

National Council of Negro Women

View Park Section



nchnw

commitment | unity | self reliance



Purple Hat Affair
HIGH TEA

**SPONSORSHIP
OPPORTUNITIES**

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SPONSORSHIPS

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Dear Community Partner,

The National Council of Negro Women (NCNW) View Park section would like to invite you to partner with us in our upcoming 4th Annual Purple Hat Affair High Tea Fundraiser to benefit our community outreach projects.

The NCNW is a nonprofit organization comprised of more than 230 community-based partners along with 36 national African American women's organizations. Our mission is to lead, empower, and advocate for nearly four million women, their families and communities. Founded in 1935 by Mary McLeod Bethune, and later led by Dr. Dorothy Height, NCNW has harnessed the collective power of women of African descent, so they can realize their goals for social justice and human rights through united and constructive action.

The Purple Hat Affair High Tea is a social gathering to raise the consciousness of community members. This year's theme is "Living with Purpose." It will be held Saturday, May 11, 2024, at 12pm at the Proud Bird, and our keynote speaker is Kim Anthony Morrow. We are honoring Mayor Karen Bass for the work she has done in the communities. We are proud to say that our previous Purple Hat Affair had over 100 guests including civic leaders, business owners, students, and local professionals. Since we are celebrating our 4th annual tea, we are expecting our guest list to go beyond previous years.

A portion of the proceeds from this event will support our mentoring programs for young women and girls, such as our Saving Ourselves Sisters program. They will also support our education programs and our community outreach programs for homeless families and transitioning youth.

We need your help to ensure fundraising success! We are asking for you or your organization to become a sponsor by:

- Becoming a sponsor at the levels listed on the following page and/or purchasing advertisement in our Memorable Keepsake Book
- Making a financial donation of any amount
- Donating items from your business that can be used as an opportunity drawing or auction prize, which may include gift cards, event tickets, gift baskets, or nicely packaged specialty items.

Thank you in advance for your support! Your support is greatly appreciated and will help make our event a huge success! If you have any questions or need further information, please feel free to contact me at 323-428-5862 or email fashionblyfit22@gmail.com.

Sincerely,

Stephanie Haynes

1st Vice-President SoCal Area and Event Chair, View Park Section



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SOUVENIR JOURNAL ADS – DEADLINE April 14th by 11:59PM

Full Page Ad back cover	<u>\$250</u>	One full page ad in the journal ~ size 5"X8"
Full Page Ad	<u>\$150</u>	One full page ad in the journal ~size 5"X8"
Half Page Ad	<u>\$75</u>	One half page ad in the journal ~ size 5"x4"
Quarter Page Ad	<u>\$50</u>	One quarter page ad in the journal ~ size 2.5"x4"
Patron List	<u>\$20</u>	Name listed in the journal on the Patronage page

SPONSORSHIP

Mary McLeod Bethune	<u>\$20,000</u>	<ul style="list-style-type: none"> • Logo or name listed on flyer, website, social media mentions on screen at event; • 2 minutes greeting; Full Page ad in journal • 10 tickets
Dorothy Height	<u>\$15,000</u>	<ul style="list-style-type: none"> • Logo or name listed on flyer, full page ad • social media mentions; on screen at event • 8 tickets
Rev. Shavon Arline Bradley	<u>\$10,000</u>	<ul style="list-style-type: none"> • Logo or name listed on flyer, full page ad. • Social media mentions; on screen at event • 5 tickets
Dr. Lois Keith	<u>\$5,000</u>	<ul style="list-style-type: none"> • Logo or name listed on flyer, full page ad. • Social media mentions; on screen at event • 3 tickets
Dr. Helena Johnson	<u>\$1,000</u>	<ul style="list-style-type: none"> • Logo or name listed on flyer, half page ad. • Social media mentions; on screen at event • 2 tickets

TICKET SALES

Individual Ticket	<u>\$80</u>	After May 10 th \$90 / Tickets
Vendor Fee	<u>\$150</u>	Includes table, chairs & lunch

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Advertising Specifications

ELECTRONIC ARTWORK FORMAT: Submit only high-resolution PDF or JPEG files. Files should have fonts saved to outlines if artwork was created in Adobe Illustrator, Adobe InDesign, or other professional design software.

SUBMISSION: Email final artwork before the April 14, 2024, deadline via email to fashionblyfit22@gmail.com

PAYMENT: The organization's non-profit EIN# is 91-1917246 and all checks should be made payable to the National Council of Negro Women View Park and mailed to P.O. Box 561166, Los Angeles, CA 90056. Please inquire if you would like to pay by credit card. If paying by electronic apps make a notation "PURPLE HAT."