memorandum to Leader Nancy Pelosi

To: Leader Nancy Pelosi
Fr: Missy Kurek & Stella Ross
Dt: Wednesday, March 6, 2013
RE: Potential Structure & Pricing for April 3rd Events with President Obama

**Reception Pricing**

**Time:**    5:00 PM – 7:00 PM General Reception

**Goal:**     $250,000

**Ticket Pricing**

* General Reception Individual: $5,000
* General Reception Couple: $10,000

**NOTE:** In order to hit $250,000 goal, we would need 50 people to attend at this pricing.

**Dinner Pricing**

**Time:** 7:00 PM – 9:00 PM

**Goal**: $2,250,000

**Ticket Pricing**

* Pelosi 100/individual
	+ Reserved seat at dinner & 5 tickets to general reception
* $32,400/individual for dinner
* $15,000/individual for photo line

**Note:** We have42 guests already RSVPed (inc. NP family), which means we have 58 seats left to sell for dinner as we are capped at 100 dinner seats. Assuming we sell out for the event, we would garner approximately $1,879,200 in new money for the dinner. Assuming we have 15 people come for a photo-line, that would garner $225,000 additional money.

**Potential Total**

**New Getty Dinner Money:** $1,879,200

**Reception:** $250,000

**Getty Photo Line:** $225,000

**Total New $ Raised:** $2,354,200

**Previous NPVF Raised:** $1,045,400($792,200 DCCC, $129,600 NP4C, $123,600 PTF)

**Grand Total:**  $3,399,600