



We are delighted to invite you to join us as a sponsor for the **2025 PNC Pittsburgh Parks Conservancy Spring Hat Luncheon**, one of Pittsburgh's most anticipated philanthropic events. Taking place on **Saturday, May 3rd**, in the beautiful and historic Westinghouse Park, this year's celebration promises to be truly special. Named in honor of the visionary inventor George Westinghouse, this park is a symbol of Pittsburgh's rich heritage and a vibrant community treasure.

Your support as a sponsor will help ensure the continued care and restoration of the city's parks, keeping them accessible and thriving for all.

Welcoming hundreds of guests annually, **the Spring Hat Luncheon has raised over \$11.5 million** since its inception in 1999. These funds are essential to the Parks Conservancy's mission, supporting the care of vibrant garden spaces in more than a dozen city parks, helping us sustain our abundant free programming, environmental education initiatives, and so much more. This year, a portion of the proceeds will also bolster exciting restoration efforts in cherished spaces like Mellon Park, Baxter Park, Fowler Park, and other vital community gathering spots.

Our sponsors are the driving force behind the Spring Hat Luncheon's continued success. The funds raised through this year's event come at a time when our city's parks play an increasingly vital role, serving as spaces of sanctuary, connection, and joy for hundreds of thousands of visitors annually.

Enclosed with this letter are the sponsorship materials for the event. Should you have any questions, please contact me at (412) 682-7275 or sgage@pittsburghparks.org.

We hope you will consider making a gift to support this cherished tradition, ensuring our parks continue to thrive for generations.

Sincerely,

Sophie Gage

Sophie Gage
Philanthropy Manager: Donor Events and Engagement
Pittsburgh Parks Conservancy



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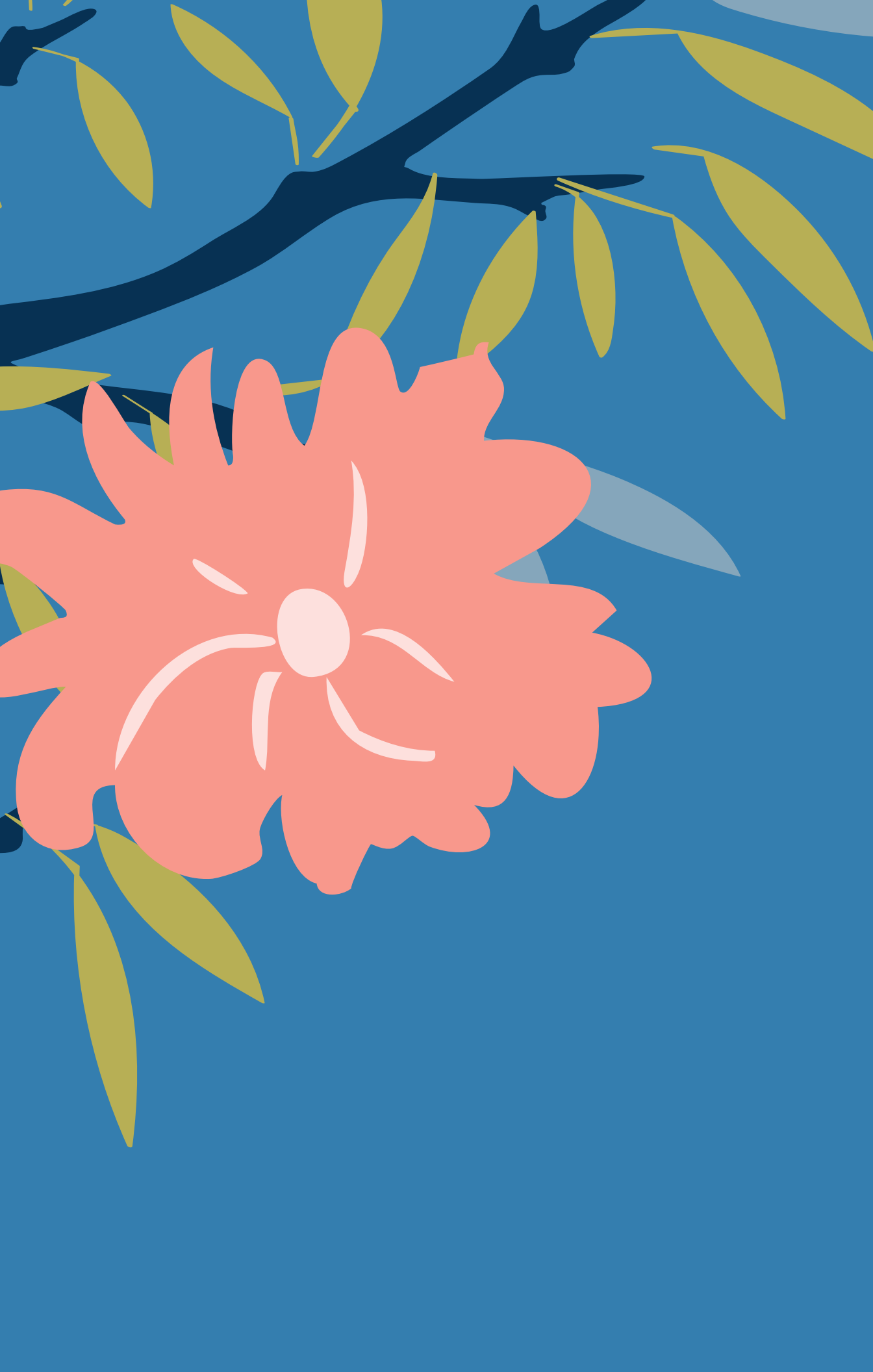
Vivian Benter
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Jimmi Sue Smith
Charena Swann
Kiya Tomlin
Christy Wiegand

*Deceased

Spring Hat Luncheon

SPONSORSHIP OPPORTUNITIES





Dear Friends,

Spring will soon be upon us, bringing with it all the vibrant colors and renewed energy of the season. As the days grow longer and the first blooms emerge, we look forward to the PNC Pittsburgh Parks Conservancy Spring Hat Luncheon—one of our most beloved events. This year, we are thrilled to host it on Saturday, May 3, in the charming and historic Westinghouse Park, adding a fresh chapter to this cherished tradition.

Since its founding in 1999 by the visionary Ritchie Battle and Audrey Hillman Fisher, and with the invaluable support of Teresa Heinz, the Spring Hat Luncheon has raised over \$11.5 million for the upkeep and enhancement of Pittsburgh's remarkable parks. This gathering isn't just a celebration of spring—it's a testament to our shared love for Pittsburgh's green spaces and our commitment to preserving them for future generations.

Every year, I am inspired by the warmth and generosity of our guests, who arrive dressed in an array of beautiful hats, each more unique than the last. From elegant fascinators to timeless, wide-brimmed designs, the style on display is a reflection of the incredible community spirit that fuels our mission. I have no doubt that this year's luncheon will be just as exceptional!



As I look ahead to another season in Pittsburgh's parks, I'm excited by the momentum we've built together. This year, we're planning five new capital projects, expanding our environmental education to more schools, and continuing our commitment to planting and caring for trees across our parks. None of this progress would be possible without the unwavering support of friends like you.

I invite you to join us at this year's Spring Hat Luncheon and help us continue building a park system that enriches lives and nurtures our community.

With sincere gratitude,

A handwritten signature in green ink, appearing to read 'Catherine Qureshi'. The signature is fluid and cursive, with a long horizontal flourish at the end.

Catherine Qureshi
President & CEO

Sponsorship Opportunities



Fountain Fedora \$35,000 BENEFITS

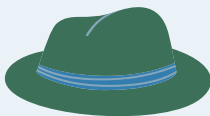
- **Prime name placement** on event invitation (if received by Feb. 9)
- **12 reservations to the event** on Saturday, May 3, 2025, in Westinghouse Park with the opportunity to purchase additional reservations at a discounted rate (prime table placement)
- **Acknowledgement** from President & CEO, Catherine Qureshi, during the introductory remarks
- **Ad** in scrolling sponsor slide show during event
- **Elevated gift package** for you and your guests, placed at each table setting, ensuring a memorable and personalized experience that underscores your commitment to our community and its future
- **Premium beverage service** during the event
- **Prominent listing** on event signage
- **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
- **10 reservations** to the VIP Patron Party
- **Listing and additional opportunity** to promote your brand in our 2025 public program guides
- **Private guided tour of a key park project** for you and up to 10 guests, led by our expert conservationists and President & CEO, Catherine Qureshi, on a day of your choosing.



Meadow Millinery

\$15,000 BENEFITS

- **Prime name placement** on event invitation (if received by Feb. 9)
- **10 reservations to the event** on Saturday, May 3, 2025, in Westinghouse Park with the opportunity to purchase additional reservations at a discounted rate (prime table placement)
- **Ad** in scrolling sponsor slide show during event
- **Listing included** in Pittsburgh Parks Conservancy's annual report
- **Prominent listing** on event signage
- **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



Trailblazer Tribby

\$10,000 BENEFITS

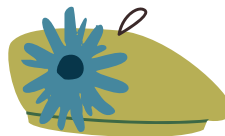
- **Prime name placement** on event invitation (if received by Feb. 9)
- **8 reservations to the event** on Saturday, May 3, 2025, in Westinghouse Park with the opportunity to purchase additional reservations at a discounted rate (prime table placement)
- **Ad** in scrolling sponsor slide show during event
- **Prominent listing** on event signage
- **Listing on Pittsburgh Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee
- **4 reservations** to the VIP Patron Party



Grove Gatsby

\$5,000 BENEFITS

- **Prime name placement** on event invitation (if received by Feb. 9)
- **6 reservations to the event** on Saturday, May 3, 2025, in Westinghouse Park with the opportunity to purchase additional reservations at a discounted rate (prime table placement)
- **Listing** on event signage
- **Listing on Pittsburgh Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee
- **2 reservations** to the VIP Patron Party



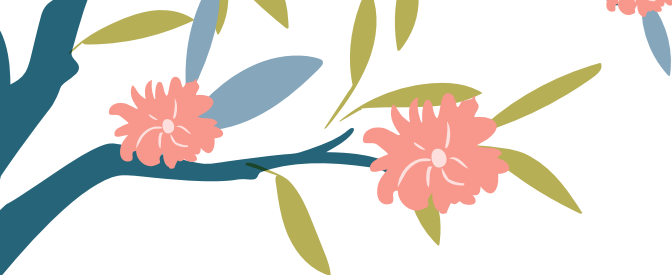
Garden Beret

\$2,500 BENEFITS

- **Prime name placement** on event invitation (if received by Feb. 9)
- **4 reservations to the event** on Saturday, May 3, 2025, in Westinghouse Park with the opportunity to purchase additional reservations at a discounted rate (prime table placement)
- **Listing** on event signage
- **Listing on Pittsburgh Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee
- **2 reservations** to the VIP Patron Party

For sponsorship opportunities simply scan this QR Code or contact us at sgage@pittsburghparks.org





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 \$150 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

Since the PNC Pittsburgh Parks Conservancy Spring Hat Luncheon was founded in 1999 by Ritchie Battle and Audrey Hillman Fisher, with support from Teresa Heinz, the event has welcomed thousands of supporters and raised over \$11.5 million. Your support of the event results in an immediate impact in the parks.

IN 2025, THE PARKS CONSERVANCY PLANS TO:

Propel Five Key Capital Projects:

From ongoing restoration at Schenley's historic Flagstaff Hill to the planning and design phase for Baxter Park in Homewood, we're building a greener, more vibrant future.

Expand Ecological Restoration in Hays Woods: As Pittsburgh's newest and second-largest park, Hays Woods will benefit from even more ecological stewardship and care.

Engage More Young Minds: Grow participation in our out-of-school time programs, fostering a deeper connection to nature for Pittsburgh's youth.

Launch Immersive Public Programs: Bring fresh, interactive experiences to communities across Pittsburgh, creating more ways to enjoy and connect with our parks.



As chairs emeritus of the annual Spring Hat Luncheon, Ritchie Battle and Audrey Hillman Fisher created this legacy event which is nearing \$12 million raised for Pittsburgh's parks, a testament to the incredible impact of their collective efforts.

◀ *Ritchie Battle and Audrey Hillman Fisher at the first Luncheon in 1999.*

Our Reach

Optimize your brand visibility through the Pittsburgh 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.

Social Media Followers:

70,000+

Average Spring Hat Luncheon Attendance:

600

Average Annual Website Visitors:

400,000+

Average Annual Media Placements:

1,000+

Engaged Email Subscribers:

18,000+

Average Promotional Email Open and Click-Thru Rates:

44%/2.8%





**Pittsburgh
Parks
Conservancy**

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