32nd Annual UNCF Virtual Walk for Education Detroit

Sponsorship Package
For 76 years, UNCF has enabled over 500,000 under-represented and minority students to attend and graduate from college; raising $5 Billion, changing lives for generations.

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 member institutions is a respected model of best practice in moving students to and through college.

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.

UNCF MEMBER SCHOOLS

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
Tougaloo College Tougaloo, MS
Texas College, Tyler, TX
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
WHO: UNCF, founded in 1944, has been instrumental in helping more African American students attend and graduate from college. UNCF is the nation’s largest and most effective minority education organization, supporting student education and development through education through scholarships and other programs, strengthens its 37 HBCUs, and advocates for the importance of minority education and college readiness.

WHAT: The 32nd Annual Virtual Detroit Walk for Education is a community fundraising event in which you can recruit family members, friends, co-workers, neighbors, etc. to participate in this non-competitive Walk to raise much needed funds for UNCF and raise awareness about our 37 member institutions and HBCUs. In addition, the virtual activity will help raise unrestricted funds for UNCF as well as provide necessary support for our students and schools.

WHY: UNCF holds approximately 70 fundraising events annually across the country to raise critical funds for our member schools and students. Most of these events entail large social gatherings but with the current global pandemic affecting most states, we are forced to rethink our existing approach because of social distancing.

UNCF Virtual Walk for Education participants are asked to make a donation to UNCF and do something meaningful, while practicing social distancing—walk, run, cycle, dance—in honor of UNCF, our students and schools.

WHEN: Saturday, August 22, 2020
9:00 AM – Warm-up
9:10 AM – Walk begins (run, bike, skate, dance, etc. – move for 30 minutes)
9:40 AM – Walk ends/cool down

WHERE: Virtual

Registration is FREE! All participants MUST register.
Thank you to the 31st Annual UNCF Detroit 5K Walk for Education Sponsors and Underwriters for their generous support in 2019

Presenting Sponsors
Delta Air Lines
UAW Ford & Ford Motor Company
UAW GM & General Motors Company

Master’s Sponsors
AAA The Auto Club Group
Meritor

Bachelor’s Sponsors
Comerica
Henkel Corporation

Room & Board Sponsor
FCA

In-kind & Underwriters
Meijer
Staples

We hope you will join us in 2020 as a Sponsor and/or Underwriter of the 32nd Annual UNCF Detroit Virtual Walk for Education.

UNCF Michigan Office
Patrice M. Neal, Area Development Director
3031 W. Grand Blvd., Ste. 531
Detroit, MI 48202
(313) 873-1500 (p) (313) 874-1539 (f)
uncf.org/Detroit
SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - $30,000
- Company Name/Logo on all event collateral (national & local) w/ hyperlinks to company website
- A sponsor of a Student Spotlight featured on local webpage
- A sponsor of a Virtual Walker Spotlight featured on the UNCF national webpage
- An item placed in Virtual Swag Bag
- Pre-event promotional marketing on UNCF social media handles
- A Corporate Team Highlight on UNCF social media handles

PhD Sponsor - $15,000
- Company Name/Logo on all local event collateral w/ hyperlinks to company website
- A sponsor of a Student Spotlight featured on local webpage
- An item placed in Virtual Swag Bag
- Pre-event promotional marketing on UNCF social media handles
- A Corporate Team Highlight on UNCF social media handles

Master’s Sponsor - $10,000
- Company Name/Logo on all local event collateral w/ hyperlinks to company website
- An item placed in Virtual Swag Bag
- Pre-event promotional marketing on UNCF social media handles
- A Corporate Team Highlight on UNCF social media handles

Bachelor’s Sponsor - $5,000
- Company Name/Logo on all local event collateral w/ hyperlinks to company website
- Pre-event promotional marketing on UNCF social media handles
- A Corporate Team Highlight on UNCF social media handles

Tuition Sponsors - $2,500
- Pre-event promotional marketing on UNCF social media handles
- A Corporate Team Highlight on UNCF social media handles
SPONSORSHIP COMMITMENT FORM

Company/Organization Name: _____________________________________________________________________________

Contact Person/Title: ____________________________________________________________________________________

Mailing Address: ________________________________________________________________________________________

City: __________________________________________________ State: _______________ Zip: ________________

Email Address: __________________________________________________________________________________________

Phone: (_____)(______)_________ Fax: (_____)(______)_________

Signature__________________________________________________________

Please indicate your commitment level:

_____ Presenting $30,000 _____ Bachelor’s $5,000

_____ PhD $15,000 _____ Tuition $2,500

_____ Master’s $10,000

We are unable to sponsor the UNCF 32nd Annual UNCF Detroit Virtual Walk for Education. Please accept this donation: _____ $1,000 _____ $500 _____ $250 Other $ _______

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Early Registration (w/gift)</td>
<td>Saturday, August 1, 2020</td>
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<tr>
<td>General Registration</td>
<td>Saturday, August 15, 2020</td>
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<tr>
<td>Walk Site Closes</td>
<td>Saturday, October 31, 2020</td>
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Credit Card Authorization

To process your sponsorship with a credit/debit card payment, proceed to www.uncf.org/detroitwalk. For ACH or EFT payment, contact our office IN ADVANCE for proper transaction information.

Please email the completed sponsorship commitment form to: Patrice M. Neal, Area Development Director at patrice.neal@uncf.org.