

National Virtual Walk
Sponsorship Package



NATIONAL
UNCF VIRTUAL
WALK
FOR EDUCATION
Birmingham

Save the Date **September 18, 2021**

SUPPORTING HBCUs AND STUDENTS IN NEED [LEARN MORE](#)

[UNCF.org/BirminghamWalk](https://unconf.org/BirminghamWalk)

BIRMINGHAM OFFICE: SERVING ALABAMA AND MISSISSIPPI

FOR MORE INFORMATION CONTACT US AT
Casi Ferguson at casi.ferguson@unconf.org

Our UNCF Virtual Walk For Education will remain focused on supporting our nation's HBCUs and the students they serve.

@BirminghamUNCF    #LaceUp4UNCF
#UNCFBirmingham



September 18, 2021

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#UNCBirmingham

UNCF - Who We Are

Vision

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.

Mission

UNCF's mission is to build a robust and nationally recognized pipeline of underrepresented 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 practices in moving students to and through college.

Impact

- We have re-imagined the Walk for Education and are going virtual! Our National UNCF Virtual Walk for Education will remain focused on supporting HBCUs and the students they serve.
- The National UNCF Virtual Walk for Education is a nationwide initiative to raise funds for and awareness about our 37 member institutions. This event will also help raise unrestricted funds for UNCF to enable us to provide necessary support for our students and schools. Join us by becoming a sponsor today.
- UNCF has set a goal of \$2 Million for the National UNCF Virtual Walk for Education. To help us achieve this ambitious goal, we invite you to support the UNCF Walk for Education by choosing from one of our sponsorship levels.
- Your sponsorship helps support UNCF programs and scholarships that benefit our 37 member HBCUs and students in need across the nation.

UNCF Facts

Our Students

Today, 60% of students supported by UNCF are the first in their families to attend college; 62% are from families with an annual income of less than \$25,000; and 93% qualify for financial aid.

Scholarship and Fellowship Programs

UNCF administers more than 400 scholarship, fellowship and institutional grants that support students at the undergraduate, graduate and doctoral levels.

Fundraising Efficiency

UNCF has raised more than \$5 billion, more than \$1.6 billion of which has been raised in the past decade alone, to enable more than 450,000 deserving students to earn the college degrees they want and need but might not otherwise be able to afford.

- UNCF maintains a low-cost ratio of 8% of total revenues.
- Both the Non-Profit Times and The Chronicle of Philanthropy rank UNCF among the top 10 charitable educational organizations in the country.
- BBB Wise Giving Alliance and Charity Navigator, non-profit watchdogs, have given UNCF high ratings for standards of charity accountability.



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UNCF - The Walk

WHAT

Vision

The National UNCF Virtual Walk for Education is a nationwide initiative to help raise critical funds UNCF needs to fulfill our mission of support to our member HBCUs. It also helps students pursue their educational endeavors and prepare for active participation in society. Join us online to make a donation to UNCF. Make a difference while practicing social distancing—walk, run, cycle, dance—all in honor of UNCF, our students and schools. Then, celebrate with UNCF during a nationwide virtual event featuring celebrities, member HBCU presidents, students, alumni and others.

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.

WHEN

Saturday, September 18, 2021

WHERE

Live Streaming

Atlanta – Serving Georgia, Tennessee, South Carolina

Birmingham – Serving Alabama, Mississippi

Boston – Serving Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont, Maine

Charlotte – Serving North Carolina

Chicago – Serving Kansas, Illinois, Missouri, Wisconsin

Cleveland – Serving Northern Ohio

Columbus – Serving Central and Southern Ohio, Kentucky

Dallas – Serving Northern Texas, Oklahoma

Detroit – Serving Michigan

Fort Lauderdale – Serving South Florida

Houston – Serving Southern Texas, New Mexico

Indianapolis – Serving Indiana

Los Angeles – Serving Southern California, Southern Nevada, Arizona, Hawaii

Minneapolis/St. Paul – Serving Minnesota, Iowa, Nebraska, North Dakota, South Dakota

New Orleans – Serving Louisiana, Arkansas

New York – Serving New York

Newark – Serving New Jersey

Orlando – Serving Northern and Central Florida

Philadelphia – Serving Pennsylvania, Delaware, West Virginia, Southern New Jersey

Richmond – Serving Southern Virginia

San Francisco – Serving Northern California, Northern Nevada, Utah, Colorado

Seattle – Serving Washington, Oregon, Idaho, Alaska

Washington, DC – Serving the District of Columbia, Maryland, Northern Virginia

For local sponsorship opportunities and team/individual registration information please contact Casi Ferguson at casi.ferguson@uncf.org.

KICK-OFF EVENTS

Select area offices will be hosting virtual kick-off activities.

Contact your local UNCF office for details.



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Walk Sponsorship Levels

National Presenting

\$250,000

Branding Opportunities

- Official sponsor of the National UNCF Virtual Walk for Education
- Sponsor of celebrity segment
- Company name/logo on event collateral (national and local) with hyperlinks to company website
- Official sponsor of the participant bib
- Corporate spotlight featured during live streaming
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Speaking Opportunities

- Opportunity for CEO to bring 60 second remarks during live streaming

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

National Doctorate

\$100,000

Branding Opportunities

- Company name/logo on event collateral (national and local) with hyperlinks to company website
- Corporate spotlight featured during live streaming
- Sponsor of student segment
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Speaking Opportunities

- Opportunity for CEO to bring 30 second remarks during live streaming

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

National Master's

\$50,000

Branding Opportunities

- Company name/logo on event collateral (national and local) with hyperlinks to company website
- Sponsor of student spotlight
- Corporate spotlight featured during live streaming
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

For national sponsorship opportunities, please contact UNCFNationalWalk@UNCF.org.



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Walk Sponsorship Levels

Local Presenting

\$10,000

Branding Opportunities

- Company name/logo on local event collateral with hyperlinks to company website
- Sponsor of a student spotlight featured on UNCF local office webpage
- Sponsor of a virtual walker spotlight featured on the UNCF national webpage
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

Local Doctorate

\$7,500

Branding Opportunities

- Company name/logo on local event collateral with hyperlinks to company website
- Sponsor of a student spotlight featured on UNCF local office webpage
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

Local Master's

\$5,000

Branding Opportunities

- Company name/logo on local event collateral with hyperlinks to company website
- Pre-event promotional marketing on UNCF social media handles
- Corporate team highlight on UNCF social media handles

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

Local Bachelor's

\$2,500

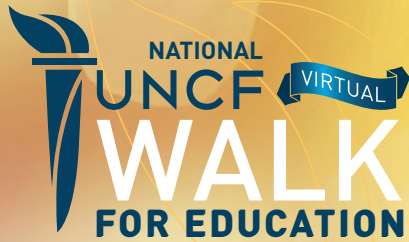
Branding Opportunities

- Company name/logo on local event collateral with hyperlinks to company website
- Corporate team highlight on UNCF social media handles

Local Opportunities

- Local pre-event activities (as defined by UNCF area office)

For local sponsorship opportunities, please contact Casi Ferguson at casi.ferguson@uncf.org.



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Walk Sponsorship Commitment Form

In order to be included on digital materials, your completed/signed form must be submitted on or before August 20, 2021.

Please indicate your commitment level:

- National Presenting Sponsor \$250,000
- National Doctorate Sponsor \$100,000
- National Master's Sponsor \$50,000
- Local Presenting Sponsor \$10,000
- Local Doctorate Sponsor \$7,500
- Local Master's Sponsor \$5,000
- Local Bachelor's Sponsor \$2,500

We cannot sponsor the National UNCF Virtual Walk for Education, but please accept this donation to support the event \$ _____.

Contact Information:

COMPANY NAME/ORGANIZATION _____

CONTACT PERSON _____ TITLE _____

MAILING ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

Payment Methods:

- CHECK ENCLOSED ENCLOSED WITH FORM INVOICE ME LATER (ALL PAYMENTS DUE BY DECEMBER 17, 2021)
- CREDIT CARD VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

Please email this completed form to Casi Ferguson at casi.ferguson@unconf.org.

In order to be included on digital materials, your completed/signed form must be submitted: On or before August 20, 2021

UNCF is a not-for-profit corporation recognized as tax-exempt under 501(c)(3) of the Internal Revenue Code. Donations to UNCF are deductible as charitable contributions to the fullest extent of the law.



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Corporate Walk Team Commitment Form

The success of our event is based on the performance of our walk teams. You can impact our mission by forming a walk team and soliciting individual donations from your employees, co-workers, organization members, vendors and other net-works. By working with UNCF staff and the walk committee, you can make the dreams of a college education come true for a deserving student from your community. Please complete this form and return to the your local UNCF area office.

Yes, we will organize a company/organization walk team and committee. Our team coordinator will be:

NAME _____ TITLE _____
PHONE _____ EMAIL _____

Matching Gift Info: *(Companies Only)*

We would also like to challenge the following company/organization to form a walk team:

NAME _____ TITLE _____
PHONE _____ EMAIL _____

No, we are NOT interested in forming a walk team.

However, we would like to make the following donation for the event: \$ _____

Payment Methods:

CHECK ENCLOSED ENCLOSED WITH FORM INVOICE ME LATER *(ALL PAYMENTS DUE BY DECEMBER 17, 2021)*

CREDIT CARD VISA **VISA** MASTERCARD AMERICAN EXPRESS **AMEX** DISCOVER **DISCOVER**

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____ DATE _____

Contact Information:

COMPANY NAME/ORGANIZATION _____

CONTACT PERSON _____ TITLE _____

MAILING ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____ FAX _____

Please email this completed form to **Casi Ferguson** at casi.ferguson@uncf.org.

**In order to be included on digital materials, your completed/signed form must be submitted:
On or before August 20, 2021**

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