



UNCF  
MAYOR'S  
**MASKED**  
BALL  
ATLANTA 2017

SPONSORSHIP AND MARKETING OPPORTUNITIES



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In the 2015-16 school  
year, 651 awards totaling  
**\$9,600,609**  
were given to students  
from Georgia.

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## ABOUT THE ATLANTA UNCF MAYOR'S MASKED BALL

The 34th annual UNCF Mayor's Masked Ball Atlanta is a premier fundraising gala and major social event focusing on raising awareness of the need and benefits of a college education, the students UNCF serves and the contributions of historically black colleges and universities. Hosted by a diverse group of corporate sponsors, local businesses and professional organizations the Mayor's Masked Ball Atlanta is an evening of celebration attended by national celebrities, civic leaders, alumni, dignitaries, volunteers and friends of UNCF. This must attend event is full of fun, fashion, glitz and glamour which supports UNCF's mission of investing in Better Futures® for the young men and women we serve and by helping them move to and through college.

**GOAL**  
\$1,000,000

**HOW**  
Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$7,500-\$75,000. Sponsor package benefits include a sponsor table for your guests and recognition at the event and in related advertising and promotional materials. Individual tickets are available for \$750.

**WHEN**  
Saturday, December 16, 2017

**FEATURING**  
6:30 p.m.  
Pre-reception Red Carpet Photo Ops (By Invitation Only)  
VIP Masked Sponsors Reception (By Invitation Only)  
Silent Holiday Auction

7:30 p.m.  
Red Carpet Procession of Investors, Celebrities and Dividends  
Elegant Cuisine  
Dancing and Live Entertainment

**WHERE**  
Atlanta Marriott Marquis  
Atrium Ballroom  
265 Peachtree Center Avenue, Atlanta

**STRICTLY FORMAL ATTIRE**  
Ladies Long Gown and Mask  
Gentlemen Black-Tie and Mask

**ENTERTAINMENT**  
Tyrese Gibson  
Global Sensation



**Ted Blum**  
Honorary Co-Chair



**Rodney Bullard**  
Honorary Co-Chair



**Wendy Stewart**  
Honorary Co-Chair

Dear friends and UNCF supporters,

You are cordially invited to join the Honorable Mayor Kasim Reed as we celebrate the city's premier holiday fundraising gala benefitting UNCF, the 34th annual UNCF Mayor's Masked Ball. The gala is scheduled for Saturday evening, December 16, 2017, in the Atrium Ballroom at the marvelous Atlanta Marriott Marquis.

This elegant evening of class and holiday illusion features national celebrity guest, a silent auction, dining, dancing, live entertainment and the VIP Masked Awards Reception honoring local and national UNCF supporters who, by their charitableness, have provided Better Futures® for the students UNCF serves.

You will be joining an esteemed collection of corporations, civic groups and individuals by participating in the ball at one of our premier sponsorship levels. Please take a few minutes to review the sponsorship opportunities included in this package.

The UNCF Mayor's Masked Ball is one of Atlanta's most anticipated events of the holiday season as well as one of UNCF's most successful fundraisers in the nation. Last year, thanks to companies and individuals like you, UNCF made history and raised more than \$1.2 million from this event.

UNCF, our member colleges and universities and the young men and women we serve need your support now more than ever. If you have any questions or need additional information, please call UNCF at 404.302.8623.

Thank you for considering this opportunity to support UNCF's mission and for remembering that "A mind is a terrible thing to waste but a wonderful thing to invest in."® We look forward to getting your affirmative response.

Kindest regards,

**Ted Blum**

Managing Shareholder - Atlanta  
Chair of Corporate and Securities - Atlanta  
Greenberg Taurig

**Rodney Bullard**

Vice President of Community Affairs  
Chick-fil-A, Inc.  
Executive Director  
Chick-fil-A-Foundation, Inc.

**Wendy Stewart**

President, Atlanta Market  
Bank of America

## HOST COMMITTEE

### **The Honorable Kasim Reed**

Mayor, City of Atlanta

### **Michael L. Lomax, Ph.D.**

President and CEO, UNCF

### **Maurice E. Jenkins, Jr.**

Executive Vice President  
National Development, UNCF

### **Justine Boyd**

Regional Development Director, UNCF

## FOUNDING CO-CHAIRPERSONS

### **Billye Suber Aaron**

### **The Honorable Andrew Young**

## 2017 HONORARY CHAIRPERSONS

### **Ted Blum**

Managing Shareholder - Atlanta  
Chair of Corporate and Securities - Atlanta  
Greenberg Taurig

### **Rodney Bullard**

Vice President of Community Affairs  
Chick-fil-A, Inc.  
Executive Director  
Chick-fil-A-Foundation, Inc.

### **Wendy Stewart**

President, Atlanta Market  
Bank of America

## 2017 CELEBRITY CHAIRPERSON

### **Tyrese Gibson**

Global Sensation

## PAST HONORARY CHAIRPERSONS

Clarence Avant  
Ed Baker  
Erica Qualls Beatty  
Eldrin Bell  
Veronica Biggins  
Scarlet Pressley-Brown  
Dr. Willie H. Clemons  
Ralph Cleveland  
Judge Brenda Hill Cole  
Shan Cooper  
Sallie Adams Daniel  
Richard A. Dent  
Thomas W. Dortch, Jr.  
Curley Dossman  
Jo Roberson Edwards  
Shelia Trappier Edwards  
Evern Epps  
Gloria Johnson Goins  
Nathaniel Goldston  
Sheryl R. Gripper  
Tad M. Hutcheson  
Booker T. Izell  
Valerie Jackson  
Ingrid Saunders Jones  
William "Bill" Lamar  
R. Charles Loudermilk  
Miranda Mack McKenzie  
Jerome Miller  
Rhonda Mims  
Shirley Mitchell  
Hala Moddemog  
Gail Nutt  
Jackie W. Parker  
Gary and Lori Peacock  
Bobbie J. Porché  
Helen Smith Price  
David M. Ratcliffe  
Lee E. Rhyant  
Lovette Russell  
D. Jack Sawyer  
Temi Silver  
Steve Smith  
Gerri P. Thomas  
Brannigan Thompson  
Harriette D. Watkins  
Dontá Wilson  
Carolyn M. Young

## MARQUIS SPONSOR \$75,000

- One reserved table for 16 guests in the Mayor's Royal Court
- Option for two representatives to participate in the Procession of Investors, Celebrities and Dividends
- Company representative to deliver program welcome
- 16 (sixteen) tickets to VIP Masked Reception
- Prominent brand placement in pre-function area
- Brand recognition on UNCF Website and all print, electronic and social media
- Opportunity for company representative to serve as a vice chair on event host committee
- Pre-reception red-carpet photo opportunity with the mayor and UNCF president and CEO
- Event souvenir photos
- Full-Screen Sponsor Loop Ad
- Logo displayed on a solo screen as part of sponsor video presentation
- One minute video message
- Table-top commemorative book

## PRESENTING SPONSOR \$50,000

- One reserved table for 16 guests in the Mayor's Royal Court
- Option for two representatives to participate in the Procession of Investors, Celebrities and Dividends
- 16 (sixteen) tickets to VIP Masked Reception
- Prominent brand placement in pre-function area
- Brand recognition in select print and electronic media
- Opportunity for company representative to serve as a vice chair on event host committee
- Pre-reception red-carpet photo opportunity with the mayor and UNCF president and CEO
- Full-Screen Sponsor Loop Ad
- Logo displayed on a solo screen as part of sponsor video presentation

## MAYOR'S ROYAL COURT \$25,000

- One reserved table for 14 guests in the Mayor's Royal Court
- Option for one representative to participate in the Procession of Investors, Celebrities and Dividends
- Preferred seating in the Mayor's Royal Court
- Tickets for 14 guests to the sponsor reception
- Brand placement in pre-function area
- Brand recognition in select print and electronic media
- Opportunity for company representative to serve as a vice chair on event host committee
- Pre-reception red-carpet photo opportunity with the mayor, UNCF president and CEO
- Event souvenir photos
- Full-page four-color advertisement in souvenir program
- Logo displayed on a shared screen as part of sponsor video presentation

## MAYOR'S MASKED COURT \$15,000

- One reserved table for 12 guests in the Mayor's Masked Court
- Select pre-reception, red-carpet photo opportunity with the Mayor, UNCF president and CEO and celebrity guests
- Preferred seating in the Mayor's Masked Court
- 4 (four) tickets to VIP Masked Reception
- Opportunity for company representative to serve as a vice chair on event host committee
- Half-page four-color advertisement in souvenir program
- Company name listed as part of sponsor video presentation and listing in souvenir program

## THE MAYOR'S COURT \$7,500

- Reserved table for 10 guests in the main ballroom
- 2 (two) tickets to VIP Masked Reception
- Opportunity for company representative to serve as a vice chair on event host committee
- Company name listed as part of sponsor video presentation and listing in souvenir program

## SCHOLAR'S TICKET \$750





## SPONSORSHIP FORM AND PROGRAM BOOK ADVERTISING FORM

### SPONSORSHIP RESERVATION FORM

- \$75,000** Marquis Sponsor
- \$50,000** Presenting Sponsor
- \$25,000** Mayor's Royal Court
- \$15,000** Mayor's Masked Court
- \$7,500** The Mayor's Court
- \$750** Scholars Ticket(s) \_\_\_\_\_
- \$ \_\_\_\_\_ I am unable to attend, but please accept my donation.

### PROGRAM BOOK ADVERTISING FORM

#### Ad Sizes and Specifications

- Full-Page Color Ad** (Bleed: 7.25"W x 11.25"H)
- Full-Page Color Ad** (Non-bleed: 6.5"W x 10.5"H)
- Half-Page Color Ad** (6.5"W x 5.125"H)
- Full-Screen Sponsor Loop Ad** (6.4"W x 3.6" H)

Reproduction is in full four-color format  
 Trim size is 7" x 11"  
 Live area is 6.5" x 10.5"  
 Provide press-quality PDF

**We now prefer to be referred to simply as "UNCF" instead of the "United Negro College Fund" or "the UNCF." Please use correctly if included in your ad.**

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

**CHECK ENCLOSED**

**CREDIT CARD**     VISA     MASTERCARD     DISCOVER     AMERICAN EXPRESS

CREDIT CARD NUMBER \_\_\_\_\_ CVC# \_\_\_\_\_ EXP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PLEASE INVOICE US FOR THE AMOUNT DUE: \$ \_\_\_\_\_**

**Please fax this completed form to UNCF at 404.302.8608 or return by mail with your credit card information or your check payable to UNCF.**

**UNCF**  
 Justine Boyd  
 Regional Development Director  
 229 Peachtree Street, NE  
 Suite 2350  
 Atlanta, GA 30303  
 T 404 302 8623 | F 404 302 8608

All contributions are tax-deductible to the fullest extent allowed by law. Sponsorship level less \$175 per ticket is tax-deductible as a charitable contribution.

### Ad Deadline: December 2, 2017

Provide a high-resolution press-quality PDF by e-mail. We will not be able to design any ads.

**Please e-mail press-quality PDF ads to [mary.drake@uncf.org](mailto:mary.drake@uncf.org).**

### Due Dates

LOGO	12/2/17
PAYMENT IN FULL	12/2/17
AD FOR PROGRAM BOOK	12/2/17
GUEST LIST NAMES	12/2/17





UNCF's mission is to build a robust and nationally-recognized pipeline of under-represented students who, because of UNCF support, become highly-qualified college graduates and to ensure that our network of 37 member HBCUs is a respected model of best practice in moving students to and through college. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. UNCF envisions a nation where all Americans have equal access to a college education that prepares them for rich intellectual lives, competitive and fulfilling careers, engaged citizenship and service to our nation. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities across the country. For more information, go to [UNCF.org](http://UNCF.org).

## UNCF-MEMBER INSTITUTIONS

**Allen University** Columbia, SC  
**Benedict College** Columbia, SC  
**Bennett College** Greensboro, NC  
**Bethune-Cookman University** Daytona Beach, FL  
**Clafin University** Orangeburg, SC  
**Clark Atlanta University** Atlanta, GA  
**Dillard University** New Orleans, LA  
**Edward Waters College** Jacksonville, FL  
**Fisk University** Nashville, TN  
**Florida Memorial University** Miami, FL  
**Huston-Tillotson University** Austin, TX  
**Interdenominational Theological Center** Atlanta, GA  
**Jarvis Christian College** Hawkins, TX  
**Johnson C. Smith University** Charlotte, NC  
**Lane College** Jackson, TN  
**LeMoyne-Owen College** Memphis, TN  
**Livingstone College** Salisbury, NC  
**Miles College** Birmingham, AL  
**Morehouse College** Atlanta, GA

**Morris College** Sumter, SC  
**Oakwood University** Huntsville, AL  
**Paine College** Augusta, GA  
**Philander Smith College** Little Rock, AR  
**Rust College** Holly Springs, MS  
**Saint Augustine's University** Raleigh, NC  
**Shaw University** Raleigh, NC  
**Spelman College** Atlanta, GA  
**Stillman College** Tuscaloosa, AL  
**Talladega College** Talladega, AL  
**Texas College** Tyler, TX  
**Tougaloo College** Tougaloo, MS  
**Tuskegee University** Tuskegee, AL  
**Virginia Union University** Richmond, VA  
**Voorhees College** Denmark, SC  
**Wilberforce University** Wilberforce, OH  
**Wiley College** Marshall, TX  
**Xavier University** New Orleans, LA

## United Negro College Fund, Inc.

229 Peachtree Street, NE  
Suite 2350  
Atlanta, GA 30303

### Justine Boyd

Regional Development Director  
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