The highly anticipated PNC Pittsburgh Parks Conservancy Spring Hat Luncheon returns on Saturday, May 7, bringing fashion, glamour, and grace back to Pittsburgh’s parks. The Highland Park Entry Garden will welcome guests this year with a renewed gusto as we celebrate the revival of this one-of-a-kind event.

As the Pittsburgh Parks Conservancy’s largest fundraising event, the Luncheon generates vital funds for the improvement and care of the parks each year. Since its founding in 1999 by Ritchie Battle and Audrey Hillman Fisher, with support from Teresa Heinz, the event has provided more than $10 million in direct support of Pittsburgh’s public park system.

Since it was founded in 1996, the Pittsburgh Parks Conservancy has raised more than $130 million for Pittsburgh’s parks. These funds have been able to dramatically change the face of our city’s green spaces.
One of the most anticipated social events of the year, the PNC Pittsburgh Parks Conservancy Spring Hat Luncheon graces the pages of social scene columns and magazines, reaching nearly half a million readers annually. Television, internet, and social media exposure add an estimated 300,000 viewers.

**$25,000 DIAMOND**
- Prime name placement on event invitation (if received by March 1)
- A full page, color ad, with prominent placement in the event program booklet
- 12 reservations to the event on Saturday, May 7, 2022, in Highland Park (prime table placement)
- Acknowledgement from President & CEO, Catherine Qureshi, during the introductory remarks
- Sponsor ad in scrolling sponsor slide show during event.
- Listing included in Pittsburgh Parks Conservancy’s annual report
- Listing on Pittsburgh Parks Conservancy’s website which welcomes over 433,000 annual visitors
- Sponsor welcome to name a representative to the event committee
- 6 reservations to the VIP Patron Party
- Listing in seasonal public program guides produced by the Pittsburgh Parks Conservancy

**$15,000 EMERALD**
- A full page, color ad in the event program booklet
- 10 reservations to the event on Saturday, May 7, 2022
- Listing included in the Pittsburgh Parks Conservancy’s annual report
- Listing on the Pittsburgh Parks Conservancy’s website which welcomes over 433,000 annual visitors
- Sponsor welcome to name a representative to the event committee
- 4 reservations to the VIP Patron Party

**$10,000 GOLD**
- A full page, color ad in the event program booklet
- 8 reservations to the event on Saturday, May 7, 2022, in Highland Park
- Listing on the Pittsburgh Parks Conservancy’s website which welcomes over 433,000 annual visitors
- Sponsor welcome to name a representative to the event committee
- 4 reservations to the VIP Patron Party

**$5,000 SILVER**
- A half page, color ad in the event program booklet
- 6 reservations to the event on Saturday, May 7, 2022, in Highland Park
- Listing on the Pittsburgh Parks Conservancy’s website which welcomes over 433,000 annual visitors
- 2 reservations to the VIP Patron Party

**$2,500 BRONZE**
- A half page, color ad in the event program booklet
- 4 reservations to the event on Saturday, May 7, 2022
- Listing on the Pittsburgh Parks Conservancy’s website which welcomes over 433,000 annual visitors
- 2 reservations to the VIP Patron Party