



14TH ANNUAL PINK HAT TEA

June 15, 2024

SPONSORSHIP LEVELS

Chapeau Sponsor | \$5,000

- Onsite recognition on event signage (company logo)
- Recognition on social media platforms
- Recognition during event and on visual materials
- Complimentary admission & reserved seating for four guests

Crown Sponsor | \$2,500

- Onsite recognition on event signage (company logo)
- Recognition on social media platforms
- Recognition during the event and on visual materials
- Complimentary admission & reserved seating for two guests

Brim Sponsor | \$1,000

- Recognition on visual materials
- Complimentary admission & reserved seating for one guest

Fascinator Sponsor | \$600

- Recognition during the event

Beret Sponsor | \$350

- Recognition on visual materials



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ABOUT THE PINK HAT TEA

Since 2010, the **Pink Hat Tea** has served as the signature fundraiser of the Pearl & Ivy Educational Foundation in partnership with Alpha Kappa Alpha Sorority, Incorporated®, Xi Omega Chapter. This afternoon of style and substance helps to raise funds in support of the PIEF mission: Providing scholarships to deserving and exemplary college-bound high school seniors in the District of Columbia.

The **Pink Hat Tea** brings together hundreds of African American civic and business leaders for a fun and fashionable event showcasing our scholarship awardees, highlighted by a dazzling hat fashion show.

Saturday, June 15, 2024

2 p.m. to 5 p.m.

The Westin Downtown Washington, DC | 999 9th Street NW





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ABOUT PIEF

Established in 1988, the primary mission of the nonprofit **Pearl and Ivy Educational Foundation, Inc. (PIEF)** is to provide scholarships to deserving and exemplary college-bound high school seniors in the District of Columbia and continuing college students. PIEF is comprised of college-educated, professional women – community volunteers who are dedicated to serving the needs of District residents.

PIEF serves as a community partner of Xi Omega Chapter, the first and largest graduate chapter of Alpha Kappa Alpha Sorority, Inc.®, established in Washington, DC. In addition to annually awarding scholarships in collaboration with Xi Omega, PIEF provides an array of service programs that focus on family empowerment, youth leadership, economic wealth, and environmental and social justice matters that uplift our local community. Each year, PIEF hosts signature fundraising events and campaigns in the community such as the Pink Hat Tea and Norma E. Boyd 5K Race for Education, in addition to participating in the international Giving Tuesday online philanthropic movement. To date, PIEF has awarded more than \$1 million in scholarships.

These initiatives speak to the heart of PIEF's mission: **making college dreams come true for youth in our nation's capital.**



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FREQUENTLY ASKED QUESTIONS

When and where is the 14th Annual Pink Hat Tea?

This year's Pink Hat Tea will be held Saturday, June 15 from 2 p.m. to 5 p.m. at The Westin Washington, DC Downtown, 999 Ninth St NW.

What is the cost of tickets and a table?

Individual tickets cost \$200. A table of 10 costs \$2,000. The Pink Hat Tea promises to be an exquisite event, including a full meal and a fabulous hat fashion show.

How can I purchase tickets?

You may purchase tickets on Eventbrite at 2024pinkhattea.eventbrite.com.

Is any portion of the ticket tax-deductible?

Yes! As our signature fundraiser, proceeds from the Pink Hat Tea support scholarships for exemplary and deserving students in addition to community programming. Fifty dollars of an individual ticket (\$200) is tax-deductible.



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FREQUENTLY ASKED QUESTIONS

What sponsorship levels are available to support the Pink Hat Tea and mission of the Pearl and Ivy Educational Foundation?

Sponsorship levels range from \$350 to \$10,000.

Are the sponsorships tax deductible?

Yes! The full amount of the Beret and Fascinator sponsorships is tax deductible. If the sponsor elects to receive complimentary tickets with the \$1,000+ sponsorships, the tax-deductible portion will be reduced, as outlined below.

Sponsorship Level	Sponsorship Amount	Tax-Deductible Amount
Beret	\$350	\$350
Fascinator	\$600	\$600
Brim	\$1,000	\$850
Crown	\$2,500	\$2,200
Chapeau	\$5,000	\$4,400



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FREQUENTLY ASKED QUESTIONS

Do any of the sponsorship levels include tickets?

Yes. Tickets are included at the Brim, Crown, Chapeau and Top Hat levels along with reserved seating.

Are there other ways to support Pearl and Ivy Educational Foundation?

Donations to PIEF can be made by check and electronically. For donations by text message, text PIEF to 41444. Learn more about ways to donate to PIEF at piefdc.org/donate.

Who may I contact for more information?

Please contact Comelia Sanford, PIEF Fundraising Chairman, and Amanda Alexander, PIEF Executive Director, at info@piefdc.org.



14th Annual Pink Hat Tea Sponsorship Commitment Form

Organization: _____

Address: _____

Contact Person(s): _____

Title: _____

Phone: _____

Email: _____

I/We wish to support the Pink Hat Tea at the following level:

Top Hat Sponsor \$10,000

Brim \$1,000

Chapeau Sponsor \$5,000

Fascinator Sponsor \$600

Crown Sponsor \$2,500

Beret Sponsor \$350

I/We are unable to attend the Pink Hat Tea this year but wish to support in the amount of:

\$_____.

Please make checks payable to:
Pearl and Ivy Educational Foundation, Inc.

Pay Online

To submit payment online via credit card, please visit
2024pinkhattea.eventbrite.com

For additional information please contact: Pearl and Ivy Educational Foundation, Inc.
info@piefdc.org