



AMERICAN
experience
FOUNDATION

destination

DC™

4th of July **CELEBRATION**

Benefitting The American Experience Foundation

TUESDAY, JULY 4TH, 2023 | 7-10PM

Potomac View Terrace
American Pharmacists Association
2215 Constitution Ave. NW
Washington, DC 20037



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!



About 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 low-income 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 2022



225

Total student
engagements



8

Spring Career
Bridge interns



12

Summer Career
Ready interns



8

Scholarships
awarded



43

Professionals participated
in educational programs

SINCE 2015



\$118,000

Awarded in
scholarships



3,000+

Total student
engagements

Join us as a SPONSOR

Event Benefits	Rocket	Starburst	Sparkler	Firecracker	Confetti
	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
VIP invitations to this exclusive, fun party with a brilliant view of the National Mall and fireworks	40	20	15	8	4
Member News partner inclusion (monthly enews sent to 3,400 opt-in Destination DC contacts)	4 issues	2 issues	1 issue		
Verbal recognition in remarks from AEF leadership	★	★	★	★	★
Recognition on digital and physical event signage, including step and repeat	★	★	★	★	★
Inclusion of promotional item in attendee gift bags	★	★	★	★	★
Opportunity for product inclusion among prizes, to be announced during event	★	★	★	★	★
Recognition on AEF website and annual review	★	★	★	★	★
Recognition in e-communications to invitees, pre and post event	★	★	★	★	
Company name featured on press materials	★	★	★	★	
Opportunity for significant activation on front steps of venue (wrap a car, street team – 2 available) *expenses at responsibility of partner	★	★			
Branded recognition during the event (ex: sponsored lounge area, custom-named cocktail)	★	★	★		
Opportunity to address the audience during the event	★				
Invitation to serve on the AEF leadership committee	★	★			
Follow-up custom email to attendees (Destination DC approval of language, sent via Destination DC)	★				
Opportunity for prominent branding and product placement at event	★				
Customizable e-Blast to DC Insider list of 130,000+ opt-in subscribers	★				
Individual tickets					
Adult	\$250				
Child, under 12	\$75				
Family, 2 adults, 2 children	\$500				
Party Pack, 10 adults	\$2,000				

Join us as a SPONSOR

YES! I WILL PROUDLY SPONSOR THE JULY 4TH CELEBRATION!

Company _____

Contact _____

Address _____

Phone _____ Email _____

Signature _____

LEVELS

- | | |
|--|--|
| <input type="checkbox"/> Rocket - \$50,000 | <input type="checkbox"/> Ticket package: 10 adult tickets, listing on event signage and online - \$1,750 |
| <input type="checkbox"/> Starburst - \$25,000 | <input type="checkbox"/> Family ticket package: 2 adults and 2 children, no sponsorship benefits - \$500 |
| <input type="checkbox"/> Sparkler - \$10,000 | <input type="checkbox"/> Individual ticket: \$250 each x <input type="text"/> tickets = \$ <input type="text"/> |
| <input type="checkbox"/> Firecracker - \$5,000 | |
| <input type="checkbox"/> Confetti - \$2,500 | <input type="checkbox"/> I can't attend. I'll donate \$ <input type="text"/> 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

FOR MORE INFORMATION CONTACT

Lisa Waldschmitt at 202.789.7065 or lisa@americanexperiencefoundation.org.
Haleluya Demeke at 202.789.7052 or haleluya@washington.org.

INVOICE

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

☐ Please invoice for the sponsorship level indicated above.

CREDIT CARD

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



To learn more, or to become a sponsor, contact:



LISA WALDSCHMITT

Senior Manager, AEF

lisa@americanexperiencefoundation.org



HALELUYA DEMEKE

Partnerships Manager, Destination DC

halleluya@washington.org