

SPONSORSHIP AND MARKETING OPPORTUNITIES



RICHMOND 2018



*Community Night Out  
at The Diamond*

**PITCH**  
*for*  
**EDUCATION**

**August 31, 2018**

**GAME INFORMATION**

**Richmond Flying Squirrels vs. Harrisburg Senators**

5:45 p.m. **Gates Open**      7:05 p.m. **First Pitch**

**WHERE**

**The Diamond**

3001 N. Boulevard  
Richmond, VA 23230

**FEATURING**

RVA's Best Happy Hour  
Live Entertainment  
Flying Squirrels T-shirt Giveaway  
Post-game Kids Run the Bases

## SPONSORSHIP AND MARKETING OPPORTUNITIES



### HONORARY EVENT CO-CHAIRS

**Edward Hudson**  
Detroit Stars  
Negro Baseball League

**Sam Allen**  
Kansas City Monarchs  
Negro Baseball League

### UNCF RICHMOND LEADERSHIP COUNCIL

**Lynn Bossi-Kinsel**  
Event Chair  
Mason McDuffie  
Mortgage Corporation

**Robin Byrd**  
Area Development Director  
UNCF

**Kimberly Conley**  
Chesterfield County

**Joann Crowell-Redd**  
Suited For Success LLC

**Olivier Faye**  
City of Richmond

**Audrey Hazelwood**  
Volunteer Coordinator

**Jeanita Harris**  
The Jefferson Hotel

**Frank Hinckle**  
Dominion Energy

**Nancy Hughes**  
Administrative Assistant  
UNCF

**William Johnson**  
Prestige Construction Group

**Hayley Mathews**  
Administrative Assistant  
UNCF

**Reggie Roland**  
Global Achievement  
Partnership

**Dianna Ruffin**  
Good Shepherd Baptist Church

**Gretchen Sutphin**  
GS Brandsmithing LLC

**Sylvia Watford**  
Virginia Credit Union

### AT A GLANCE

UNCF and the UNCF Richmond Leadership Council are excited to invite you to take part in the first Community Night Out at The Diamond Pitch for Education in partnership with the Richmond Flying Squirrels.

In attendance we are thrilled to have event co-chairs and former Negro Baseball League stars Edward Hudson, from the Detroit Stars, and Sam Allen, from the Kansas City Monarchs. Joining them will be 10,000 UNCF supporters and Flying Squirrels fans!

### GOAL

Raise \$20,000 to support the educational goals of Virginia students.

### HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$300 to \$1,000. Sponsor packages may include logo on 10,000 event tickets, logo on the UNCF.org event's web page, general admission tickets, field level seating and listing in event promotional materials. Individual tickets are available at \$10.



**For more information**, contact Robin Byrd at [robin.byrd@uncf.org](mailto:robin.byrd@uncf.org) or Lynn Bossi-Kinsel at [lkinsel@masonmac.com](mailto:lkinsel@masonmac.com).

## SPONSORSHIP RESERVATION AND TICKET INFORMATION

RICHMOND 2018



### PITCH *for* EDUCATION

#### PLATINUM SPONSOR \$1,000

- Logo on 10,000 tickets to be distributed throughout the community
- Pre-event photo opportunities
- Event souvenir photo
- Brand recognition on event print, digital and social media
- 500 general admission tickets
- 12 field level tickets
- First pitch opportunity
- PA announcement
- Logo highlighted on UNCF.org event's web page
- Marketing table at the game

#### GOLD SPONSOR \$600

- Logo on 10,000 tickets to be distributed throughout the community
- Pre-event photo opportunities
- Event souvenir photo
- Brand recognition on event print, digital and social media
- 300 general admission tickets
- 8 field level tickets
- PA announcement
- Company name listed as Gold Level Sponsor on UNCF.org event's web page

#### SILVER SPONSOR \$300

- Brand recognition on event print, digital and social media
- 150 general admission tickets
- 4 field level tickets
- Company name listed as Silver Level Sponsor on UNCF.org event's web page



# SPONSORSHIP RESERVATION AND TICKET FORM

RICHMOND 2018



## PITCH for EDUCATION



### SPONSORSHIP RESERVATION FORM

- \$1,000 Platinum Sponsor
- \$600 Gold Sponsor
- \$300 Silver Sponsor
- \$10 Individual Ticket(s) \_\_\_\_\_
- \$\_\_\_\_\_ I am unable to attend, but please accept my donation.

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

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

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

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

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

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

**CHECK ENCLOSED** Make checks payable to UNCF and mail to UNCF, 707 East Main Street, Suite 350, Richmond, VA 23219.

**CREDIT CARD**     VISA     MASTERCARD     DISCOVER     AMERICAN EXPRESS

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

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Deadline to be included on host media and print publications is July 20, 2018.**

**Please e-mail the completed form to UNCF at [robin.byrd@uncf.org](mailto:robin.byrd@uncf.org) or return by mail with your credit card information or your check payable to UNCF.**

**For more Information, contact Robin Byrd at [robin.byrd@uncf.org](mailto:robin.byrd@uncf.org) or visit [UNCF.org/Richmond](http://UNCF.org/Richmond).**

#### UNCF

707 East Main Street  
Suite 350  
Richmond, VA 23219  
T 804.203.2166

All contributions are tax-deductible to the fullest extent allowed by law.



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](http://UNCF.org).

## UNCF-MEMBER INSTITUTIONS

**Allen University** Columbia, SC  
**Benedict College** Columbia, SC  
**Bennett College** Greensboro, NC  
**Bethune-Cookman University** Daytona Beach, FL  
**Claflin 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.**

707 East Main Street  
Suite 350  
Richmond, VA 23219

### **Robin Byrd**

Area Development Director  
T 804 203 2166  
[robin.byrd@uncf.org](mailto:robin.byrd@uncf.org)



**[UNCF.org/Richmond](http://UNCF.org/Richmond)**

@UNCF    #Pitch4Education