



UNCF

A mind is a terrible thing to waste®



35TH ANNIVERSARY

UNCF
MAYOR'S
MASKED
BALL
ATLANTA 2018

SPONSORSHIP AND MARKETING OPPORTUNITIES



In the 2016-17 school
year, 857 awards totaling
\$11,063,673
were given to students
from Georgia.

ABOUT THE ATLANTA UNCF MAYOR'S MASKED BALL

The Atlanta UNCF Mayor's Masked Ball's 35th Anniversary 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 Atlanta UNCF Mayor's Masked Ball 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, and 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 15, 2018

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

TBD

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Dear Friends and UNCF Supporters,

As founders of the UNCF Mayor's Masked Ball it is our privilege to invite you to join us and Mayor Keisha Lance Bottoms as we celebrate the 35th Anniversary of Atlanta's premier holiday gala benefiting UNCF. The gala is scheduled for Saturday evening, December 15, 2018, in the Atrium Ballroom at the marvelous Atlanta Marriott Marquis.

This elegant evening of class and holiday illusion features a 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 Atlanta 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. When we birthed this idea we never dreamed that 35 years later we would have 18 other such events around the nation and, thanks to companies and individuals like you, raised \$1.3 million for the past two years.

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 Justine Boyd, UNCF regional development director, 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,



Billye Suber Aaron
Honorary and
Founding Co-Chairperson



Ambassador Andrew J. Young
Honorary and
Founding Co-Chairperson

HOST COMMITTEE

The Honorable Keisha Lance Bottoms

Mayor, City of Atlanta

Michael L. Lomax, Ph.D.

President and CEO, UNCF

Maurice E. Jenkins, Jr.

Executive Vice President
National Development, UNCF

Therese Badon

Vice President, Development, UNCF

Justine Boyd

Regional Development Director, UNCF

HONORARY AND FOUNDING CO-CHAIRPERSONS

Billye Suber Aaron

The Honorable Andrew Young

2018 CORPORATE CHAIRPERSONS

PAST HONORARY CHAIRPERSONS

Clarence Avant
Ed Baker
Erica Qualls Beatty
Eldrin Bell
Veronica Biggins
Ted Blum
Scarlet Pressley-Brown
Rodney Bullard
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 Modellmog
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
Wendy Stewart
Geri 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
- Sixteen (16) tickets to the 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
- Tabletop 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
- Sixteen (16) tickets to the 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

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
- Four (4) tickets to the 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
- Two (2) tickets to the 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: November 16, 2018

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 china.wilson@uncf.org.

Due Dates

LOGO	11/16/18
PAYMENT IN FULL	11/16/18
AD FOR PROGRAM BOOK	11/16/18
GUEST LIST NAMES	11/16/18

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 practices 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.

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.

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Atlanta, GA 30303

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