**memorandum to THE WHITE HOUSE**

5/6/2014 12:23 PM

To: Bobby Schmuck, White House

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

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

Dt: Tuesday, May 6, 2014

RE: Revised Proposal for DCCC Fundraising Event with First Lady Michelle Obama in Boston, MA

Below is a revised, proposed event and pricing structure for a DCCC Tea with First Lady Michelle Obama in Boston, MA on Monday, June 2, 2014.

**Price Structure:**

$32,400/couple = 2 spots in VIP clutch with First Lady Obama, photo opportunity, and 10 tickets to Tea

$12,500/family = 1 family photo with four guests and 4 premier tickets to Tea

$5,000/person = 1 photo and 2 premier tickets to the Tea

$500/person; 1 general admission ticket to the Tea (no photo)

VIP clutch ~ 15ppl/ 13 clicks

Photo line ~ 40ppl/35 clicks

Total for event: 150-200 ppl

**Confirmed Location:**

Intercontinental Boston

510 Atlantic Avenue

Boston MA 02210

**Proposed Timeline:**

3:00pm Main ballroom open and guests able to arrive

3:30pm All guests are seated and pre-program begins in main ballroom

4:25pm FLOTUS arrives and proceeds to VIP clutch (with photo opportunity)

4:40pm FLOTUS concludes clutch and goes to general photoline

5:05pm FLOTUS concludes general photoline and all guests are seated for Tea

5:10pm FLOTUS makes remarks at Tea

5:25pm FLOTUS concludes remarks and all Women Members are asked to join her on stage for photo

5:30pm FLOTUS departs