We have re-imagined the Hampton Roads UNCF Mayors Masked Ball as a digital experience packaging together an extraordinary virtual gala affair!

SPONSORSHIP AND MARKETING OPPORTUNITIES

AT A GLANCE
The 2021 Hampton Roads UNCF Mayors’ Masked Ball is a premier fundraising gala and a major social event, focusing on raising public awareness and large corporate and individual donations to support deserving students through UNCF. Hosted by a diverse group of corporate sponsors and local businesses, it involves celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF’s mission of investing in better futures for us all by getting students to and through college.

GOAL
$300,000

HOW
Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from $2,000 - $25,000. Sponsor package benefits include registered guests and recognition at the event and in related advertising and promotional materials.

RESERVATIONS
Sponsorships are now being accepted. For more information, please contact UNCF Area Director Robin Byrd at Robin.Byrd@UNCF.org, or UNCF Development Associate Dianna Ruffin at Dianna.Ruffin@UNCF.org, or honorary co-chairs Alexis Swann at Alexis.Swann@townebank.net or Dwayne Blake at Dwayne.Blake@hii-co.com or call 804.359.1581.

SUPPORTING HBCUs AND STUDENTS IN NEED LEARN MORE UNCF.ORG/HAMPTONROADSMMB

HAMPTON ROADS UNCF MAYORS’ MASKED BALL

HOST COMMITTEE
The Honorable Kenneth Cooper Alexander
Mayor, City of Norfolk
The Honorable Robert M. “Bobby” Dyer
Mayor, City of Virginia Beach
The Honorable Linda T. Johnson
Mayor, City of Suffolk
The Honorable McKinley L. Price, DDS
Mayor, City of Newport News
The Honorable John L. Rowe Jr.
Mayor, City of Portsmouth
The Honorable Donnie Tuck
Mayor, City of Hampton
The Honorable Dr. Richard W. “Rick” West
Mayor, City of Chesapeake
Dr. Hakim J. Lucas
President and CEO, Virginia Union University
Michael L. Lomax, Ph.D.
President and CEO, UNCF
Robin Byrd
Area Development Director, UNCF
Dianna Ruffin
Development Associate

HONORARY CO-CHAIRS
Dwayne Blake
Huntington Ingalls Industries, Inc.
Dwayne.Blake@hii-co.com
Alexis Swann
TowneBank
Alexis.Swann@townebank.net

United Negro College Fund, Inc.
707 East Main Street
Suite 350
Richmond, VA 23219
T 804.203.2166

UNCEN STAFF
Robin Byrd
Area Development Director
Dianna L Ruffin
Development Associate
Dear Friends and UNCF Supporters,

In celebration of the historic role UNCF has played in providing educational opportunities for its historically black colleges and universities (HBCUs) and students who depend on UNCF’s support for their education, as this year’s host city mayor, I am excited to invite you to join me and the mayors of Hampton Roads for the first Virtual Hampton Roads UNCF Mayors’ Masked Ball to be held on Saturday, March 20, 2021. Celebrate with friends from the comfort of your home as we bring the gala to you! It will be an evening of special recognitions, special entertainment, and much more.

For more than 75 years, UNCF has made the dream of obtaining a college education a reality for more than 400,000 students. As higher education becomes the standard rather than an option, it is our responsibility to keep college tuition affordable for talented young men and women. UNCF has awarded over $1.4 million in scholarships to Virginia students. The work of our local Richmond office is critical and helps to provide support to numerous students throughout all regions in Virginia who currently attend colleges and universities across the country.

Your virtual attendance at the Hampton Roads UNCF Mayors’ Masked Ball is a tremendous opportunity to show your support. Supporting this worthwhile event expands access to higher education for Virginia’s young people and ensures today’s students are tomorrow’s innovators, doctors, lawyers, entrepreneurs and leaders. As the nation’s economy continues to rebound while college costs continue to soar, deserving students need our support more than ever.

You will be joining a pre-eminent group of corporations, civic groups, religious leaders, educators and individuals by participating in the fourth annual Hampton Roads UNCF Mayors’ Masked Ball at one of their premier sponsorship levels outlined in the sponsor packet.

Thank you for your kind consideration of this request and for agreeing that “A mind is a terrible thing to waste, but a wonderful thing to invest in.”® We look forward to having your organization as a supporter.

Very truly yours,

McKinley L. Price, DDS
Mayor
City of Newport News
I agree to be a sponsor of the 2021 Hampton Roads UNCF Mayors’ Masked Ball at the following level:

- **$25,000**
  - Mayors’ Royal Court Sponsor

- **$10,000**
  - Mayors’ Masked Court Sponsor

- **$4,000**
  - The Mayors’ Court Sponsor

- **$2,000**
  - Small Business/Educational Institutions Sponsor

Available for Small Businesses with 10 Employees or Less

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**SPONSORSHIP LEVELS**

**MAYORS’ ROYAL COURT $25,000**
- Opportunity to host an exclusive virtual “Watch Party” for 14 guests up to $2,000, sending all the elegance of a black-tie gala to you.
- Fourteen full virtual event admission tickets
- Two premium seat tickets to two (2) UNCF fundraising events through December 2021
- Free delivery of purchased auction items to your home
- Thirty sec PSA shown during event
- Opportunity for company representative to serve on UNCF Virginia Leadership Council
- Brand recognition in select electronic media
- Company logo displayed on a shared screen as part of sponsor video welcome
- Local media interview opportunities
- Full screen on sponsor video presentation

**MAYORS’ MASKED COURT $10,000**
- Masked Court Meal for 10 guests up to $1,000
- Ten full virtual event admission tickets
- Free delivery of purchased auction items to your home
- Opportunity for company representative to serve as honorary co-chair on event host committee
- Brand recognition in select electronic media

**THE MAYORS’ COURT $4,000**
- Mayors’ Court Meal for 8 guests up to $800
- Eight full virtual event admission tickets
- Opportunity for company representative to serve on event host committee
- Brand recognition in select electronic media

**SMALL BUSINESS/EDUCATIONAL INSTITUTIONS $2,000**
(AVAILABLE FOR SMALL BUSINESSES WITH 10 EMPLOYEES OR LESS)
- Masked Ball Meal for 4 guests up to $400.00
- Four full virtual event admission tickets
- Brand recognition in select electronic media

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**DUE DATES**

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<th>LOGO</th>
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<td>GUEST LIST NAMES</td>
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**AD SPECIFICATIONS**

**DIGITAL FULL COLOR SCREEN AD**

**FULL-SCREEN DIGITAL**
- 6.4" wide and 3.6" high

**HALF-SCREEN DIGITAL**
- 3.2" wide and 3.6" high

Recommended font sizes should be at least 12 point; quality set to maximum; format method to baseline; resolution to 300 pixels per inch; and color space to RGB. Export the graphic to JPEG format or high resolution PDF.

We will not be able to design any ads.

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**RESPOND TO:**
Sponsorships are now being accepted. For more information, please contact UNCF Area Director Robin Byrd at Robin.Byrd@UNCF.org.

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.

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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.

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**PAYMENT IN FULL 2/19/21**

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**GUEST LIST NAMES 2/19/21**

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GUEST REGISTRATION
Please complete reservation form and email to druffin@uncf.org by February 19, 2021