

National Virtual Walk  
Sponsorship Package



NATIONAL  
**UNCF**  VIRTUAL  
**WALK**  
FOR EDUCATION

Cleveland

Save the Date **September 18, 2021**

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

[UNCF.org/ClevelandWalk](https://www.uncf.org/ClevelandWalk)

FOR MORE INFORMATION CONTACT US AT  
[andrea.neely@uncf.org](mailto:andrea.neely@uncf.org) or at 317.283.3920

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

@UNCFNorthernOH    #LaceUp4UNCF  
#UNCFCleveland



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#UNCCleveland

## 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 [andrea.neely@uncf.org](mailto:andrea.neely@uncf.org) or at 317.283.3920.

### 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](mailto: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)

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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 [andrea.neely@uncf.org](mailto:andrea.neely@uncf.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     MASTERCARD     AMERICAN EXPRESS     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 [andrea.neely@uncf.org](mailto:andrea.neely@uncf.org).

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