

GIVING IN THE NEW YEAR

Friday, December 30, 2011 |

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A SPECIAL ADVERTISING SECTION

State Theatre celebrating 85 seasons because of sponsors like weathertrends360.com



With an average of 100 performances, fine arts exhibits and special events annually, the State Theatre Center for the Arts is proud to welcome 100,000 visitors from all around the Lehigh Valley and beyond into our beautiful and historic building each year.

In addition to enjoying the very diverse programming options that the State Theatre offers, our patrons tell us that they enjoy the elegance and sheer beauty of our magnificent building. People just feel special when they come to the State Theatre. Our mission is to celebrate and explore the arts together and our building is on the National Register of Historic Places, making the State Theatre one of the true gems of our region.

What many people do not know is that the State Theatre is a non-profit organization. Another little known fact is that ticket revenues only cover about 65% of the theatre's expenses. The truth is that the vast majority of ticket revenue goes directly to the many performers that grace our stage each season. We need the support of our community each and every year to continue to be able to operate. Two of the most common ways that the State Theatre is supported is through membership and

sponsorship.

The State Theatre is a member-based organization. Member contributions help us with every aspect of running the theatre. This is especially important because we operate in a building that needs a lot of special care to maintain its historical integrity. Membership is tax-deductible to the fullest extent of the law, and our members enjoy benefits such as being able to purchase tickets to shows before they go on sale to the public. How can you

You may be able to increase your membership benefits, while also providing a larger

and our FREDDY® Awards program. Sponsorship is a unique mix of entertain-

ment, marketing exposure and community support that many businesses, including weathertrends360.com, effectively use as part of their business plan. Sponsorship of the State Theatre is a charitable donation that truly de-

livers business benefits. It's a "win-win" for both organizations, and our community. For more information about State Theatre sponsorship opportunities, contact Denise Smith at 610-258-7766 ext. 223.

Another way to contribute to the State Theatre's mission is to volunteer! Over 250 volunteer each year on show nights, answering phones, administrative duties, going to special events and so much more. For a volunteer application, please call Frank Kutch at 610-258-7766 x 202 or email fkutch@statetheatre.org

We thank the community for their continued support on so many levels and wish you all a very Happy New Year! See you at the Theatre in 2012.



become a State Theatre member? Call us at 800-999-STATE, or go on our website to learn about our many membership levels and the benefits of each level. And...be sure to ask your employer if they offer a matching gift program.

gift to help the theatre. Sponsorship is another important element of the State Theatre's financial support. Dozens of businesses throughout the Lehigh Valley and northwestern New Jersey sponsor our shows

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Ronald McDonald House Charities Keeping families together when they need each other most that's what weathertrends360.com does when they donate to the Ronald McDonald House



Mission

The mission of Ronald McDonald House Charities (RMHC) is to create, find and support programs that directly improve the health and well being of children. Guiding us in our mission are our core values:

- Focusing on the critical needs of children.
- Celebrating the diversity of the programs we offer and the staff, volunteers and donors who make them possible.
- Staying true to our heritage of more than 36 years of responsible stewardship.
- Operating with accountability and transparency.

Vision

We believe that when you change a child's life, you change a family's, which can change a community, and ultimately the world.

Ronald McDonald House

Many families travel far from home to get treatment for their seriously ill or injured children. Often, it can be a long time to be away from home, or to divide a family. And, for children facing a serious medical crisis, nothing seems scarier than not having their mom and dad close by for love and support. Our Ronald McDonald House program provides a "home-

away-from-home" for families so they can stay close by their hospitalized child at little or no cost. We believe that

• Saving families from eating in the hospital cafeteria = \$25
*based on 2010 numbers

cal community, your staff can also actively support a meaningful cause.

comfort and care to children and their families.

We tailor partnerships to meet the goals of each corporate donor while also meeting our mission of improving the health and well being of children and their families. If your corporation is interested in getting involved with RMHC, here are some of the possibilities:

Financial Support

We want to extend our reach around the world - increasing RMHC core programs 25 percent by 2015. We rely on financial contributions from our sponsors to achieve this goal.

In-kind Donation

Partners can create in-kind donation programs that are a tremendous opportunity to showcase products and services to people and organizations that need them most.



when a child is hospitalized the love and support of family is as powerful as the strongest medicine prescribed.

Donate

A little can change a lot, and all of your donations matter.

WeatherTrends360.com's Dollars at Work

Broken down into real-life costs, 88 cents of every dollar* is distributed to local Chapters who might then spend it on things like:

- Average cost to host a family for one night = \$85
- Daily electricity bill for an average House for one day = \$125
- Daily gas bill to keep appliances like a kitchen stove working = \$60
- 5 flu vaccinations on a Ronald McDonald Care Mobile = \$175

Volunteer

Volunteers make the difference in the lives of all the families that come through our doors - by cooking, by hosting, by listening, by nurturing, by simply being there and helping.

With a presence around the globe, your employees can have local volunteer opportunities in the communities where they live and work. Employee volunteers not only give your company greater exposure in the lo-



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