



THINK
Spring



2024 PNC Pittsburgh Parks Conservancy

Spring Hat Luncheon
Sponsorship Opportunities



Dear Friends,

It is hard to believe that spring is right around the corner. With the arrival of my favorite season comes fresh blooms, sunnier days, and, of course, the PNC Pittsburgh Parks Conservancy Spring Hat Luncheon. On Saturday, May 4, we will be together again in beautiful Schenley Park to celebrate our city's greatest asset—our public parks.

Since the Spring Hat Luncheon was founded in 1999 by Ritchie Battle and Audrey Hillman Fisher, with support from Teresa Heinz, the event has provided more than \$11 million in direct support of Pittsburgh's magnificent park system. This event is not just a feast for the senses—it's a celebration of community and commitment to preserving Pittsburgh's natural treasures.

Each year, I am always astonished by the passion and generosity of our guests. From chic fascinators to classic wide-brimmed hats, patrons showcase their unique style while giving back to a cause close to our hearts. I anticipate that this year will be no exception!

As I look forward to another spring in Pittsburgh's parks, I see so much promise ahead. In addition to planning for five new capital projects, we continue to expand our environmental education programming to new schools and have committed to doubling the number of trees planted and cared for in our parks.

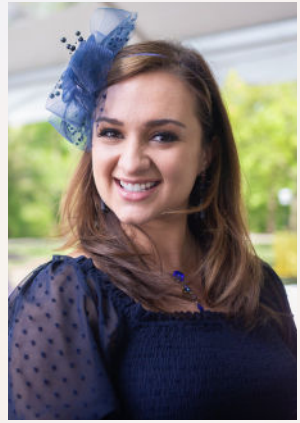
This progress is only possible thanks to you. I hope that you will join me in supporting this year's Spring Hat Luncheon as we work to create a more vibrant park system for all.

Sincerely,



Catherine Qureshi
President & CEO
Pittsburgh Parks Conservancy





Schenley Park
—
Saturday,
May 4, 2024



Sponsorship Packages and Benefits

\$25,000 DIAMOND

- Prime name placement on event invitation (if received by Feb. 9)
- A full page, color ad, with prominent placement, in the event program
- 12 reservations to the event on Saturday, May 4, 2024, in Schenley Park with the opportunity to purchase additional reservations at a discounted rate (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 400,000 annual visitors
- Sponsor invited to name a representative to the event committee
- 6 reservations to the VIP Patron Party
- Listing and additional opportunity to promote your brand in our 2024 public program guides

\$15,000 EMERALD

- A full page, color ad in the event program
- 10 reservations to the event on Saturday, May 4, 2024, in Schenley Park with the opportunity to purchase additional reservations at a discounted rate
- Listing included in the Pittsburgh Parks Conservancy's annual report
- Listing on the Pittsburgh Parks Conservancy's website which welcomes over 400,000 annual visitors
- Invitation to list 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
- 8 reservations to the event on Saturday, May 4, 2024, in Schenley Park with the opportunity to purchase additional reservations at a discounted rate
- Listing on the Pittsburgh Parks Conservancy's website which welcomes over 400,000 annual visitors
- Invitation to list a representative to the event committee
- 4 reservations to the VIP Patron Party

\$2,500 BRONZE

- A half page, color ad in the event program
- 4 reservations to the event on Saturday, May 4, 2024, in Schenley Park with the opportunity to purchase additional reservations at a discounted rate
- Listing on the Pittsburgh Parks Conservancy's website which welcomes over 400,000 annual visitors
- 2 reservations to the VIP Patron Party

\$5,000 SILVER

- A half page, color ad in the event program
- 6 reservations to the event on Saturday, May 4, 2024, in Schenley Park with the opportunity to purchase additional reservations at a discounted rate
- Listing on the Pittsburgh Parks Conservancy's website which welcomes over 400,000 annual visitors
- Invitation to list a representative to the event committee
- 2 reservations to the VIP Patron Party

Who We Are

The Pittsburgh Parks Conservancy was founded in December 1996 by a group of citizens concerned with the deteriorating conditions of Pittsburgh's historic city parks. A non-profit organization, the Parks Conservancy works closely with the City of Pittsburgh under an official public-private partnership agreement to restore and improve the city's park system to its full potential. To date, the Parks Conservancy has raised more than \$145 million and completed 23 major park improvement projects. The Parks Conservancy works with thousands of volunteers, hosts hundreds of events, and provides programming for more than 7,500 children annually.

Your Impact

Welcoming hundreds of guests annually, the Spring Hat Luncheon has raised over \$11 million since 1999. Your support of the event results in an immediate impact in the parks. In 2024, the Parks Conservancy plans to:

- Launch 5 new capital projects, from the restoration of the historic Valley Refuge Shelter in Riverview Park to a state-of-the-art outdoor sensory classroom for individuals with disabilities at the Frick Environmental Center
- Expand our tree care and planting program to new communities in the West End and Homewood
- Increase the number of schools participating in our out-of-school time partnerships in the Mon Valley
- Introduce new and exciting free public programs across Pittsburgh

Our Reach

Optimize your brand visibility through the Parks Conservancy's traditional and digital media resources. Connect with park supporters, lovers, and visitors through these dynamic outlets that allow you to engage with a uniquely enthralled audience.

- Average Spring Hat Luncheon Attendance: 600
- Social Media Followers: 67,000+
- Average Annual Website Visitors: 400,000+
- Average Annual Media Placements: 1,000+
- Engaged Email Subscribers: 22,000+
- Average Promotional Email Open and Click-Thru Rates: 44% / 2.8%

