentive programs.

John Callahan, Former Bethlehem Mayor will receive the Mark Schneider Friend of Pennsylvania Award for individual leadership. Over his ten years as Mayor, John provided the political and marketing energy that fueled his city’s redevelopment. Working with City officials and business leaders, John’s administration is credited with overseeing more than $2 billion in private development investment and the creation of more than 5,000 new jobs. John’s work as Mayor and since leaving office make him a most deserving honoree.

Jeff Parks

Michael Perrucci

Tony Hanna

John Callahan

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2018 Commonwealth Awards Sponsorship Levels

All donors will be recognized according to their sponsorship level. Individual and Corporate Sponsors committing by November 1st will receive added recognition and visibility.

- **Title Sponsor:** $15,000 plus
  - Recognition from podium and opportunity to offer remarks at event
  - Recognition in press releases
  - Company name/logo prominent on invitation
  - Company name/logo on 10,000 Friends website and in event E-Communications
  - Logo Display: Prominent Display board/table at event
  - Event Materials: Listed Prominently on Program Cover w/Corporate Logo
  - Unlimited complimentary tickets to event

- **Program/Keynote Sponsor:** $10,000
  - Recognition from podium at event
  - Company name/logo on invitation
  - Company name/logo on 10,000 Friends' website and in event E-Communications
  - Logo Display: Prominent Display board at event
  - Event Materials: Listed Prominently in Program w/Corporate Logo
  - 20 complimentary tickets to event

- **Host Sponsor:** $7,500
  - Podium Recognition as Reception Host
  - Logo Display: Prominently at Event
  - Event Materials: Listed Prominently in Program w/Corporate Logo
  - 15 complimentary tickets to event

- **Platinum Sponsor:** $5,000 +
  - Podium Recognition
  - Logo Display: Prominently at the Event
  - Event Materials: Listed Prominently in Program w/Corporate Logo
  - 10 complimentary tickets to event

- **Gold Sponsor:** $2,500 +
  - Logo Display: Prominently at the Event
  - Event Materials: Listed in Program w/Corp. Logo
  - 8 complimentary tickets to event

- **Silver Sponsor:** $1,500 +
  - Logo Display at the Event
  - Event Materials: Listed in Program w/Corp. Logo
  - 6 complimentary tickets to event

- **Bronze Sponsor:** $1,000 +
  - Event Materials: Listed in Program
  - 4 complimentary tickets to event
Yes, we are proud to sponsor 10,000 Friends' 2018 Commonwealth Awards program.

Please check the box on the preceding page that corresponds with your chosen sponsorship level.

Provide the names and titles in the spaces below exactly as you would like them to appear in the event materials. Please print clearly.

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Please make checks payable to 10,000 Friends of Pennsylvania and send to the address listed below or visit our website at www.10000friends.org to make your donation online. Please do not send cash. 10,000 Friends of Pennsylvania is a 501(c)3 non-profit corporation and contributions are tax deductible to the extent permissible by applicable law.

Thank you very much for your support of 10,000 Friends’ Commonwealth Awards program.

Questions? Please call Dan Wofford at (717) 234-6070.

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