

2026 PNC PITTSBURGH
PARKS CONSERVANCY

Spring

Hat Luncheon

SPONSORSHIP OPPORTUNITIES



A child wearing a purple helmet and a yellow shirt is riding a blue tricycle in a park. In the foreground, several purple tulips are in bloom, with green leaves and stems. The background is a lush green park with trees and a clear blue sky.

Highland Park 2026

About Highland Park & the Entry Garden Restoration

Highland Park, established in the late 1800s, has long been one of Pittsburgh's most treasured public spaces, known for its grand entrance, historic fountain, and lush landscape. The park serves as a gateway to the city's water system and is home to beloved amenities like the reservoir, Lake Carnegie, the pool, and the Pittsburgh Zoo and Aquarium.

In the early 2000s, the Pittsburgh Parks Conservancy partnered with the City of Pittsburgh to restore the Entry Garden, reviving its historic design and reestablishing it as a welcoming entrance to the park.

This project, one of the Parks Conservancy's earliest major undertakings, transformed the space into a vibrant, flourishing landscape and set the standard for future park restorations across the city.

Today, the Parks Conservancy continues caring for the Entry Garden flower beds and ensures the space stands as a lasting legacy of community investment for Pittsburgh's parks.

Dear Friends,

Spring in Pittsburgh is always something to celebrate. For the Pittsburgh Parks Conservancy, it means welcoming you to one of our city's favorite traditions — the PNC Pittsburgh Parks Conservancy Spring Hat Luncheon.

On **Saturday, May 2, 2026** we will gather at the **Highland Park Entry Garden**. This space stands as one of our earliest renovation projects and is a lasting example of how our community can transform a park together.

Since its start in 1999, thanks to the leadership of Ritchie Battle and Audrey Hillman Fisher and the support of Teresa Heinz, the Spring Hat Luncheon has raised more than **\$12 million for Pittsburgh's parks**. This impact is visible every day — in the restored landscapes, the shaded trails, the flourishing trees, and the educational opportunities that connect thousands of children to nature each year.

As we prepare to celebrate the Parks Conservancy's 30th anniversary throughout 2026, we are looking forward with clear goals. Our new five-year strategic plan will guide investments in capital improvement projects, expand environmental education, and strengthen the long-term care of our city's green spaces.



Pictured: Celina Pompeani Mathison, Catherine Qureshi, Sally McCrady

Sponsorships from the Spring Hat Luncheon are central to advancing this work, ensuring that the parks we all enjoy today remain strong and accessible for the next generation.

Each spring, I'm struck by the sense of community that comes together at this event. The hats and style are part of the fun, but what truly matters is the generosity and commitment that make this celebration so meaningful.

Thank you for continuing to support Pittsburgh's parks. **Together, we are carrying forward a legacy** and shaping the future of our city's green spaces.

With sincere gratitude,

A handwritten signature in purple ink, which appears to be 'Catherine Qureshi'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Catherine Qureshi
President & CEO



Sponsorship Levels



Fountain Fedora \$35,000 Benefits

- **Prime name placement** on event invitation (if received by Feb. 9)
- **12 reservations to the event** on Saturday, May 2, 2026, in Highland 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 table package** for you and your guests, ensuring a memorable and personalized experience
- **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
- **Listing and additional opportunity** to promote your brand in our 2026 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

- **10 reservations to the event** on Saturday, May 2, 2026, in Highland Park with the opportunity to purchase additional reservations at a discounted rate
- **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



Trailblazer Tribby

\$10,000 Benefits

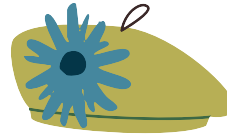
- **8 reservations to the event** on Saturday, May 2, 2026, in Highland Park with the opportunity to purchase additional reservations at a discounted rate
- **Ad** in scrolling sponsor slide show during event
- **Prominent listing** on event signage
- **Listing on the Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee



Grove Gatsby

\$5,000 Benefits

- **6 reservations to the event** on Saturday, May 2, 2026, in Highland Park with the opportunity to purchase additional reservations at a discounted rate
- **Listing** on event signage
- **Listing on Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee



Garden Beret

\$2,500 Benefits

- **4 reservations to the event** on Saturday, May 2, 2026, in Highland Park with the opportunity to purchase additional reservations at a discounted rate
- **Listing** on event signage
- **Listing on Parks Conservancy's website** which welcomes over 400,000 annual visitors
- **Sponsor invited to name a representative** to the event committee



For sponsorship opportunities scan this QR code or contact Sophie Gage, Senior Events Manager, at sgage@pittsburghparks.org



Your Impact

Welcoming hundreds of guests annually, the Spring Hat Luncheon has raised over \$12 million since 1999. Your support of the event has an immediate impact in the parks.

IN 2026, THE PARKS CONSERVANCY PLANS TO:

Advance Park Improvement

Projects: Continue transformative capital work, including the new McKinley Park community grove, restoration of lighting and pathways in Mellon Park, and the next phase of Schenley Park's Flagstaff Hill revival.

Engage More Young Minds: Grow participation in environmental education and out-of-school time programs like Neighborhood Roots, helping young people build lasting connections to nature.

Strengthen Ecological Restoration:

Expand stewardship efforts at Hays Woods and Frick Park's Clayton Hill, protecting and restoring two ecologically significant landscapes in our city's park system.

Expand Public Programs: Introduce fresh, interactive experiences in parks across the city, offering more opportunities for residents and visitors to enjoy and engage with Pittsburgh's green spaces.



As chairs emeritus of the annual Spring Hat Luncheon, Ritchie Battle and Audrey Hillman Fisher created this legacy event which has raised over \$12 million 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

73,000+

Average Spring Hat Luncheon Attendance

600

Average Annual Website Visitors

414,000+

Average Annual Media Placements

1,000+

Average Monthly Media Reach

4.0 Million Local Impressions

Engaged Email Subscribers

22,000+





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 25 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.



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