July 4th CELEBRATION

THURSDAY, JULY 4, 2024 | 7–10 PM

Potomac View Terrace • American Pharmacists Association
2215 Constitution Ave. NW, Washington, DC • AmericanExperienceFoundation.org/July4th
Celebrate with us while supporting students!

Join an exclusive Washington, DC celebration this July 4th.

With a perfect rooftop view of the fireworks, this VIP event is the best place to celebrate. The private rooftop party will have food, drinks, music and access to air conditioning.

Hosted by Destination DC and its affiliated 501(c)(3) nonprofit, the American Experience Foundation, this exclusive event is attended by DC's hospitality and tourism leaders, meeting planners, industry partners, friends, family and select VIP guests.

Limited to fewer than 300 attendees, this posh party in the sky overlooks the national mall and is a comfortable, exclusive way to celebrate.

Bring your friends and family and party with us!

Benefitting the American Experience Foundation
The American Experience Foundation (AEF) enriches the lives of students and young people through inspirational travel experiences and educational opportunities to cultivate the next generation of hospitality and industry professionals. AEF invests in young people in our community, supporting their college and career readiness.

**AEF PROVIDES**

- Free field trips to our nation’s capital for students from DC and across the country
- Internships and educational opportunities to connect students with hospitality industry professionals
- Scholarships to qualified students and alumni from DC’s high school Academies of Hospitality & Tourism, Culinary Arts and Mass Media

**IN 2023**

- 340 students on educational programs
- 5 year-round interns
- 11 Summer Carer-ready interns
- 8 Scholarships awarded
- 75 students on field trips

**SINCE 2015**

- $130,000 awarded in scholarships
- 3,600 total student engagements
## Event Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Rocket</th>
<th>Starburst</th>
<th>Sparkler</th>
<th>Firecracker</th>
<th>Confetti</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP invitations to this exclusive, fun party with a brilliant view of the National Mall and fireworks</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Member News partner inclusion (monthly e-news sent to 4,000 opt-in Destination DC contacts)</td>
<td>40</td>
<td>20</td>
<td>15</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Verbal recognition in remarks from AEF leadership</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition on digital and physical event signage, including step and repeat</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Inclusion of promotional item in attendee gift bags</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Opportunity for product inclusion among prizes, to be announced during event</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition on AEF website and annual review</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition in e-communications to invitees, pre and post event, including on AEF social feeds.</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Company name featured on press materials</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Opportunity for significant activation on front steps of venue (wrap a car, street team –2 available)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Branded recognition during the event (ex: sponsored lounge area, custom-named cocktail)</td>
<td>★</td>
<td>★</td>
<td>★</td>
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<td>★</td>
</tr>
<tr>
<td>Opportunity to address the audience during the event</td>
<td>★</td>
<td></td>
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<tr>
<td>Invitation to serve on the AEF leadership committee</td>
<td>★</td>
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<tr>
<td>Follow-up custom email to attendees (Destination DC approval of language, sent via Destination DC)</td>
<td>★</td>
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</tr>
<tr>
<td>Opportunity for prominent branding and product placement at event</td>
<td>★</td>
<td></td>
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</tr>
<tr>
<td>Customizable e-Blast to DC Insider list of 117,000+ opt-in subscribers</td>
<td>★</td>
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</tbody>
</table>

## Individual Tickets

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>$250</td>
</tr>
<tr>
<td>Child, under 12</td>
<td>$75</td>
</tr>
<tr>
<td>Family, 2 adults, 2 children</td>
<td>$500</td>
</tr>
<tr>
<td>Party Pack, 10 adults</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
YES! I WILL PROUDLY SPONSOR THE JULY 4TH CELEBRATION!

Company__________________________________________________________
Contact_________________________________________________________________________________________
Address_________________________________________________________________________________________
Phone_________________________________________  Email______________________________________________
Signature_________________________________________________________________________________________

LEVELS
- Rocket - $50,000
- Starburst - $25,000
- Sparkler - $10,000
- Firecracker - $5,000
- Confetti - $2,500
- Party Pack: 10 adult tickets, listing on event signage and online – $2,000
- Family ticket package: 2 adults and 2 children, no sponsorship benefits – $500
- Individual ticket: $250 each x ___ tickets = $ ____
- I can’t attend. I’ll donate $ ____ so an AEF scholarship winner and their family can attend.

BY CHECK
Please mail your check payable ‘American Experience Foundation’ to:
901 7th Street NW, 4th Floor
Washington, DC 20001

INVOICE
If you would like your company to be invoiced, please check and return this form to AEF for processing.

CREDIT CARD
Credit card payments may be made through AEF’s donation portal. Please contact AEF before processing.

FOR MORE INFORMATION, CONTACT
Lisa Waldschmitt at 202.789.7065 or lisa@americanexperiencefoundation.org.
Haleluya Demeke at 202.789.7052 or haleluya@washington.org.
To learn more, or to become a sponsor, contact:

**LISA WALDSCHMITT**  
Associate Director, AEF  
lisa@americanexperiencefoundation.org

**HALELUYA DEMEKE**  
Partnerships Manager, Destination DC  
haleluya@washington.org

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