

409
on
Adams

Wisteria



**Lackawanna
COLLEGE**

Lackawanna COLLEGE

March 5, 2024

Dear Community Partner and Friend,

Lackawanna College is thrilled to announce that we heard your requests for a Spring pop-up after our wildly popular holiday pop-up, Blitzen the Bar. This Spring, we are partnering with Marywood University's School of Architecture to bring *Wisteria* to our campus April 3 - May 9, 2024!

What is *Wisteria* you ask? *Wisteria* is the place where reality dissolves and magic blossoms. Within this enchanted haven lies a storybook come to life, where potions tantalize the senses and mythical creatures roam freely, where trees whisper secrets and fireflies light the way. Guests are invited to visit the magic of *Wisteria* as it blooms to life over the course of six exciting weeks!

Students from both institutions have worked for almost a year to deliver a fresh, enchanting design along with amazing savoury, sweet and beverage menu items to 409 on Adams, Lackawanna College's student-run restaurant. Over 7,000 guests visited Blitzen last year which provided an outstanding amenity to the people of our region, served as an economic impact engine for our downtown restaurants and bars and delivered an innovative educational experience to our students. Now we need your help!

When you show support for *Wisteria*, you are not just supporting Lackawanna College, you are giving back to our students. The College uses proceeds from *Wisteria* and other projects to do things like:

- Increase mental health support for our students including the addition of a therapy dog on campus in Fall of 2023.
- Address food insecurity among our student body through on campus food banks with a program called The Common Kitchen which utilizes our culinary kitchens outside of classroom hours and gives resident and commuter students basic staples and lessons to prepare meals for themselves to eat at home or bring back to their dorms.
- Increase fellowship opportunities: the appointment of third and fourth-year students to roles in key College offices whereby they receive a \$3,000/semester scholarship and receive real-world workforce training and professional and leadership development.
- Offer scholarship dollars to students facing a financial hurdle to the achievement of their academic goals.

Can we count on your support as a Sponsor for the 2024 *Wisteria* Season? Please review the materials accompanied with this letter. If you have questions, please contact me directly at (570) 241-6975 or deckers@lackawanna.edu.

Thank you in advance for your support!



Stephanie Decker
AVP for Social & Economic Impact



2024 Sponsorship Opportunities

Presenting Sponsor (3 Available).....\$5,000

- Six invitations to the Wisteria Private VIP sneak peek event on April 3, 2024
- Two-three minute speaking opportunity at the VIP sneak peek event on April 3, 2024
- Company logo included on event flyers
- Fifty complimentary drink tokens you can hand out to your staff, colleagues, friends, and/or family (to be used during the 2024 Wisteria season)
- Company name mentioned in press releases and media appearances
- Prominent signage throughout event space
- Company logo printed on all Wisteria menus
- Mention on Lackawanna College website
- Company name/logo included in post-event thank you ad
- Company name/logo featured on Lackawanna College social media channels

Let's Blossom Together Sponsor \$2,500

- Four invitations to the Wisteria Private VIP sneak peek event on April 3, 2024
- Twenty-five complimentary drink tokens you can hand out to your staff, colleagues, friends, and/or family (to be used during the 2024 Wisteria season)
- Company name mentioned in press releases and media appearances
- Prominent signage throughout event space
- Company logo printed on all Wisteria menus
- Mention on Lackawanna College website
- Company name/logo included in post-event thank you ad
- Company name/logo featured on Lackawanna College social media channels

City in Bloom Sponsor \$1,500

- Two invitations to the Wisteria Private VIP sneak peek event on April 3, 2024
- Signage in the event space
- Company logo printed on all Wisteria menus
- Mention on Lackawanna College website
- Company name/logo featured on Lackawanna College social media channels

Petal Sponsor\$500

- Mention on Lackawanna College website
- Company name/logo featured on Lackawanna College social media channels

Sunshine Sponsor\$250

- Company name/logo featured on Lackawanna College social media channels

The official registration and financial information of the Lackawanna College may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



2024 Sponsor Commitment Form

Company Name:

Contact Name:

Address:

City:

State:

Zip:

Phone:

Email:

- \$5,000 Presenting Sponsor
- \$2,500 Let's Blossom Together Sponsor
- \$1,500 City in Bloom Sponsor
- \$500 Petal Sponsor
- \$250 Sunshine Sponsor
- Other \$

Please send completed form & payment to:

Lackawanna College
Office of Advancement
Attn: Dan Nowakowski
501 Vine Street
Scranton, PA 18509

**Questions? Please contact Stephanie Decker at
deckers@lackawanna.edu or (570) 241-6975**