



VIRTUAL

UNCF  
"A MIND IS..."<sup>®</sup>

# Gala

CHICAGO | 2021

CELEBRATING 21 YEARS

SPONSORSHIP AND MARKETING OPPORTUNITIES



In the 2020-21 school year,  
awards totaling over

**\$3 Million**

were given to students  
from Illinois.

VIRTUAL  
**UNCF**  
 "A MIND IS..."<sup>®</sup>  
**Gala**  
 CHICAGO | 2021

# AT A GLANCE

The annual UNCF "A Mind Is..."<sup>®</sup> Gala is one of Chicago's signature fundraising galas and premier social events of the year. **Due to the ongoing COVID-19 pandemic, this event has been reimagined as a digital experience packaging together an extraordinary virtual gala affair.** Supported by a diverse group of corporate sponsors and individuals, it involves celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF's mission of investing in America's future by getting students to and through college.

## UNCF LEADERSHIP

**Michael L. Lomax, Ph.D.**  
 President and CEO, UNCF

**Maurice E. Jenkins Jr.**  
 Executive Vice President,  
 Chief Development Officer, UNCF

**Fred Mitchell**  
 Vice President Development,  
 Northern and Mid-Atlantic-Midwest, UNCF

**Priscilla Stratten**  
 Area Development Director, UNCF

**Christal H. Stinson**  
 Area Development Director, UNCF

## HONORARY CHAIRPERSONS

**The Honorable Toni Preckwinkle**  
 President, Cook County Board of  
 Commissioners

**The Honorable Lori E. Lightfoot**  
 Mayor, City of Chicago

FOR SPONSORSHIP OR TICKET  
 INFORMATION, PLEASE  
 CONTACT PRISCILLA STRATTEN AT  
 312.845.2204 OR BY EMAIL AT  
[PRISCILLA.STRATTEN@UNCF.ORG](mailto:PRISCILLA.STRATTEN@UNCF.ORG).

VISIT THE UNCF "A MIND IS..."<sup>®</sup>  
 CHICAGO GALA WEBSITE AT  
[UNCF.ORG/AMICHICAGO](http://UNCF.ORG/AMICHICAGO)

## GALA CO-CHAIRMEN



**Anthony Davis**  
 Los Angeles Lakers, NBA



**Tim Hardaway Jr.**  
 New York Knicks, NBA



**Derrick Rose**  
 Dallas Mavericks, NBA

## MASTER OF CEREMONIES



**Stefan Holt**  
 Anchor, NBC 5



**Samuel L. Jackson**  
 Producer and Actor

## CELEBRITY GUEST HOST

## HONOREES

"A MIND IS..."<sup>®</sup>  
**CORPORATE AWARD**  
**Wintrust Financial**

**WINTRUST**

"A MIND IS..."<sup>®</sup>  
**TRAILBLAZER AWARD**



**Mary Spio**  
 CEO & CTO, CEEK VR

## WHEN

**Saturday, June 19, 2021**  
 6 p.m.

## GOAL

**\$800,000**

## ENTERTAINMENT

**Terisa Griffin**  
**Kenny Lattimore**



**Anthony Davis**

**Tim Hardaway Jr.**

**Derrick Rose**



# UNCF

## WHO WE ARE

**60,000** students

attending more than 1,100 colleges and universities and receiving UNCF scholarships

**10,000+**

scholarships awarded annually through more than 400 programs

**37** HBCUs

serving more than 50,000 students

**100,000+**

annual donors including major companies, foundations and individuals

## ADVOCACY

for minority colleges and minority students

SUPPORTING HBCUs AND STUDENTS IN NEED LEARN MORE

[UNCF.ORG/CHICAGO](http://UNCF.ORG/CHICAGO)



@UNCFChicago

#UNCFChicago

Thank you for your support of the CHICAGO "A MIND IS..."<sup>®</sup> GALA.



## SPONSORSHIP LEVELS

### PRESENTING SPONSOR \$100,000

- Company listed as UNCF "A Mind Is..."<sup>®</sup> Gala presenting sponsor on event collateral, press materials, event website and sponsor loop
- Presenting sponsor representative provides pre-recorded remarks during program
- One special delivery on behalf of the event
- Full-screen premium advertisement in evening's digital program
- Virtual access for 75 guests to the UNCF "A Mind Is..."<sup>®</sup> Gala program
- Acknowledgement during gala program
- Brand recognition on all UNCF "A Mind Is..."<sup>®</sup> Gala website pages and all print, digital and social media

### CHANCELLOR SPONSOR \$50,000

- Company listed as UNCF "A Mind Is..."<sup>®</sup> Gala chancellor sponsor on event collateral, press materials, event website and sponsor loop
- One special delivery on behalf of the event
- Full-screen premium advertisement in evening's digital program
- Virtual access for 50 guests to the UNCF "A Mind Is..."<sup>®</sup> Gala program
- Acknowledgement during gala program
- Brand recognition on all UNCF "A Mind Is..."<sup>®</sup> Gala website and all print, electronic and social media platforms

### PRESIDENT SPONSOR \$25,000

- Virtual access for 25 guests to the UNCF "A Mind Is..."<sup>®</sup> Gala program
- Full-screen premium advertisement in evening's digital program
- Brand recognition on all UNCF "A Mind Is..."<sup>®</sup> Gala website and all print, electronic and social media platforms

### TRUSTEE SPONSOR \$15,000

- Virtual access for 15 guests to the UNCF "A Mind Is..."<sup>®</sup> Gala program
- Half-screen premium advertisement in evening's digital program
- Listing on all UNCF "A Mind Is..."<sup>®</sup> Gala website and all print, electronic and social media platforms

### PROFESSOR SPONSOR \$10,000

- Virtual access for 10 guests to the UNCF "A Mind Is..."<sup>®</sup> Gala program
- Quarter-screen premium advertisement on sponsor loop
- Listing on all UNCF "A Mind Is..."<sup>®</sup> Gala website and all print, electronic and social media platforms

### INDIVIDUAL GUEST ACCESS \$250



# SPONSORSHIP RESERVATION FORM

Print Page

## SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2021 Chicago UNCF "A Mind Is..."<sup>®</sup> Gala at the following level:

**\$50,000** PRESENTING SPONSOR

**\$25,000** CHANCELLOR SPONSOR

**\$15,000** PRESIDENT SPONSOR

**\$10,000** TRUSTEE SPONSOR

**\$5,000** PROFESSOR SPONSOR

**\$250** INDIVIDUAL ACCESS \_\_\_\_\_

\$ \_\_\_\_\_

I am unable to attend, but please accept my donation.

## SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS

SUITE

CITY

STATE

ZIP

COUNTRY

## SPONSORSHIP PAYMENT METHODS

**PAYMENT BY CHECK** Please make checks payable to UNCF and send along with your signed agreement and this form to UNCF.

**INVOICE REQUESTED** Please provide company/organization purchase order number *(if necessary)*:

**PAYMENT BY CREDIT CARD**



Please complete the credit card payment information below, and fax or scan/email your signed agreement and this form to UNCF.

CREDIT CARD NUMBER

CVC#

EXP

NAME ON CARD

SIGNATURE

**Please complete and return all payments by June 1, 2021.**

**Email this completed form to UNCF at [priscilla.stratten@uncf.org](mailto:priscilla.stratten@uncf.org) or fax to 312.263.2750.**

### UNCF

Priscilla Stratten  
Area Development Director  
105 West Adams St. Suite 2400  
Chicago, IL 60603  
[priscilla.stratten@uncf.org](mailto:priscilla.stratten@uncf.org)



## ADVERTISEMENT FORM

Print Page

### PLEASE RESPOND TO:

Latina Brooks  
T 312 845 2211 | F 312 263 2750  
Latina.Brooks@UNCF.org

UNCF  
105 West Adams Street  
Suite 2400  
Chicago, IL 60603

### DUE DATES

LOGO	05/14/21
PROGRAM AD DEADLINE	06/01/21
GUEST LIST NAMES	06/01/21
SPONSORSHIP/TICKET PAYMENTS	06/01/21

### AD SPECIFICATIONS

FULL-SCREEN	1280px wide x 720px high
HALF-SCREEN	635px wide x 720px high
QUARTER-SCREEN	635px wide x 355px high

Recommended font size should be at least 12 point or 16 pixels.

Quality set to maximum; format method to baseline; resolution to 96 pixels per inch; and color space to RGB

Export the graphic to JPEG format

**Ad Deadline June 1, 2021**

PROVIDE SPONSOR/CORPORATE LOGOS AS VECTOR EPS OR 300 DPI JPEG

We will not be able to design any ads.  
Email your ad to: [henry@mykadesign.com](mailto:henry@mykadesign.com)

### PLEASE NOTE

We are referred to simply as "UNCF" instead of the "United Negro College Fund" or "the UNCF." Please use correctly if included in your ad.



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

## SUPPORTING HBCUs AND STUDENTS IN NEED LEARN MORE [UNCF.ORG/Chicago](http://UNCF.ORG/Chicago)

### UNCF

105 West Adams Street  
Suite 2400  
Chicago, IL 60603  
T 312 845 2200  
F 312 263 2750

[UNCF.ORG/CHICAGO](http://UNCF.ORG/CHICAGO)

### Priscilla Stratten

Area Development Director

### Christal H. Stinston

Area Development Director

### Latina Brooks

Administrative Assistant

### Tonda Marcus

Administrative Assistant

