

Purple Hat Affair
"High Tea"
Sponsorship Opportunities



Presented by:

National Council of Negro Women (NCNW) View Park Section

May 18, 2019

Venue:

Crenshaw United Methodist Church

3740 Don Felipe Dr.

Los Angeles, CA 90008

Stephanie Haynes, NCNW View Park Section 1st Vice-President & Event Chair

Dianne Carter, NCNW View Park Section President



"The Purple Hat Affair High Tea"

Dear

"The Purple Hat Affair High Tea" luncheon presented by National Council of Negro Women (NCNW) View Park Section, is Saturday May 18, 2019. We anticipate 100-200 guests including civic leaders, elected officials, business owners, students and local professionals. We are inviting your organization to become a sponsor of our Reading Proficiency Program. The mission of the program is an intervention program to improve the literacy skills for at-risk students within the community by ensuring that students are reading at grade level proficiency as measured by the California Assessment of Student Performance and Progress (CAASPP).

The program targets students, ages 6-12 that are falling behind grade level in basic reading skills. It is a tutorial program operated by volunteers that are credentialed and non-credentialed. The English Language Arts instruction that we provide in our tutorial program emphasizes the following literacy strands: Reading, Writing, Speaking, and Listening. The instructional methods and materials are determined according to the needs of each student and the day school recommendations.

We are a nonprofit organization comprised of 36 national African American woman's organizations and more than 230 community-based sections. NCNW's mission is to lead empower and advocate for nearly four million women, their families and communities. We seek to harness the collective power of women of African descent, so that they may realize their goals for social justice and human rights through united, constructive action. The legendary Dr. Height led NCNW for decades securing its legacy of enlightened leadership and influence.

In our continuous efforts to address and advocate for the needs for women and families of color, National Council of Women (NCNW) View Park Section is asking for your support in raising the monies to keep our Reading Proficiency Program, Save Our Sister and our HIV/AIDS program.

We need your help to ensure a fundraising success! We are asking for you to donate \$1,000 and in return for your generosity National Council of Negro Women View Park Section will recognize your business from the event's podium, in our program, and our social media outlets.

The organization's non-profit EIN# is 91-1917246 and all checks should be made payable to the National Council of Negro Women Los Angeles View Park and mailed to 3720 W. 54th Street, Los Angeles, CA. 90043.

Thank you in advance for your support! Your donation 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
NCNW View Park Section 1st Vice-President & Event Chair

Dianne Carter, NCNW View Park Section President

Align your brand with a mission that matters!

Our Mission

California students rank well below the national average on the National Assessment of Educational Progress in reading. According to research by the Annie E. Casey Foundation, children who do not read proficiently by 3rd grade are more likely to fall behind academically and drop out of high school compared to their peers who are reading at grade level. Volunteers from NCNW tutor "at-risk" students 6-12 years of age on a weekly basis to ensure students are reading at grade-level proficiency according to the California of Student Assessment Performance and Progress standards. The overall goal of the program is for students to acquire the literacy skills needed to ensure college and career readiness.



Key Benefits to Sponsorship

- Receive special recognition that provides exposure to community leaders, elected officials, entrepreneurs and local professionals.
- Drive sales by connecting with the African American market, which controls 1.2 trillion dollars annually in buying power.
- Expand your reach: National Council of Negro Women Inc. is comprised of 36 national affiliate organizations and more than 230 community based sections who advocate for nearly four million women, their families and communities.
- Enhance your cause related marketing: Research shows 38% of African Americans between the ages of 18 & 34 and 41% of those aged 35 or older expect the brands they buy to support social causes.
- Increase word of mouth referrals.
- Emphasize your commitment to the community and attach your brand to a worthy cause.



About Us

Mary McLeod Bethune founded National Council of Negro Women, Inc. in 1935 with a mission to lead, develop and advocate for women, their families and their communities. The legendary Dr. Dorothy Irene Height led NCNW for decades, securing its legacy of enlightened leadership and influence. NCNW addresses issues of human welfare and rights through public education, community service and advocacy.

Locally, our signature programs include The Reading Proficiency Program, Health Justice for Women with an emphasis on HIV/AIDS Education and Prevention, the Phoenix Leadership Academy for Girls and Scholastic Education Advocacy.



~ Sponsorship Levels ~

Mary McLeod Bethune Sponsor

\$5,000

- ❖ 30 VIP seats (three tables) at *The Purple Hat Affair*
- ❖ VIP Swag Bags
- ❖ Sponsor table sign
- ❖ Recognition from the podium
- ❖ Logo and prominent recognition on sponsor signage
- ❖ Full page ad in the printed program (inside front cover)
- ❖ Social media recognition including Facebook and Instagram posts
- ❖ Logo and company name included on our website and in all event related e-blasts

Dorothy Irene Height Sponsor

\$ 2,500

- ❖ 20 VIP seats (two tables) at *The Purple Hat Affair*
- ❖ VIP Swag Bags
- ❖ Sponsor table sign
- ❖ Recognition on sponsor signage
- ❖ Full page ad in the printed program (inside cover)
- ❖ Social media recognition including Facebook and Instagram posts
- ❖ Company name included on our website and in all event related e-blasts

Johnnetta B. Cole Sponsor

\$1,000

- ❖ Preferred seats at *The Purple Hat Affair* (one table)
- ❖ Sponsor table sign
- ❖ Half page ad in the printed program
- ❖ Recognition on sponsor signage
- ❖ Company name included in all event related e-blasts

Program Ads & Tickets

Full Page Ad *\$150*

One full page ad in the printed program ~size 5"X 8"

Half Page Ad *\$75*

One half page ad in the printed program ~size 5"X 3.875"

Quarter Page Ad *\$50*

One quarter page ad in the printed program ~size 2.375"X 3.875"

Patron List *\$20*

Mention in the program book

Individual Ticket *\$40*

Advertising Specifications

Ad Deadline: April 15th

Electronic artwork format: Please 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: Please email final artwork before the April 15th deadline via email to [**fashionblyfit22@gmail.com**](mailto:fashionblyfit22@gmail.com)

Stephanie Haynes, NCNW View Park Section 1st Vice President & Event Chair

Dianne Carter, NCNW View Park Section President

Registration Form



- ☐ **Yes! I will support The NCNW View Park Section Purple Hat Affair High Tea**

Contact Information

Name _____

Company (If applicable) _____

Mailing Address _____

City _____ State _____ Zip code _____

Phone _____ Email _____

PAYMENT METHOD:

- ☐ Check # _____ Enclosed is my/our check in the amount of \$ _____
Make checks payable to: The National Council of Negro Women

- ☐ Credit Card Number# _____

WE ACCEPT THESE MAJOR CREDIT CARDS



Expiration: _____ Date: _____

Signature _____ CVC _____

To confirm your sponsorship or for questions contact Stephanie Haynes at
fashionblyfit22@gmail.com or 323-428-5862.

Stephanie Haynes,
NCNW View Park Section 1st Vice President & Event Chair

Dianne Carter,
NCNW View Park Section President