



**The PNC Pittsburgh Parks Conservancy Spring Hat Luncheon** is the hallmark social event of the changing season. As the Parks Conservancy's most vital fundraising event, the success of the Luncheon sets the stage for the amount of restoration and

maintenance that can be accomplished in the parks that year. Since the Hat Luncheon was founded in 1999 by Ritchie Battle and Audrey Hillman Fisher, with support from Teresa Heinz, it has provided more than \$8.5 million of direct support for Pittsburgh's magnificent park system. This tremendous

**One of the most anticipated** social events of the year, the Spring Hat Luncheon graces the pages of every social scene column and magazine, reaching nearly half a million readers annually. Television and Internet exposure adds an estimated 250,000 unduplicated viewers.

event welcomes more than 600 guests annually. Proceeds from the Hat Luncheon are used wherever they benefit the parks system most, from capital projects to underwriting general operating support for the Parks Conservancy.

**Since it was founded in 1996**, the Pittsburgh Parks Conservancy has invested more than \$110 million in Pittsburgh's parks, dramatically changing the face of our city's green spaces.



**2018 Spring Hat Luncheon in Highland Park**



President & CEO, **Jayne Miller** with Founding President & CEO, **Meg Cheever**



Jayne Miller with **2018 Spring Hat Luncheon Co-Chairs**, (l-r) Mary McKinney Flaherty, Mollie Hanna Lang, Emy Mack Jamison, Jimmi Sue Smith and Ramsey Lyons



**Charlie Batch** and Vice-Chair, **Latasha Wilson-Batch**



Festive dessert by the **Duquesne Club**



**Allegheny Commons Park**

**Your sponsorship enables programs like...**



Children in the Pittsburgh Parks Conservancy's **Nature School** (ages 3-5) explore parks and interact with the outdoors through stories, songs and projects, learning to respect and appreciate the environment. First graders in **Habitat Explorers** take part in guided exploration activities in Frick Park, where they observe how organisms live in various habitats

throughout the year. Your sponsorship of the **2019 PNC Pittsburgh Parks Conservancy Spring Hat Luncheon** helps to support these important environmental education programs that make sure the next generation of Pittsburghers understand the importance of a healthy environment and sustainable future.



## 2019 PNC Pittsburgh Parks Conservancy Spring Hat Luncheon Allegheny Commons Park, Saturday, May 4, 2019

Founded in 1999, the Spring Hat Luncheon immediately made a colorful splash on the social scene. The effect has been enduring, with growing attendance, media coverage, and sponsorship providing \$8.5 million of direct support for Pittsburgh's magnificent park system.

### SPONSOR BENEFITS

#### All sponsors receive the following recognition:

- Impactful sponsor listing on site at Luncheon including multiple LCD screens
- Prominent placement of name in the event program (listing of sponsors in addition to your individual ad)
- Acknowledgement on the Pittsburgh Parks Conservancy's website (20,000+ monthly hits)
- Sponsors are welcome to name a representative to the event committee

#### Additional benefits are available at the following levels:

##### \$25,000 Diamond

- Prime name placement on 1,700 mailed invitations (if confirmed by February 8)
- A color full page ad in the event program
- One table of 12 at the Luncheon
- 6 reservations to the VIP Patron Cocktail Reception
- Increased exposure/frequency of company logo on LCD screens during lunch
- Prominent sponsor listing or logo placement during cocktail hour – **new for 2019!**

##### \$15,000 Emerald

- A color full page ad in the event program
- 10 seats at the Luncheon
- 4 reservations to the VIP Patron Cocktail Reception
- Reduced price of \$250 each for seats to complete your table of 12 at the Luncheon (an additional \$500)
- Company logo on LCD screens during lunch
- Prominent sponsor listing or logo placement during cocktail hour – **new for 2019!**

##### \$5,000 Silver

- A color full page ad in the event program
- 6 seats at the Luncheon
- 2 reservations to the VIP Patron Cocktail Reception
- Reduced price of \$250 each for seats to complete your table of 12 at the Luncheon (an additional \$1,500)

##### \$10,000 Gold

- A color full page ad in the event program
- 8 seats at the Luncheon
- 4 reservations to the VIP Patron Cocktail Reception
- Reduced price of \$250 each for seats to complete your table of 12 at the Luncheon (an additional \$1,000)
- Company logo on LCD screens during lunch
- Prominent sponsor listing or logo placement during cocktail hour – **new for 2019!**

##### \$2,500 Bronze

- A color half page ad in the event program
- 4 seats at the Luncheon
- 2 reservations to the VIP Patron Cocktail Reception
- Reduced price of \$250 each for seats to complete your table of 12 at the Luncheon (an additional \$2,000)

Please mail, fax, or e-mail this form to **Sophie Gage** at the Pittsburgh Parks Conservancy  
45 S. 23rd Street, Suite 101, Pittsburgh, PA 15203  
phone: (412) 682-7275 x205, fax: (412) 622-0160, e-mail: [sgage@pittsburghparks.org](mailto:sgage@pittsburghparks.org)

The Pittsburgh Parks Conservancy is a 501(c)(3) Pennsylvania non-profit corporation. We will provide a disclosure statement and substantiation for your sponsorship payment. A copy of the official registration and financial information for the Pittsburgh Parks Conservancy may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.