memorandum to WHITE HOUSE

12/19/2013 11:43 AM

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

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

Dt: Thursday, December 19, 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 Friday, January 31, 2014 DCCC event with First Lady Michelle Obama in San Francisco, CA. This event was originally scheduled for Sunday, October 13, 2013. During the course of the originally scheduled event, Congresswoman Barbara Lee was going to be honored for her appointment to be a Representative to the United Nations. Leader Nancy Pelosi was also going to be honored for her induction to the National Women’s Hall of Fame in Seneca Falls, NY.

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**

* VIP Event Chair & Photo Reception - $32,400/couple (Approximately 45 people)
* Photo Line with Co-Chairs - $10,000/person write/raise (Approximately 75 people)
* General Seated Luncheon: $500/person (Approximately 600 people)

**Proposed Timeline**

9:30 AM Call time for Guests

11:00 AM Event Chair and Photo Reception begins

11:30 AM FLOTUS arrives and mix and mingles with VIP Event Chairs and takes photos with guests

(Approximately 45 people/30 clicks)

11:55 PM FLOTUS proceeds to Photo Line with Co-Chairs and stages for photo line

(Approximately 75 people/ 50 clicks)

12:25 PM FLOTUS proceeds to luncheon and program begins (Approximately 600 people)

1:20 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).

We are proposing a two-tiered photo reception and a seated luncheon.  The first part of the event will be a small reception with a photo opportunity for our luncheon chairs, those who contribute $32,400 per couple.  Following this reception, 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 people total to attend the luncheon.