memorandum to WHITE HOUSE

9/6/2013 9:29 AM

Fr: Missy Kurek, *DCCC Deputy Executive Director for Finance,* (202) 485-3455

Stella Ross, *DCCC National Finance Director,* (202) 485-3412

Dt: Thursday, September 5, 2013

RE: Proposal for DCCC Women’s Event with First Lady Michelle Obama in San Francisco, CA

Below is a proposed timeline and event structure for the Sunday, October 13, 2013 DCCC event with First Lady Michelle Obama in San Francisco, CA.

If you have any questions or need additional information, please feel free to contact Missy Kurek at (202) 485-3455.

**Proposed Location**

The Fairmont San Francisco Hotel

950 Mason Street   
San Francisco, CA 94108

**Proposed Ticket Prices**

* Event Chair Clutch & Photo Reception - $32,400/couple (Approximately 30 people)
* VIP Photo Line with Co-Chairs - $10,000/person write/raise (Approximately 60 people)
* General Seated Luncheon: $500/person (Approximately 600-700 people)

**Proposed Timeline**

9:00 AM Call time for Guests

10:30 AM Event Chair Clutch and Photo Reception begins

10:45 AM FLOTUS arrives and mix and mingles with Event Chairs and takes photos with guests

(Approximately 30 people/15 clicks)

11:10 AM FLOTUS proceeds to VIP Photo Line with Co-Chairs and stages for photo line

(Approximately 60 people/ 40 clicks)

11:45 AM FLOTUS proceeds to luncheon and program begins (Approximately 600-700 people)

12:45 PM FLOTUS concludes remarks and FLOTUS departs

1:30 PM Luncheon guests depart

**Event Structure**

Both the VIP reception and luncheon will take place at the same hotel (Proposed Location: The Fairmont San Francisco Hotel).

This event will serves as the DCCC’s Ultimate Women's Power Luncheon. Leader Nancy Pelosi holds this event annually with Bay Area women, and is the same event that First Lady Michelle Obama joined us for in 2010.

We are proposing a two-tiered photo reception and a seated luncheon.  The first part of the event will be a small clutch with a photo opportunity for our luncheon chairs, those who contribute $32,400 per couple.  Following this clutch, we would like to have a photo line with the event co-chairs, those who write/raise $10,000/person. They will then proceed to the general seated luncheon.

The second part of the event is the seated luncheon for those who contribute $500/person, as well as the chairs and co-chairs.  We expect approximately 600-700 people total to attend the luncheon.