

# PURPLE HAT *Affair*



Dear

The National Council of Negro Women (NCNW) View Park section would like to invite you to partner with us in our upcoming “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. 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, “Mother-Daughter Relationships:” Celebrating the bond between mothers and daughters. It will be held Saturday, May 13, 2023 at 2pm at the Renaissance Hotel LAX. Our keynote speaker will be Dr. Marlena Sherman Linton. We are proud to say that our previous Purple Hat Affair had over 100 guests including civic leaders, business owners, students, and local professionals.

A portion of the proceeds from this event will support our Saving Ourselves Sisters Program, Mentoring Programs for Young Women and Girls; Education activities, and Homeless Families and Transitioning Youth Outreach Programs.

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; or
- 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](mailto:fashionblyfit22@gmail.com).

Sincerely,  
*Stephanie Haynes*

1<sup>st</sup> Vice-President Southern California Area and Event Chair, View Park Section

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## SOUVENIR JOURNAL ADS – DEADLINE April 21<sup>st</sup> by 11:59PM

Full Page Ad back cover	\$250	One full page ad in the journal ~ size 5"X8"
Full Page Ad	\$ 150	One full page ad in the journal ~size 5"X8"
Half Page Ad	\$75	One half page ad in the journal ~ size 5"x3.875
Quarter Page Ad	\$50	One quarter page ad in the journal ~ size 2.375"x3.875"
Patron List	\$20	Name listed in the journal on the Patronage page

## SPONSORSHIP

Diamond	\$1,000	<ul style="list-style-type: none"> <li>• Logo or name listed on flyer, website, social media mentions on screen at event;</li> <li>• 2 minutes greeting; Full Page ad in journal</li> <li>• Four free ticket</li> </ul>
Gold	\$500	<ul style="list-style-type: none"> <li>• Logo or name listed on flyer, half page ad</li> <li>• social media mentions; on screen at event</li> <li>• Three free tickets</li> </ul>
Silver	\$250	<ul style="list-style-type: none"> <li>• Logo or name listed on flyer, on screen at event</li> <li>• Quarter page ad</li> <li>• Two free tickets</li> </ul>

## TICKET SALES

Individual Ticket	\$80	After May 1 <sup>th</sup> \$90 / Tickets
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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 In Design, or other professional design software.

**SUBMISSION:** Email final artwork before the April 28, 2023 deadline via email: [fashionblyfit22@gmail.com](mailto:fashionblyfit22@gmail.com)

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**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".